



## PRESS RELEASE

The winners of the 2017 European Beer Star competition:

### **Record participation at the world's most important annual beer competition**

*They are as sought after by the world's breweries as Michelin stars are by restaurateurs: The awards from the European Beer Star. With 2,151 beers from 46 countries, this renowned competition is in its 14th consecutive year with a new participation record, making it the world's most important beer competition.*

*The winners in 60 categories (in each case only one gold, silver and bronze medal) were crowned on 13 September during drinktec, the world's largest beverage trade fair in Munich. Although international participation is growing and German breweries for the first time entered fewer than 40% of the beers submitted, this year more than a third of the medals went to breweries between the Chiemgau region and Flensburg – including 21 golds! On the other hand, for the first time the gold medals went to 15 different countries, including countries such as Brazil, Israel and South Korea. The most successful brewery at the European Beer Star 2017 is the private brewery Schönram in Petting, in Upper Bavaria, whose beers were awarded three gold medals and a bronze medal! For years the Pelican Brewing Company (USA) has featured on the winners list of the European Beer Star as well, and with two golds and three silvers they are the most-awarded international brewery at this year's competition.*

**Munich** – In mid-August 133 international beer experts — master brewers, beer sommeliers and specialised journalists — awarded gold, silver and bronze in a total of 60 categories in a two-day blind tasting at the Doemens Brewing Academy. No easy task in view of the once-again record-breaking number of entries of 2,151 beers from 46 countries:

just under 40% of the submitted beers were from Germany, with the remaining beers from breweries in Europe, Asia and Africa as well as North and South America.

“This makes the European Beer Star the world’s most important beer competition of the year,” explains Oliver Dawid, managing director of the Private Brauereien Bayern, which has been presenting this award since 2004. “Our awards also enjoy an excellent reputation in the international brewing world because at its core the European Beer Star is based on transparent, rigorous and comprehensible criteria.” During the blind tasting, the experts, who know only the beer style but not the brand, judge the beers on the basis of the criteria that consumers also value, namely optics, foam, odour, taste and typical characteristics of the variety. Master brewers are prevented from tasting and rating their own beers. In addition, the tested beers are not showered with medals at the European Beer Star: There is only one gold, silver and bronze medal per beer category. A considerable number of these medals go to German breweries this year: With 21 golds, 25 silvers and 21 bronzes, Germany leads the medals table – after coming in 2nd place last year. US brewers, who have performed successfully for many years at the European Beer Star, triumphed in twelve categories (beer styles). The best beers in seven categories in 2017 come from Italy.

Belgian and Dutch breweries dominated in six categories – mainly Belgian beer styles such as Belgian-style dubbel, Belgian-style tripel and Belgian-style strong ale.

### **Some surprises**

The German breweries provided a big surprise this year, bringing in 67 medals despite declining numbers of beers entered. Surpassing all was the success of the private brewery Schönraum (Petting, Bavaria), which took golds for the popular beer styles Helles, Export and Dunkel and a bronze for Leichtes Helles. Spectacular also were the awards for the Aktienbrauerei Kaufbeuern (Bavaria) from the Allgäu region, whose

Leichtes Helles and Dunkler Doppelbock earned gold and their Helles Kellerbier a bronze. The Riegele Brewery (Augsburg, Bavaria) triumphed with two beer styles, Heller Doppelbock and an alcohol-free top-fermented beer, and for years has been a very successful brewery at the European Beer Star. “The fact that a series of breweries are among the winners at the European Beer Star year after year shows the technical competence of our jury and naturally the high quality standards of the breweries,” explains Gerhard Ilgenfritz, President of the Privaten Brauereien Bayern. “There are no random medal wins at the European Beer Star!” Proving this impressively are the US breweries, which appear regularly on the winners lists: The Pelican Brewery (Tillamook) won the categories Summer Ale und Imperial IPA and also took silver for Scotch Ale, Dry Stout and Barrel-Aged Strong Beer. Firestone Walker Brewing (San Luis Obispo) won in the popular craft beer styles English Style Bitter (gold), Imperial IPA (silver) and a bronze each for Sour Beer, Belgian-Style Fruit Sour Beer und New Style Pale Ale. The Deschutes Brewery (Bend) was pleased with gold medals for Traditional Pale Ale and Dry Stout as well as a silver for Traditional IPA. Among the Italian breweries, which were also successful in 2017 (7 golds, 4 silvers, 4 bronzes), the Fabbrica Birra Perugia stands out, impressing the jury in particular with the beer styles New Style Pale Ale and Sour Beer. It is notable that all the Italian gold medals were for rather unusual beer styles, which makes it clear that Italian brewers take a special joy in experimentation.

