



Private Brauereien

PRESS RELEASE

**Non-disclosure notice: through 11 November 2015,
4:00 p.m.**

The winners of the European Beer Star 2015 have been determined

Numerous surprises at the world's most important beer competition in 2015

With a grand total of 1,957 beers representing 45 countries and all continents, this year more beers than ever before were submitted to the European Beer Star competition. It took two days for the 115-member international jury to complete the blind taste test at the world-renowned beer competition. Awards received from this competition are highly sought-after achievements, similar to winning an Oscar. The winners in the 55 categories (one gold, silver and one bronze medal in each category) will be awarded on 11 November as part of the BrauBeviale in Nuremberg. In the competition's 12th year, the most "stars" were again awarded to breweries in Germany and the US. However, the medal winners represent 23 countries, among them Taiwan, Malta and Iceland. It is somewhat of a surprise that this year's most successful brewery of the European Beer Star is located in Bavaria: Müllerbräu in Pfaffenhoffen is thrilled to be the winner of three gold medals and a silver medal!

Munich/ Nuremberg – Private Brauereien's European Beer Star was launched in 2004 with a mere 271 submitted beer brands. Year after year, the competition wrote another success story and the "Beer Star" advanced to one of the most sought-after awards in the brewing industry. This year, a record number of 1,957 beers (previous year: 1,613) representing 45 countries were sent to Doemens Akademie in Gräfeling. At the beginning of October, 115 testers (previous year: 105), master brewers, beer sommeliers and trade journalists selected the winners of gold, silver and bronze in 55 categories during a two-day blind taste test. "We were somewhat surprised by the fact that the number of submitted beers grew by over 20% over the previous year," happily notes Dr. Werner Gloßner, Managing Director of Private Brauereien. "This incredible reception shows the enormous global popularity that the European Beer Star has now achieved."

Germany still represents the majority of the submitted beers, but in 2015 approx. 60% of the beers came from breweries in Europe, Asia, Australia, Africa as well as from North- and South America. The global success story of the US craft beer industry has been reflected at the European Beer Star award for many years now: For the beers from breweries located between Alaska and Louisiana, 18 gold medals as well as 11 silver and 8 bronze medals were awarded – this was only topped by the German beers, which won gold in 20 categories as well as 23 silver medals and 21 bronze medals. Both Brazil and Canada enjoyed their most successful years at the European Beer Star – both countries took home 3 gold medals.

Lots of new names on the winners' lists

A glance at this year's winners' lists shows lots of new names. However, many winners from previous years are no longer represented. "That is a small indicator that winning a medal is getting harder and harder from year to year," analyses Roland Demleitner from the Private Brauereien Deutschland. "With the blind taste testing, the European Beer Star is already one of the most difficult competitions!" During the blind taste test, the beers are evaluated by experts who are only aware of the beer style, not the brand. They are only evaluated for criteria that a consumer would use when tasting a beer:

appearance, foam, smell, taste and brand typical characteristics.

The jury was apparently very impressed by several beers from the Müllerbräu Brewery in Pfaffenhoffen (Bavaria). The brewer from the "hops land" Hallertau received a gold medal for the "Festbier" (as in 2013), "Kellerbier Hell" and light "Weizen" (as in 2012). The brewery also won silver for bottom-fermented light beer. Müllerbräu is therefore the most successful brewery at the European Beer Star 2015!

In Germany, the very popular beer styles such as Weizen beers, Bock beers and Export Lager were also largely won by German breweries. But even other countries have learned to brew excellent German beer styles. The best "Düsseldorfer Alt" and the best "Dark Bock" were brewed by the Brazilian Cervejaria Bamberg Brewery. Coedo Brewery in Japan also received a gold medal for their "German Schwarzbier" as did the Le Trou du Diable Brewery in Canada for their "Kellerpils". Canadian breweries were one of this year's biggest surprises at the European Beer Star 2015. Canada came in third place in the overall medal standings.

Canada finished significantly behind the United States, which won gold in 18 categories as well as collecting 11 silver and 8 bronze medals.

