



European Beer Star grants Future Award for the first time

Neumarkter Lammsbräu, Brauerei Kundmüller and Westerswald Brauerei receive award for sustainable corporate governance

Munich, September 14, 2022: The world-renowned beer competition European Beer Star has presented an award for exemplary and sustainable business management for the first time.

"Protecting our environment also means safeguarding our future. Issues such as energy efficiency, sustainable raw material supply, and employee satisfaction have long ceased to be trivialities and have long been a focus of corporate governance. For this reason, the European Beer Star is presenting the Future Award for exemplary and sustainable corporate governance for the first time this year. In the spirit of the European Beer Star, the sensory quality - i.e. the appearance, smell, and taste of the beers - is also included in the evaluation in addition to sustainable management," says Stefan Stang, General Manager of the Association Private Brauereien Bayern, about the newly created award.

Multilevel evaluation

All breweries registered for the European Beer Star 2022 were able to participate voluntarily in the Future Award in addition to the familiar tasting. Based on the 17 Sustainable Development Goals of the United Nations, a questionnaire tailored to the brewing industry was developed together with sustainability experts from the Bochum University of Applied Sciences, experts from the brewing industry, and the involvement of relevant stakeholders from the brewing sector. Several aspects from the areas of ecology, economy, social and cultural issues were queried by the breweries. A team of experts from Bochum University of Applied Sciences then selected the 10 best applications from the questionnaires submitted. As in all other categories of the European Beer Star, the brewery was not disclosed to the jury.

The 10 finalists selected were re-evaluated on September 14, 2022, by an interdisciplinary jury of sustainability and beer experts as well as media representatives and subjected to a live European Beer Star tasting at drinktec. The sensory evaluation criteria of a regular European Beer Star tasting were applied.

Proud award winners

The three winners of the Future Award were honored during the Winners' Night of the European Beer Star on September 14, also during drinktec in Munich. The breweries Neumarkter Lammsbräu, Brauerei Kundmüller and Westerwald Brauerei were able to convince the final jury the most - both from the point of view of sustainability and product quality - and can thus look forward to receiving the Future Award, which was presented for the first time.

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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, Doemens, drinktec, Kalea, Kaspar Schulz, Micro Matic, Rastal, and Quehenberger Logistics.

Further information: www.european-beer-star.de

About the Association Private Brauereien

As a national and regional trade organization, the Association Private Brauereien represents the interests of several hundred small and medium-sized breweries. Member breweries include one-man operations as well as companies with more than a hundred employees; pub breweries that offer their beer exclusively in their own pubs, microbreweries whose beers are sold around the chimney, and breweries that export their beers worldwide. Members include newly established breweries as well as traditional breweries where beer has been brewed for centuries. All of these establishments, in addition to great beers, have a common denominator that can also be found in the name of the association: They are privately operated.

Further information: www.private-brauereien.de