



**Private Brauereien**

## **PRESS RELEASE**

**Blocked until: 13 September 2017, 4 p.m.**

**Visitors to drinktec have made their choice:**

**The Consumers' Favourite gold medal as part of European Beer Star 2017 is awarded to Brauerei Aying Franz Inselkammer for South German-Style Hefeweizen Bernsteinfarben.**

The 60 gold medal winners from the competition were up for selection. The trade fair visitors took part in the blind tasting.

**Munich** – On 13 September this year, the world's largest trade fair for the drinks industry, drinktec in Munich, hosts the European Beer Star award ceremony. This is the most important competition in the international brewing world. The winners of the gold, silver and bronze medals were picked in mid-August by a 133-member expert jury from 2,151 beers (an all-time record) in 60 categories. The medal winners in the Consumers' Favourite category are traditionally chosen on the day before the award ceremony: in a blind tasting, trade fair visitors can select their favourite from among the 60 gold medallists – and get an idea of the outstanding quality of the award-winning beers.

"Winning a European Beer Star gold medal is already a great achievement. If another medal is then added in the Consumers' Favourite category, this is of course an outstanding achievement for a brewery," says Oliver Dawid, CEO of the Association of

Private Breweries. "They can be doubly proud."

After the ballots were counted, the winners were established late on Tuesday evening. The Consumers' Favourite gold medal for 2017 goes to South German-Style Hefeweizen Bernsteinfarben from the brewery Brauerei Aying Franz Inselkammer (Germany). The silver medal is awarded to Fabbrica Birra Perugia (Italy) for New Style Pale Ale. The third highest number of votes were for South German-Style Hefeweizen Dunkel from Löwenbrauerei Passau (Germany).

The European Beer Star Award of the Association of Private Breweries (in cooperation with the Association of Small and Independent Breweries in Europe) was established in 2003 to honour hand-crafted European-style beers that are particularly full of character. European Beer Star is sponsored by Barth-Haas Group, BayWa AG, Rastal and MicroMatic. Its partners are BrauBeviale, Doemens Brewing Academy, drinktec and Brauwelt.

For a list of all winners, including contact details of the breweries and various photos and illustrations, which can be used free of charge, please refer to [www.european-beer-star.de](http://www.european-beer-star.de)

**Please respect the block until 13 September 2017 (4 p.m.)!**

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