In the supreme discipline of the US craft breweries – the "Traditional India Pale Ale" – the Rouges Ales & Spirits Brewery from Newport (USA) emerged at the head of the class. The Firestone Walker Brewery in Paso Robles, California was able to take home gold medals in both ale categories "English Style Ale" and "Imperial India Pale Ale". The beers of the US-based brewery have been on the winners' lists of the European Beer Star for several years now.

US breweries adventurous approach again rewarded

The US breweries adventurous approach is also reflected by the numerous gold medals won for their traditional European beer styles: The Ommegang Brewery from Cooperstown, New York won the "Belgian" category "Dubbel" and "Triple"; Ballast Point from San Diego won in the category "English Style Bitter" and "English Style Porter". The renowned US brewing companies that were again successful this year included Left Hand Brewing (gold for "Sweet Stout", silver for "English Porter" and silver for "Export"), the Oscar Blues Brewery (gold for "Bohemian Style Pilsner and "Scotch Ale"), Ballast

Point Brewing & Spirits (gold for "English Style Bitter") and of course the Boston Beer Company (gold for "Speciality Honey Beer").

Medals were also won by Baltika Breweries in St. Petersburg, Russia (gold for "European Lager Mild, bronze for "Hefeweizen Hell"), Heineken (gold for "Leichtbier"), Carlsberg or Paulaner (bronze for "Kristallweizen" as the only medal awarded to a Munich brewery!) – showing that even large breweries are able to score points with the jury. The independent blind taste test is a central quality criterion for the European Beer Star expresses Gerhard Ilgenfritz, the President of the Private Brauereien Bayern. "In terms of the competition's goal, which is the promotion of handmade, full-bodied beers, the small- and medium-sized breweries are usually the front-runners!"

Medal record for Austria and Italian breweries

Twelve medals – more than ever before – were won at the European Beer Star 2015 by the new "beer country" Italy. The medals were received in a variety of categories. For example, Birrificio del Ducato won gold for "Sour Beer", silver for "Kellerpils" and bronze for "Rauchbier". The same applies to Austria, where this year the breweries also won 8 medals (6 in the previous year), mostly in the categories apart from the mainstream: the Salzburg-based Stieglbrauerei, for example, won gold for their "Pausenbrot", a beer in the category "Belgian Style Season". One gold medal was awarded to Belgium (OUD Beersel for "Fruit Sour Ale), Malta (Lord Chambray for "Belgisches Witbier") and Poland (Carlsberg for "Baltic Porter").

Werner Gloßner explains that the increasing number of categories at the European Beer Star each year with the increasing diversity that is seen in the international beer scene. "More and more brewers are always trying out new styles. We love reacting to this. Because that is exactly what we want to achieve: to present the consumers with the impressively wide range of beers."

The European Beer Star of the Private Brauereien (in cooperation with the Association of Small and Independent Breweries in Europe) has been awarded globally since 2003 and is supported by the Barth-Haas Group, BayWa, Rastal and MicroMatic. Partner institutions are Brauakademie Doemens and Brauwelt.

As an attachment, you will find a detailed list of winners including all contact details of the breweries as well as various illustrations/graphs that can be used free of charge.

