



## **The European Beer Star starts its 17<sup>th</sup> round as planned**

### **In advance: As the organiser of the European Beer Star competition, we are optimistic!**

We firmly believe that the competition – as originally foreseen – can be performed this autumn. The first steps can be set forth as scheduled as these have to be completed online anyway.

### **The European Beer Star is open for the entire world.**

Beers can be submitted by every commercial brewery in every country from all continents. In the past year of 2019, a new record was able to be set with 2,483 beers from 47 different countries. The unique design of the European Beer Star provides the same chances to breweries of every kind. Size or tradition may well be values that are important in the day-to-day fight for market share. However, all beers are same in front of the noses and taste buds of the European Beer Star expert jury.

### **70 categories for the first time – what is new?**

The world of beer styles is changing constantly. For this reason, the categories are re-examined and adjusted every year. Apart from beer styles that have been newly added this year, there is something else new this year, namely the categories:

#### **The category finder**

In numerous categories, typical beer specialities have been nominated to a particular category. The “Category Finder” makes the category allocation easier for the breweries.

#### **Without filter**

A number of categories have been opened for unfiltered beers.

The European Beer Star is thereby re-acting to the changing view of some beer styles.



### **NEW categories in 2020**

- Bohemian-Style Session Lager
- Austrian-Style Märzen
- Speciality India Pale Ale
- English-Style Strong Ale
- Non-Alcoholic Hoppy Beer

### **Which criteria are applied to tasting and by whom?**

During the expert tasting on 8<sup>th</sup> and 9<sup>th</sup> October 2020, all beers will be assessed by the criteria “sensory qualities” and “taste” in a blind tasting session. The expert jury is composed of experienced, well-trained tasters from a variety of professional careers. Brewers, beer sommeliers, trade journalists and beer enthusiasts from all over the world. Awards will thereby be given to special, authentic beers. They will have to convince with their taste and quality and best fulfil the type criteria. The expert jury assesses the beers by purely sensory criteria (laboratory analyses are not performed).

### **The Olympic principle**

What clearly distinguishes the European Beer Star from other competitions is the “Olympic Principle”. Only 3 prizes are awarded in each category, these being gold, silver and bronze. That makes the European Beer Star one of the most demanding competitions in the world.

### **Dates and facts**

- **The European Beer Star is a project organised by**
  - Private Brauereien Bayern e.V.
  - Private Brauereien Deutschland e.V.
- **Partners of the European Beer Star**

These undertakings support the competition, the organisers extend thanks to:

- BarthHaas
- BayWa
- BrauBeviale
- Brauwelt



## Private Brauereien



- Doemens
  - Kalea
  - Kaspar Schulz
  - Micro Matic
  - Rastal
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- **Calendar for the European Beer Star in 2020**
    - April 2020 – beers can be registered for the European Beer Star
    - 26<sup>th</sup> June 2020 – the “early-booker discount” ends on 26<sup>th</sup> June
    - 4<sup>th</sup> September 2020 – official close of registrations
    - 7<sup>th</sup> to 28<sup>th</sup> September 2020 – beers must be sent in during this time span
    - 8<sup>th</sup> and 9<sup>th</sup> October 2020 – expert tasting in the Doemens Academy in Gräfelfing.
    - 10<sup>th</sup> November 2020 - Consumer's Favourite public tasting will be held at the BrauBeviale Fair in Nuremberg
    - 11<sup>th</sup> November 2020 – prizes will be awarded and the Winners' Night held at the BrauBeviale Fair in Nuremberg

### **Contact data**

- Registration and information at: [www.european-beer-star.de](http://www.european-beer-star.de)
- [info@european-beer-star.com](mailto:info@european-beer-star.com)

### **Finally: It's always in the stars**

The truth is we never know what the future will bring. We are particularly aware of this fact at the present time. It therefore goes without saying for us that participants in the European Beer Star 2020 are kept free of risk.

- If the expert tasting really does have to be cancelled (which we do not expect), the registration fee paid in advance will naturally be refunded.
- And: we would decide a cancellation of the expert tasting before the dispatch of the beer starts.
- In such a case, information will be given to you by the end of August 2020 at the latest.