



Private Brauereien

EUROPEAN BEER STAR 2017

Press Information: Facts and Figures

PARTICIPANTS

- 2,151 beers (39,5 % German, 60,5 % international)
- Increase by 2,2 % compared to the successful prior year, 1 % increase in beers from Germany, 3 % in international beers
- 60 recognized categories
- Countries:
46 countries on all continents:
Austria, Azerbaijan, Belarus, Belgium, Belize, Brazil, Cambodia, Chile, China, Colombia, Cyprus, Czech Republic, Danmark, Finland, France, Germany, Great Britain, Greece, Hungary, Ireland, Israel, Italy, Japan, Kanada, Malta, Mexico, Moldavia, Myanmar, Namibia, Netherlands, Norway, Panama, Poland, Portugal, Romania, Russia, Slovakia, South Korea, Spain, Sweden, Switzerland, Taiwan, Tunisia, Turkey, Ukraine, USA

DATES

- August 11, 2017: Tasting of the beers by an international expert panel at the Doemens Brewing Academy in Gräfelfing near Munich, with 133 beer and brewery experts (17,3 % female experts) from all from 26 countries
- September 12, 2017: Tasting of the gold medal winners of each category at the drinktec in Munich (Hall B1) by the trade show visitors, election of the "Consumers' Favourite"
- September 13, 2017: Media lunch (11:30 a.m.) for the announcement of the 2017 winners, drinktec in Munich (Restaurant "Seeblick", west entrance)

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THE EUROPEAN BEER STAR AWARD

- is taking place for the 14th 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
- 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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