



Private Brauereien

PRESS RELEASE

The trade fair visitors to BrauBeviale have reached a conclusion:

The "Consumers' Favourite" of the European Beer Star 2015 goes to Brauerei Aying for its „Ayinger Bräuweisse“.

Nuremberg – Traditionally, on the first trade fair day at Brau Beviale, the visitors advance to jurors and evaluate the best beers from all over the world! That's when they select the public's favourite beer during a blind taste test conducted with all of the European Beer Star's gold medal winning beers; in other words: the best of the best. After counting more than 2.000 votes, the winners were determined late on Tuesday evening. The 2015 Consumers' Favourite in Gold was awarded to Brauerei Aying for its „Ayinger Bräuweisse“. The silver medal was awarded to Midtfyns Bruyhus (Denmark) for its „Midtfyns Imperial Stout“. The „Double Jack“, an Imperial India Pale Ale, brewed by Firestone Walker Brewery (USA) received the third-most votes from the trade fair guests.

When the international brewing industry meets at the BrauBevial in Nuremberg from 10-12 November to discuss current trends and the latest brewing systems

and technologies, for one day the world's most important beer competition shifts to the centre of the public's interest. Because on 11 November the winners of the European Beer Star of the Private Brauereien were announced. At the beginning of October, a 115-member expert jury determined the gold, silver and bronze medal winners from a pool of 1,957 beers in 55 categories.

"The new record turnout at this year's European Beer Star proves just how sought-after this award is for the world's breweries," explains Stefan Stang, Managing Director of the Private Brauereien. "The icing on the cake is, of course, if the well-informed trade fair visitors provide the winning beers with another award."

The European Beer Star of the Private Brauereien (in cooperation with the Association of Small and Independent Breweries in Europe) has been awarded since 2004 in order to recognise especially full-bodied beers that have been hand-brewed in accordance with European beer brewing traditions.

The European Beer Star is supported by Rastal, the Barth-Haas Group, BayWa AG and MicroMatic. Partner institutions are Brauakademie Doemens and Bauwelt.

A detailed list of winners including all contact details of the breweries as well as various illustrations/graphs that can be used free of charge:

www.european-beer-star.de

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