### **Dominance of the Southern German breweries in Germany**

The goal of the European Beer Star competition, i.e. the promotion of handcrafted beers that are full of character, even reaches countries with a supposedly less pronounced beer competence. The best Traditional IPA comes from Kabrew in South Korea, the best Helles Weißbier is brewed by Carlsberg Poland and the best Altbier comes – just like last year – from the Japanese brewery Warabiza.

The medals were earned by a total of 21 countries at the European Beer Star 2017. With the beer styles alcohol-free top-fermented and bottom-fermented, the competition has increased to 60 categories, which Association Director Oliver Dawid explains with the “phenomenal development of the competition,” which no one would have thought possible 14 years ago. “With the European Beer Star we show consumers the unbelievable variety of the international beer world.”

Gold medals were won by the Brauerei Aying (near Munich) for amber-coloured Weißbier, the Löwenbrauerei Passau for Dunkles Hefeweizen, the Staatsbrauerei Weihenstephan (Freising) for Hellen Weizenbock, the Baisinger Biermanufaktur for Kristallweizen and the Hirsch Brauerei (Wurmlingen) for Leichtes Weißbier. The best Dunklen Weizenbock, however, comes from the Brazilian Kirin brewery!

The region with the world's highest density of breweries, Franken (Bavaria), proved its brewing competence in regional beer styles impressively at the European Beer Star.

Gold medals went to the Brauereigasthof Kundmüller (Viereth) for Smoke Beer, Winklerbräu (Lengenfeld) for Kellerpils, Brauhaus Faust (Milttenberg) for Helles Kellerbier, Brauerei Greif (Forchheim) for Festbier, Kaiserbräu (Neuhaus) for Red and Amber Lager and Elch-Bräu (Thuisbrunn) for Kellerbier Dunkel. For years the Brauhaus Saalfeld in Thuringia has been counted among the winners at the European Beer Star, and it won a gold medal in 2017 for its Märzen.

### **Small and large breweries among the winners**

The significance of the European Beer Star for the brewing world is also seen in the participation of the breweries. “We have brewery corporations such as Kirin and Carlsberg as well as small pub breweries among the winners,” explains Sebastian Unertl, tasting director of the European Beer Star. “Although naturally the family-owned, hand-crafted breweries clearly set the tone.”

Like the two small Austrian breweries, whose gold-winning beers could not be more different: The Vienna-based Brew Age brews the best Ultra Strong Beer; the Brauerei Schloß Eggenberg (Vochendorf) the best alcohol-free bottom-fermented beer.

The European Beer Star, organised by the association Private Brauereien (in cooperation with the Association of Small and Independent Breweries in Europe) and world renowned since 2004, is sponsored by the Barth-Haas Group, BayWa, Rastal and MicroMatic. Its partners are Doemens Brewing Academy, BrauBeviale, Brauwelt and drinktec.

The complete list of winners, including contact details for all the breweries, is attached, as well as various photographs and illustrations that can be used free of charge.

For more information, please go to: [www.european-beer-star.de](http://www.european-beer-star.de)

Please respect the block until 13 September 2017 (4 p.m.)!

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Photos and text: Private Brauereien Bayern e.V. (free of charge)

# International medals table 2017



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	 GOLD	 SILVER	 BRONZE	Total
 Germany	21	25	21	67
 USA	12	13	8	33
 Italy	7	4	4	15
 Belgium	3	3	6	12
 Brazil	3	2	4	9
 Netherlands	3	2	4	9
 Austria	2	3	6	11
 France	2	-	-	2
 Israel	1	2	-	3
 Great Britain	1	1	-	2
 Poland	1	-	2	3
 Chile	1	-	1	2
 Slovakia	1	-	-	1
 South Korea	1	-	-	1

# International medals table 2017

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	 GOLD	 SILVER	 BRONZE	Total
 Japan	1	-	-	1
 Spain	-	2	-	2
 Switzerland	-	1	1	2
 Canada	-	1	1	2
 Colombia	-	1	-	1
 Mexico	-	-	1	1
 Russia	-	-	1	1