



## Press release

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### **Doemens turns down offer to continue partnership at the European Beer Star European Beer Star: Expert tasting moves to Nürnberg**

**Munich/Limburg, 01.12.2022:** The European Beer Star will include a major innovation for its 20th edition next year. The expert tasting will be held at the Nuremberg exhibition centre for the first time. "The European Beer Star awards ceremony and Winners' Night have always taken place at BrauBeviale. We are once again stating unequivocally that the European Beer Star and BrauBeviale belong together by moving the expert tasting to Nuremberg" say Roland Demleitner, managing director of the Association of Private Breweries in Germany, and Stefan Stang, managing director of the Association of Private Breweries in Bavaria, as the competition's organisers.

The agreement made is seen as a crucial step toward further deepening the long-term partnership and the conceptual sponsorship of the Association of Private Brauereien Bayern of BrauBeviale in Nuremberg by Stefan Stang, Roland Demleitner, and Andrea Kalrait, Director Exhibition of BrauBeviale. The opportunity for long-term growth of the renowned beer competition at the highest quality standards is guaranteed with the international jury of experts tasting the participant beers in the future at the exhibition centre in Nuremberg, and the European Beer Star will become even better known and more valuable through increased networking within the global brewers' community. Andrea Kalrait, Stefan Stang, and Roland Demleitner emphasise that the strategic interests of Private Brauereien and NürnbergMesse GmbH are completely aligned in this case.

Next year, everything will take place at the exhibition centre in Nuremberg, from the acceptance of the beers through the tasting. According to project manager Kilian Kittl, "the same quality standards will be followed as in past years," including quick acceptance and sorting of the beers submitted, cool storage until the tasting, and efficient sample preparation.

### **Doemens turns down offer to continue partnership at European Beer Star**

The Doemens Academy in Gräfelfing served as the location for the expert tasting in previous years. The Doemens Academy's recent news regarding the European Beer Star, which was published on many channels, has greatly surprised Private Brauereien, who are organising the competition. According to Stefan Stang and Roland Demleitner, "Contrary to the Doemens Academy's presentation, we as organisers have not discontinued the relationship with our long-standing conceptual

tasting partner Doemens and would even have loved to continue it - under new auspices."

As a result of several preliminary talks with Doemens, Roland Demleitner and Stefan Stang only informed the Doemens management in the person of Dr Werner Gloßner in a personal conversation that the expert tasting will be relocated to Nuremberg for perspective reasons. This action is being done for logistical and strategic reasons, and it strengthens the relationship with BrauBeviale, whose conceptual sponsor the association has been since the beginning. Due to his extensive involvement with the Association of Private Brauereien Bayern over the years, Dr Gloßner demonstrated sympathy for this decision to protect the association's future during this conversation. However, the Doemens Academy previously emphasised that because of its extensive participation in a range of teaching and continuing education formats, the new Doemens building's space was occasionally insufficient for hosting the European Beer Star expert tasting and that further expansion was not feasible. The European Beer Star tasting cannot take place on the potential Doemens dates for 2023 due to a number of factors. The choice to relocate the expert tasting to Nuremberg was made in light of this reality.

But during the same session, Private Brauereien also explicitly offered to keep working conceptually with Doemens and to advance the European Beer Star together. According to Stang and Demleitner, "Doemens rejected this offer in a brief email two days prior to the conclusion of the period of contemplation sought by Doemens and at the same time fraudulently spoke of a termination of the partnership by Private Brauereien on various social media channels."

### **European Beer Star sets up sensory panel**

Stang and Demleitner expressed their sadness at the Doemens Academy's decision to no longer serve as a sensory partner in the development of the European Beer Star, but they accepted the decision and thanked Doemens for their many years of productive collaboration.

The European Beer Star will continue to be a beer competition marked by the highest sensory competence notwithstanding Doemens' departure. Project manager Kilian Kittl, who is the leading manager, will continue to oversee planning the tasting. The composition of the highly qualified international jury of experts, which includes about 140 tasters from around the world, is an essential component. "We will now select a member from this group to serve on an international sensory panel that will address problems pertaining to the beer competition's tasting. This will more than sufficiently guarantee the growth of the European Beer Star," Stang and Demleitner conclude.

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**About the European Beer Star:**

Since 2004, the Association of Private Brauereien Bayern has organised the European Beer Star, which has since grown to be one of the most significant beer competitions in the world. Genuine, distinctive, and top-notch beers are recognised by the European Beer Star. Most of the beer varieties considered have their roots in Europe. Local, regional, national, and international breweries from all nations and continents, not only those in Europe, are all eligible to participate.

Further information at: [www.european-beer-star.de](http://www.european-beer-star.de)

**About the association Private Brauereien:**

The association Private Brauereien serves the interests of several hundred small and medium-sized breweries as a national and regional trade organisation. Members of the association include one-man operations as well as organisations with more than 100 employees. They also include pub breweries that only sell beer in their own establishments, microbreweries whose products are distributed locally, and breweries that export their products around the globe. Members include both newly established breweries and those that have been producing beer for many years. In addition to serving excellent beer, all these establishments have one thing in common, which is implied in the association's name: they are privately owned and operated.

Further information at: [www.private-brauereien.de](http://www.private-brauereien.de)