



Private Brauereien

EUROPEAN BEER STAR 2015

Press Information: Facts and Figures

PARTICIPANTS

- 1,957 beers (41 % German, 59 % international)
- Increase by 21 % compared to the successful prior year, 19 % increase in beers from Germany, 23 % in international beers
- 55 recognized categories
- Countries:
Germany and the following 44 countries on all continents:
Australia, Austria, Belarus, Belgium, Bosnia and Herzegovina, Brazil, Cambodia, Canada, China, Czech Republic, Denmark, Finland, France, Georgia, Great Britain, Greece, Iceland, Ireland, Israel, Italy, Japan, Kazakhstan, Latvia, Liechtenstein, Lithuania, Malta, Myanmar, Namibia, Netherlands, Norway, Poland, Portugal, Romania, Russia, Singapor, Slovakia, South Africa, South Korea, Sweden, Switzerland, Spain, Taiwan, Ukraine, USA

DATES

- October 9, 2015: Tasting of the beers by an international expert panel at the Doemens Brewing Academy in Gräfelfing near Munich, with 115 beer and brewery experts from all over the globe. Tasters in 14 teams from 27 countries
- November 10, 2015: Tasting of the gold medal winners of each category at the BrauBeviale in Nuremberg by the trade show visitors, election of the "Consumers' Favourite"
- November 11, 2015: Media lunch (12 p.m.) for the announcement of the 2015 winners, BrauBeviale in Nuremberg, "Marco Polo" room; award ceremony begins at 4 p.m.

Press contact:

Alexander T. Herzog · Tel: +49 8168 42999-59 or mobile +49 160 94 567 521 · E-mail: alexander.herzog@imago87.de
IMAGO87 GmbH PR and Media Design Agency · Hauptstr. 22, D-85395 Attenkirchen/Hallertau · Tel: +49 8168 42999-50



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THE EUROPEAN BEER STAR AWARD

- is taking place for the twelfth time
- addresses breweries around the globe that are committed to the traditional European art of brewing
- is limited to beer-categories, which originate in Europe (55)
- hands out awards for authentic, distinctive beers of an impressive taste and quality that fulfill the criteria of the particular type in the best way possible
- evaluates the beers on the basis of purely sensory criteria
- is one of the most challenging competitions worldwide
- is awarded in gold, silver and bronze in every category

ORGANISATION

The European Beer Star is a project of

- Private Brauereien Deutschland e. V.
- Private Brauereien Bayern e. V.
- Association of Small and Independent Breweries in Europe (S.I.B.)

PARTNERS

- Barth-Haas Group
- BayWa
- Doemens
- Fachverlag Hans Carl
- Rastal
- Micro Matic
- BrauBeviale

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