More information available at: www.european-beer-star.de

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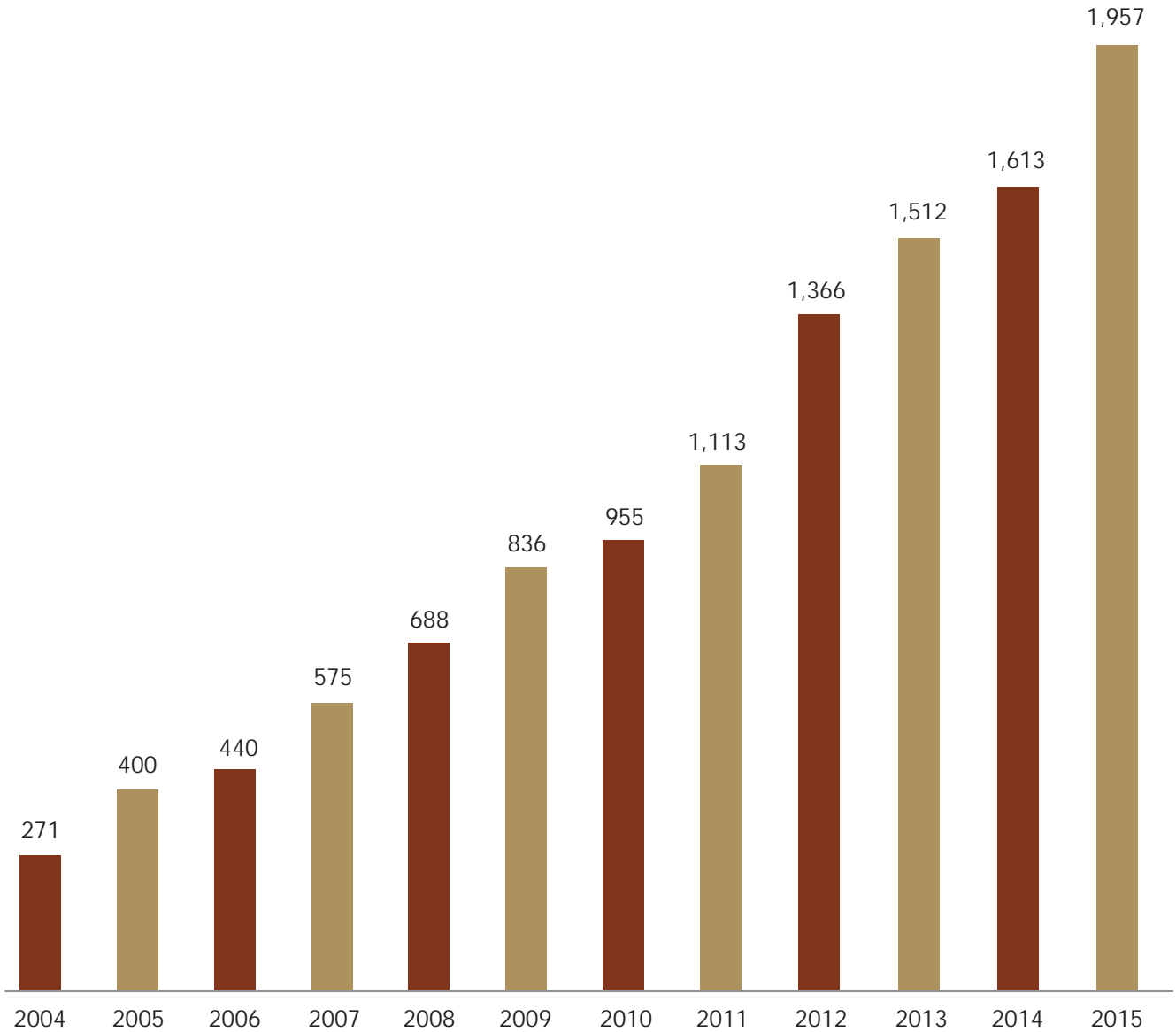
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Development of the Number of Registrations for the European Beer Star

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International medals table 2015












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Total		GOLD	SILVER	BRONZE
 Germany	64 2014: 59	20	23	21
 USA	38 2014: 39	18	11	8
 Canada	4	3	-	1
 Brazil	3	3	-	-
 Netherlands	7	2	2	3
 Denmark	4	2	1	1
 Italy	12	1	8	3
 Belgium	8	1	3	4
 Austria	8	1	1	6
 Russia	2	1	-	1
 Poland	2	1	-	1
 Japan	2	1	-	1
 Malta	1	1	-	-
 France	2	-	1	1

International medals table 2015



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	Total	GOLD	SILVER	BRONZE
 Ireland	1	-	1	-
 Namibia	1	-	1	-
 Iceland	1	-	1	-
 Spain	1	-	1	-
 Norway	1	-	1	-
 Slovakia	1	-	-	1
 Czech Republic	1	-	-	1
 Finland	1	-	-	1
 Great Britain	1	-	-	1