



Private Brauereien

PRESS RELEASE

New record attendance at the XII European Beer Star 2015.

1,957 beers from 45 countries participate in the prestigious global beer tasting competition.

On 9 October in the Doemens Brewing Academy (Brau Akademie), 115 beer experts will decide what beer brands are awarded gold, silver and bronze.

Munich/Gräfelfing – Particularly driven by the small and medium-sized breweries ("craft breweries") in the US, beer has now again reached an entirely new level of acceptance in Europe and in Germany. Beer's positive image with consumers is due in no small part to a competition that was initiated 12 years ago by the private breweries: the European Beer Star. "We want to create a forum for the world's best beers, beers that are brewed in accordance with the European brewing process," says Dr. Werner Glossner, Managing Director of the Bavarian Private Breweries. This is important in order "to shift the diversity of beer enjoyment into the focus of the consumer." Year for year, this goal is being realised: the European Beer Star continues setting new attendance records. In its first year (2004), 271 types of beer were submitted to the competition. Today, the jury must taste and judge 1,957 different beers (+21% over 2014).

The European Beer Star's excellent international reputation is also due to the fact that the criteria with which the judges from 27 countries award gold, silver and bronze medals are transparent and consumer-oriented. During a blind taste test, the various beer styles such as wheat beer, lager, pale ale or porter are evaluated under the same aspects and criteria with which consumers evaluate beer, namely the optical impression, foam, aroma, taste and type-specific characteristics. "To win a gold medal at the European Beer Star is almost like winning an Oscar," says Roland Demleitner from the Federal Association of Private Breweries. "That also explains why we have such a significant increase in beers every year, despite the stiff competition."

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For the taste test, the breweries send 10 bottles for each submitted brand to the Doemens Beer Academy in Gräfelfing. A total of almost 20,000 bottles in different containers have been arriving in Gräfelfing since mid-September. This poses an enormous logistical challenge that (almost) pushes the Academy's teaching activities into the background. Every single batch is recorded, categorised and prepared for the blind taste test. The entire courtyard is packed full of tents and refrigerated containers. During these days, Doemens – in terms of its beer diversity – is most likely the largest beer warehouse in Germany.

On 9 October, the jury consisting of several teams will then test and evaluate the 1,957 beers in a total of 55 different categories (beer styles). Preliminary rounds are followed by intermediate and championship rounds before the medal winners are finally determined. "We've increased the number of tasters on our panel so that our beer experts are able to handle the volume," explains Glossner. In total, tasters will not drink more than one litre of beer during the course of the day, since they only take small sips during the testing process.

The award ceremony will be held on 11 November within the scope of the international BrauBeviale trade fair in Nuremberg.



The record turnout for the 2015 European Beer Star requires comprehensive logistical support: The managing directors of the event organisers, Dr. Werner Glossner (right) and Stefan Stang (at centre), give Doemens Beer Academy Director Dr. Wolfgang Stempf (left) a helping hand so that everything is ready for the taste test of 1,957 beers on 9 October.

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