



European Beer Star: Start of the Competition 2016

The European Beer Star is one of the most important international beer competitions worldwide, where breweries from 45 countries registered 1,957 beers for expert tasting in the year 2015. For brewers from all over the world, a distinction in this competition of private breweries represents an accolade. With some new categories, however, with a success concept in the main features remaining otherwise unchanged, the European Beer Star starts registration for the Competition 2016.

Since 2004 beers in the different beer categories have been distinguished in the European Beer Star. Only the three best in each category get awards, and so European Beer Star is one of the hardest competitions in the world. The competition is limited to beer categories which have their traditional origin in Europe, however, breweries from all over the world can participate - and they also do so intensely. In 2016 additional speciality segments were again adopted as new categories, in order to represent the growth of international craft beers. New in 2016 are:

- Brown Ale
- Traditional Pale Ale
- New Style Pale Ale

Otherwise the competition remains with a lot of well-proven types, which characterises the European Beer Star and separates it clearly from other competitors. The tasting is implemented in the Doemens Academy by an international expert committee with more than 100 members; only the human senses alone count here, without a laboratory and from a consumer viewpoint. Then follows the second tasting round of the winners, the distinction with the Consumers' Favourite. All gold-award beers are offered for tasting and evaluation to the visitors of the BrauBeviale, one of the most important international trade fairs of the drinks sector. These visitors then decide on the important additional prize, the Consumers' Favourite.

The registration period extends until 31st August 2016, where quick decision makers can profit from an early-booking discount until 30th June 2016. The expert tasting takes place in October in the Doemens Academy. At the BrauBeviale 2016 in Nuremberg, the tasting of the Consumers' Favourite and the glittering award of the prize then take place in November.

THE EUROPEAN BEER STAR

- Takes place for the 13th time in 2016
- Is directed to breweries from all over the world, who feel themselves obliged to the traditional European brewing method
- Distinguishes special, authentic beers, which convince in taste and quality and which best fulfil the type criteria
- Evaluates the beers according to purely sensory criteria
- Is one of the hardest competitions in the world
- Where only 3 gold, silver and bronze prizes will be awarded in every category

ORGANIZATION

The European Beer Star is a project of the following:

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

PARTNER OF THE EUROPEAN BEER STAR

- Barth- Haas Group
- BayWa
- BrauBeviale
- Brauwelt
- Doemens
- Micro Matic
- Rastal

Further information under www.european-beer-star.com

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