



Private Brauereien

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A total of 2,344 beers from 51 countries submitted:

Setting a New Record at the European Beer Star

This year, for the 15th time, the best beers in the world will be chosen. The competition tasting with 144 jury members will take place on 12 October at the Akademie Doemens in Gräfelfing (near Munich).

Munich/Gräfelfing - The European Beer Star competition, organised by the association Private Brauereien, has long become one of the most important beer competitions in the world. "To receive one of the coveted awards is as important to brewers as a Michelin star" stresses Oliver Dawid, the Managing Director of Private Brauereien Bayern. Dawid and the project manager Thomas Buscham were surprised by the new record result: With 2,344 beers from 50 countries, more beers than ever will come before the 144-member jury - representing a 9% increase compared to 2017. "In the last days before the closing date, the registrations reached fever pitch," says Buscham.

In the coming weeks, the Brau-Akademie Doemens brewing academy in Gräfelfing (near Munich) as the logistics partner of the European Beer Star, will once again be extremely busy with 30,000 beers arriving in all imaginable containers, boxes or

cartons from all over the world. Employees and students take over the picking, labelling and sorting of the competition beers for blind tasting, which will take place on 12 October. For the first time, the competition will cover 65 beer categories. "Fortunately, we have years of experience, otherwise this challenge would be hard to cope with," explains Dr Werner Glossner, Akademie Managing Director who, like his employees, is delighted when Doemens becomes the "hotspot of international beer diversity" during tasting.

It was also the objective of Private Brauereien-when they first announced the competition 15 years ago to present this variety of individual, craft-brewed beers with lots of character to the broad public. When the competition started, there were 271 beers sent for tasting. When the number of beers passed the 2,000 mark two years ago, the potential seemed almost exhausted. According to the Head of Tasting, Mr Buscham, it is all the more pleasing "that we have seen again close to 10% growth - across all beer styles and continents."

About 39% of the registered beers are brewed in German brewhouses, almost 11% in the US, just under 9% in Italy and as many as 34 beers in the People's Republic of China. For the first time, medals will be awarded in 65 categories, including Fruit Beer, Session Beer and New Style Lager. "In this way, we are responding to the breweries' desire for even stronger accentuation in the individual beer styles," explains Oliver Dawid.

Due to the record participation, the international team of experts was also expanded: 144 jury members, 11 more than the previous year, predominantly master brewers, beer sommeliers and certified beer experts from 32 countries, will evaluate the 2,344 different beers in a blind tasting on 12 October. The beers are tasted as consumers experience them, according to purely sensory criteria such as colour, head, taste or aroma. The beer is of course drunk by the testers in small sips, as this is the only way to evaluate the "body" of the beer on the palate: carbonation, richness and hop aroma. "To answer a frequently asked question: the judges do not drink more than 2-3 pints over the whole day of tasting" stresses Dawid.

Unlike other competitions, the jury of the European Beer Star competition only awards one gold, silver and bronze medal per category. This makes the European Beer Star one of the toughest and thus most sought-after competitions in the world, which is also typically reflected in the sales figures. "We hear from breweries every year that a gold-winning beer sold out in no time," confirms Head of Tasting, Mr Buscham.

The winners will be announced on 14 November at the BrauBeviale trade show in Nuremberg.

Photo caption: Viva Oktoberfest! In October, the Brau-Akademie Doemens brewing academy becomes the international centre for beer diversity: More than 30,000 beer bottles will arrive here before the tasting on 12 October- and face the verdict of the international taster jury at the European Beer Star. Oliver Dawid (...), Managing Director of Private Brauereien Bayern, Thomas Buscham (...), Head of Tasting and Dr Werner Glossner, Doemens Managing Director taking stock of the beers coming from all over the world.

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: Barth-Haas Group, BayWa, Rastal and MicroMatic. Partners are Brauakademie Doemens, BrauBeviale and Brauwelt.

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