



**Private Brauereien**

## **EUROPEAN BEER STAR 2013**

### **Press Information: Facts and Figures**

#### **PARTICIPANTS**

- 1,512 beers (44 % German, 56 % international)
- Increase by 11% compared to the successful prior year, 5 % increase in beers from Germany, 15% in international beers
- 51 recognized categories
- Countries:  
Germany and the following 39 countries on all continents:  
Armenia, Australia, Austria, Belarus, Belgium, Bosnia and Herzegovina, Brazil, Cambodia, Canada, Chile, Colombia, Czech Republic, Denmark, Finland, France, Georgia, Great Britain, Iceland, Israel, Italy, Japan, Kazakhstan, Latvia, Macedonia, Malta, Mexico, Myanmar, Namibia, Netherlands, Poland, Romania, Russia, Slovakia, South Korea, Sweden, Switzerland, Spain, Turkey, USA

#### **DATES**

- August 22/23, 2013: Tasting of the beers by an international expert panel at the Doemens Brewing Academy in Gräfelfing near Munich, with 102 beer and brewery experts from all over the globe. Tasters in 12 teams from 25 countries (just as 2012)
- September 17, 2013: Tasting of the gold medal winners of each category at the drinktec in Munich by the trade show visitors, election of the "Consumers' Favorite"
- September 18, 2013: Award ceremony of the winners at drinktec in Munich (from 4 p.m.)

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#### **THE EUROPEAN BEER STAR AWARD**

- is taking place for the tenth time
- addresses breweries around the globe that are committed to the traditional European art of brewing
- is limited to beer-categories, which originate in Europe (51)
- hands out awards for authentic, distinctive beers of an impressive taste and quality that fulfill the criteria of the particular type in the best way possible
- evaluates the beers on the basis of purely sensory criteria
- is one of the most challenging competitions worldwide
- is awarded in gold, silver and bronze in every category

#### **ORGANISATION**

The European Beer Star is a project of

- Private Brauereien Deutschland e. V.
- Private Brauereien Bayern e. V.
- Association of Small and Independent Breweries in Europe (S.I.B.)

#### **PARTNERS**

- Barth-Haas Group
- BayWa Agrar
- Doemens e. V.
- drinktec
- Fachverlag Hans Carl GmbH
- Rastal GmbH & Co. KG
- Micro Matic
- NürnbergMesse GmbH

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