



Press Release

European Beer Star 2025: Registration starts on April 1

Munich, March 24, 2025: *A fixed date in the calendar for many breweries: the registration phase for this year's edition of the European Beer Star starts on April 1. The renowned competition will once again be looking for the best beers from all over the world. The awards are highly coveted and fiercely contested. Only the three best beers in each category will be awarded gold, silver and bronze.*

Tasting in Nuremberg, Award Ceremony in Munich

A jury of 150 experts will subject the submitted beers to a critical and objective examination on August 7 and 8. During the two-day tasting at the Nuremberg Exhibition Center, only the sensory quality of the beers counts: the focus is on appearance, aroma and taste as well as typical varietal characteristics.



From April 1 on, breweries can register for the European Beer Star 2025 and compete for the coveted awards. (Image: Private Brauereien / Volker Martin)

The winning beers will be awarded this year on September 17 at drinktec in Munich. Following the award ceremony, the Winners' Night will take place as usual, where the winning beers can be sampled at what is probably the "most top-class beer bar in the world".

European Beer Star 2025 comprises 72 categories

One of the new features of the European Beer Star 2025 is the merging of the two previously separate Smoke Beer and Strong Smoke Beer categories. In addition, the Pale Ale and India Pale Ale categories will no longer differentiate between Traditional Style and New Style. As a result, 72 different categories will be tasted at the European Beer Star 2025.

Beer Mix Champion focuses on the taste quality of mixed beer beverages

Mixed beer beverages can be found in the product portfolios of breweries worldwide. Radler, Shandy and others enjoy great popularity among consumers. Mixed beer drinks are not competing products to traditional beers, but refreshing alternatives. Breweries can benefit from this on several levels: Securing sales, spreading risk or expanding the target group, to name just a few points.

For these reasons, the European Beer Star tasting will be looking for the Beer Mix Champion in two categories for the first time this year - with alcohol and non-alcoholic. The detailed category descriptions for this "competition within a competition" can be found on the Beer Mix Champion details page on the European Beer Star homepage.

Future Award, the fourth

The European Beer Star sustainability award is once again part of this year's competition. For the fourth time, the Future Award is looking for breweries that manage to combine outstanding beer quality with sustainable management. This year's focus will be on the efficient use of water as a raw material. An interdisciplinary jury will assess the submitted entries in terms of ecology, economy, social and cultural aspects and select the winners of the sustainability award.

Further information and registration on: www.european-beer-star.com

Schedule European Beer Star 2025

Registration Start	April 1, 2025
End of Early Bird Discount	May 16, 2025
End of Registration Period	June 27, 2025
Shipping and Beer Reception	July 07 – 25, 2025
Expert Tasting	09. August 06 – 09, 2025
Award Ceremony & Winners' Night	September 17, 2025 during drinktec

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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, supraregional, and internationally active breweries, not only from Europe, but from all countries on all continents. The European Beer Star is supported by BarthHaas, BrauBeviale, Brauwelt, BayWa, Fermentis, Kalea, Kaspar Schulz, Katz, Micro Matic and Rastal.

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