



PRESS RELEASE

Record attendance at European Beer Star 2013: World's best beers recognised at drinktec

This year 1,512 beers competed for jury distinction at Europe's leading beer competition – 11% more entries than in the previous year. Italian breweries are up and coming. The US was the second biggest winner.

Munich – European Beer Star (EBS), Europe's leading beer competition, keeps on breaking one record after another. This year's EBS saw another significant increase in popularity with 1,512 beers entered from 40 different countries, up from 1,366 last year. In late August an international consortium of connoisseurs consisting of 102 master brewers, beer sommeliers and expert journalists from 25 countries gathered for a blind tasting held at the Doemens Akademie, Gräfelfing, Germany to select the best beers in the world, now in 51 separate beer categories (previous year 50). The winning beers will receive gold, silver and bronze medals on 18 September at the international beverage trade fair drinktec in Munich. "The European Beer Star is the most prestigious award in the international brewing industry," commented Dr. Werner Glossner of Verband Private Brauereien, the private breweries association which created this competition ten years ago. "Beers which receive an award here can rightfully call themselves one of "the world's best." All the more so because the number of non-domestic beers entering the international competition is continuously rising, now comprising 56% of total, up 15% since 2012. This year's medalists come from 22 different countries, ranging from Australia to Belarus. In 2013 however, German brewers reaped the most medals, whose beers took 18 gold, 20 silver and 18 bronze. The second biggest winner this year was the US, taking 37 medals (including eleven gold). And Italian breweries surprised even the experts with their success, garnering seven first prizes as compared to only one gold for the boot-shaped country last year! Glossner's take: "Italy is turning from a wine into a beer country."



Private Brauereien

Europe's most successful brewery is in Augsburg

The brewery to receive the greatest accolades at European Beer Star 2013 is in the United States: Firestone Walker Brewery of Paso Robles, which earned three gold medals for its Pale Ale, India Pale Ale and Imperial Pale Ale – a truly astounding feat, as these categories are packed with a large number of competing American craft breweries. Europe's top brewery at the European Beer Star was Brauhaus Riegele of Augsburg, Germany, which took two golds in the categories Heller Bock and Doppelbock, and three silver medals for Export, Dark and Light Wheat.

Looking at the list of victors, it is striking how for the first time gold medals went to beers from all five continents, a group of 15 nations. "This demonstrates in impressive fashion how the goal behind the European Beer Star awards of providing distinction to European-style beers of great character generates worldwide interest," commented Roland Demleitner of the German private breweries association Private Brauereien Deutschland.

Despite intensifying competition every year, German breweries still fared the best, comprising 44% of competing beers this year. To be precise however we are talking mainly about "South German breweries", as 45 of 56 medals went to Bavarian beers (12 gold/17 silver/16 bronze) and the other nine to Baden-Württemberg (5 gold/2 silver/2 bronze).

Prominent names among the winners

The winners list was populated by several German breweries which have been successful competitors at the European Beer Star for years now, like specialty wheat beer brewers Hirsch-Brauerei in Wümlingen and Biermanufaktur Engel, both from the state of Baden-Württemberg. In Bavaria, the 'rain of medals' extended in a fairly even distribution from the Allgäu region up to Upper Franconia. Upper Bavaria had an outstanding showing, receiving 14 medals. Three of these went to the Rosenheim brewery Flötzing, whose Export beer took gold alongside two silver medals in the Helles lager and the light wheat Hefeweizen Hell categories. The winning Festbier is made by Müllerbräu in Pfaffenhofen.



USA second-biggest winner

The United States was second in number of medals earned at European Beer Star 2013. Producers from the country's innovative brewing scene again captured 37 medals as last year, including 11 gold. More than half the medals conferred on the US went to beers made by the Boston Beer Company, Firestone Walker, Odell's Brewing, Deschutes Brewery, Fifty-Fifty and Pelican Pub & Brewing – all of which are located between the Mississippi and the Rocky Mountains, and have for years successfully competed in the European Beer Star. Breweries from Belgium, a country rich in beer tradition, went home with nine medals (last year eight). Four gold medals (last year three) were awarded for the Belgian-style beers Triple (Brouwerij der Ryck), Fruit Sour Ale (OUD Beersel), Sour Ale (Palm Breweries) and Belgian Style Ale (Brouwerij Huyghe).

The biggest up-and-comer of the year however was undoubtedly Italy. The seven gold medals the Italians won out of a total of thirteen (previous year: 9) show what incredible dynamism and what a strong spirit of experimentation are alive on that country's brewing scene. Italian beers not only won awards in the primary European beer categories – Birrificia del Ducato making the best smoked beer, Birra Peroni earning gold for its red and amber lager, Fabricca della Birra Perugia taking gold for English-style golden ale and Doppio Malto Brewing Gold winning accolades for English-style bitter. At this year's EBS Austrian brewers secured two medals, one gold for the amber wheat beer crafted by Brauerei Gusswerk.

Creativity vs mainstream

Breweries of all sizes are found on the winners list, including many smaller owner-operated firms. "That's no surprise," says Gerhard Ilgenfritz, President of Private Brauereien Bayern: "The European Beer Star is really not about promoting mainstream products, it's about promoting innovation and creativity around the globe."

As if to underscore that this is the case, the gold medal for Bohemian Black Beer went to the Australian Redoak Brewery. And the world's best Düsseldorf Alt is not brewed in the Rhine Valley, but rather in Japan, made by Warabiza Brewery.



Private Brauereien

European Beer Star (in cooperation with the Association of Small and Independent Breweries in Europe) is supported by the Barth-Haas Group, BayWa Agrar, Brauakademie Doemens, Fachverlag Hans Carl, drinktec, MicroMatic, NürnbergMesse and Rastal.

A listing of all winning beers, photo material and charts are available on the website www.european-beer-star.com for free use.

18/09/2013 /photos and text: Private Brauereien Bayern e.V. (free of charge)

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