



Private Brauereien

PRESS RELEASE

**Trade fair visitors choose the most popular beer at the European Beer Star
The "Consumers' Favourite" of the European Beer Star 2019
goes to “Augustus 8“, the South German-Style Weizenbock
Dunkel of the Brauerei Riegele**

Nuremberg – One of the highlights of the BrauBeviale in Nuremberg is the presentation of the European Beer Star, which is among the most prestigious awards in the international brewing community. The visitors of the most globally significant trade fair in the brewing industry have the chance to take part in the award of a Beer Star on the first day of the fair: In a blind taste test of the gold medal winners for the year 2019, they decide on gold, silver and bronze in the Consumers' Favourite category. A jury of 145 specialists determined the winners of the 67 categories from among the 2,483 beers at the beginning of October.

After more than 5,000 samples had been given out, late on Tuesday evening the winner emerged. The 2019 Consumers' Favourite gold medal goes to “Augustus 8“, the South German-Style Weizenbock Dunkel of the Brauerei Riegele (Augsburg/ Germany). The silver medal is awarded to Birra dell'Eremo (Italy) for their Traditional Belgian-Style Lambic, Geuze, and Fruit Geuze „Selva Sour“. Visitors to the trade fair awarded third place to “Averbode Abdijbier“, the Belgian-Style Strong Blond Ale of the Brouwerij L Huyghe (Belgium).

"The medals of the European Beer Star are very important to the breweries", explains Stefan Stang, CEO of the Verband Private Brauereien (Association of Private Breweries). "If a gold medal-winning beer is also chosen as a consumer's favourite, this is of course outstanding."

The European Beer Star from the Verband Private Brauereien has existed since 2003, to recognise particularly characterful hand-brewed beers from around the world.

The European Beer Star is supported by Rastal, the Barth-Haas Group, BayWa AG and MicroMatic. Its partners are the BrauBeviale, the Doemens Brewing Academy and the trade periodical Brauwelt.

The detailed list of winners with all the contact details of the breweries, as well as photos and various graphics, which can all be used free of charge, can be found at www.european-beer-star.de

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