



Private Brauereien

PRESS RELEASE

1613 Beers from all over the world: More beers than ever before in the European Beer Star competition

Munich/Gräfelfing – Every year from the middle of September there is an increased level of activity at Doemens Brewing Academy in Gräfelfing: Currently, new boxes and carriers arrive daily, bringing beers from all over the world that breweries have sent in to participate in Europe's most important competition, the "European Beer Star". This year, there are more beers than ever before: 1613 (2013: 1512) different beers from 42 countries wait to be tasted by the competent international team of experts consisting of master brewers, beer sommeliers and journalists of the sector! "Of course, we are delighted to have received more than 7% more entries in the eleventh year, considering the already high level", says Dr Werner Glossner, managing director of the competition host Private Brauereien, "the participating breweries have long since recognised the great importance of an award at the European Beer Star".

The jury that consists of 105 members awards one gold, silver and bronze award in the 52 different categories, ranging from the very popular beer styles such as Pils and wheat beer to Pale Ales, Stout or Porter. All beer styles that originate in Europe are eligible to compete in the European Beer Star competition. This year, once again, there were beers sent in from all continents of the world: For the first time, the number of foreign beers (+12%) exceeded that of the German breweries. A fact that, in view of the competition's success story, hardly comes as a surprise to Gerhard Ilgenfritz, president of Private Brauereien: "The domestic breweries that focus more on individuality and character have been participating in our competition for years".

At the premiere in 2004 no less than 271 beers were entered. Today the number has increased almost sixfold. The staff members of Doemens have to pick, sort and label more than 20,000 bottles of beer in different trading units. Because on 10th October, they will be evaluated all day long in the Brewing Academy by means of a blind tasting, that is to say in neutral classes: In several teams with preliminary, intermediate and final rounds. The evaluation is carried out based on purely sensory criteria that any beer drinker knows: Colour, head, smell, taste, aroma profile and general impression. "In order to get



Private Brauereien

PRESS RELEASE · Page 2

an impression of the entire variety of tastes of the beers, the tasters also have to drink, of course. But only very little sips", knows Glossner, "it is no more than one mass after a day!"

The awarding of the prizes will take place on 12th November during the international trade fair BrauBeviale in Nuremberg.



A maximum effort for the European Beer Star 2014: The managing directors of the host, Dr Werner Glossner (centre) and Stefan Stang (on the right) together with the director of Doemens Academy Dr Wolfgang Stempfll (on the left) lend a hand so that everything will be ready for the spectacular tasting on 10th October.

30.09.2014 · Text/Photo: Private Brauereien Bayern e.V. (no professional fee)

Press contact: Alexander Herzog, Tel. ++49 8168 42 999 59 o. ++49 160 94567 523
alexander.herzog@imago87.de