



## Pressemitteilung

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### Registrations steady at high level

## European Beer Star 2024 confirms its high status in the international beer scene

**Munich, August 2, 2024:** While the world's best athletes are currently competing for gold, silver and bronze in Paris, the “Olympic Games of Beers” will follow in September. With 2360 beers registered, the European Beer Star 2024 confirms its role as a high-quality and renowned beer competition. The organizer, the Association of Private Breweries, has received entries from 50 countries this year.

“The global brewing industry is struggling with persistently high costs for energy, raw materials, packaging and logistics. In this context, we are glad that the European Beer Star 2024 was able to maintain last year's high level of entries! This is a clear sign of how highly regarded our beer competition is both nationally and internationally and how important it is for breweries to take part in the European Beer Star,” says a delighted Stefan Stang, Managing Director of the Association Private Brauereien Bayern.

The submitted beers will be tasted and judged at the expert tasting from September 18 to 20 at the Exhibition Center Nuremberg. In a total of 75 categories, an international expert jury will decide which beers will be awarded gold, silver and bronze based solely on sensory criteria such as appearance, aroma and taste. These include traditional German beer styles such as Pilsner, Helles and Wheat beer, as well as lesser-known styles such as Grodziskie, Geuze and specialty beers aged in wooden barrels.

“Since the start of the European Beer Star in 2004, the competition has focused on beer styles of European origin. We are therefore proud that the newly introduced categories “Baltic Porter” and “German-Style Sour Beer” have been so well received by the participants,” says Kilian Kittl, Project Manager of the European Beer Star.

The European Beer Star Future Award can also look forward to a strong field of participants in its third year of existence. Based on the Sustainable Development Goals of the United Nations, this competition recognizes breweries for their sustainable commitment to the pillars of ecology, economy, culture and social responsibility. Those who manage to impress the interdisciplinary jury of beer specialists and sustainability experts with their sustainable business management and top beer quality can look forward to receiving the Future Award 2024.

Further information about the competition: [www.european-beer-star.com](http://www.european-beer-star.com)



*The European Beer Star 2024 jury of around 150 experts will meet in mid-September to taste and evaluate the beers submitted.  
(Image: Private Brauereien / Silas Lechner)*

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**About the European Beer Star:**

The European Beer Star has been organized by the Association Private Brauereien since 2004 and has long since become one of the most important beer competitions in the world. The European Beer Star honors beers that are unadulterated, full of character and of high quality. Most of the beer styles considered are those that have their origins in Europe. All breweries worldwide are eligible to participate: local, regional and internationally active breweries, not only from Europe, but from all countries on all continents. Partners of the European Beer Star are BrauBeviale, BarthHaas, Brauwelt, BayWa, Fermentis, Kalea, Kaspar Schulz, Micro Matic und Rastal.

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