



Private Brauereien

PRESS RELEASE

European Beer Star again set to break records in its 10th year

1.512 beers from 40 countries taking part this year in Europe's largest beer competition

München/Gräfelfing – “On the closing date for applications the last Sunday in July, our fax machine was positively glowing,” said Dr. Werner Glossner, managing director of Private Brauereien, with delight, “On Sunday afternoon we broke the 1,500-mark.” A new record. A total of 1,512 beers (2012: 1,366) from 40 countries were entered in Europe's largest beer competition, now in its tenth year: the European Beer Star. What a success story: In 2004 when the association of Private Brauereien organised the first contest, 271 beers were sent to the Doemens Brewing Academy in Gräfelfing for tasting. This year there are already more than five times as many beers that will be judged in a blind tasting throughout the day on Friday, 23 August, by a team of 102 international experts – for the most part master brewers, beer sommeliers and proven beer experts. The beers will be tasted, just as a consumer experiences it – according to purely sensory criteria such as colour, head, taste or aroma. The beer, of course, will also be drunk by the tasters in small swigs as that is the only way to assess the “body” and finish of the beer: carbonation, mouthfeel, aroma profile, hoppiness and hop aroma. The jury will award a gold, silver and bronze medal for the first time in each of 51 categories. The medals will be presented on 18 September this year at the drinktec, the world's leading trade fair for the beverage industry. For traditional types of beer, such as pilsner, lager or wheat beer, as well as specialty types, such as India Pale Ale, Belgian Dubbel or barrel-aged stout. At the European Beer Star, only those categories of beer are allowed that have their traditional roots in Europe. Any brewery in the world can participate, as can be seen from the list of participating beers covering all continents. Approximately 56% (+15% compared with 2012) of the beers entered are from 39 countries outside Germany, 44% of the beers come from Germany itself (+5% compared with 2012). “Participation in the European Beer Star represents – both internationally as well as nationally – the trend to the skilled art of brewing distinctive beers full of character,” stated Glossner, “Mass-produced beer with its uniform taste will not be found on our list of winners.”



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While Private Brauereien are pleased with the steadily increasing number of participants in the European Beer Star, for their partner, the Doemens Academy, it presents a huge logistical challenge. Each brewery is required to send a large number of bottles to Gräfelfing for the tasting. The Academy grounds are literally bursting at the seams with hundreds of cases and cartons from all over the world. Until the tasting on 23 August, staff and students are receiving the shipments, labelling them in the appropriate category and preparing them for the blind tasting. "There is most certainly no other place in the world where a wider variety of beer can be found at the moment than here," said head of the Academy, Dr. Wolfgang Stempfl.

Photo: The directors of Private Brauereien, Dr. Werner Glossner (right) and Stefan Stang (middle) as well as Academy Director Dr. Wolfgang Stempfl are delighted that the 1,512 beers are ready in due time for tasting.

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