



Private Brauereien

PRESS RELEASE

The Trade Show Visitors at BrauBeviale Have Spoken:

The “Consumers’ Favourite” in the European Beer Star Awards 2018 Goes to Birrifificio Porta Bruciata (Italien) for the New Style Pale Ale „La Pallata“

Nuremberg – Savvy visitors to the BrauBeviale in Nuremberg (13 – 15 November) know that there’s always something special in store on the first day of the exhibition: this is when the visitors carry out a blind-tasting of the gold medal winners in the European Beer Star 2018 to choose the best of the best beers, the “Consumers’ Favourite”.

A 144-person specialist jury picked out the gold, silver and bronze medal winners from the 2,344 beers in 65 categories back in mid-October, and after more than 5.000 votes had been counted, late on Tuesday evening the winner emerged.

The 2018 Consumers’ Favourite gold medal goes to Birrifificio Porta Bruciata (Italien) for the New Style Pale Ale „La Pallata“. The silver medal is awarded to „Weilheimer Festbier“ (Category German-Style Festbier) of Dachsbrau (Weilheim/ Germany), while the Belgian-Style Witbier „San Lorenzo“ of MC77 Birrifificio Artigianale (Italien) got the third-highest number of votes among the trade show visitors.

“The new record-level participation at this year’s European Beer Star proves just how coveted this award is for breweries all over the world”, enthuses Thomas Buscham from the Verband der Privaten Brauereien (Association of Private Breweries), who managed the tastings at the European Beer Star. “Of course the climax is when the exhibition’s knowledgeable public chooses three winning beers to receive this extra accolade.”

Since 2004, the Private Brauereien European Beer Star (in cooperation with the Association of Small and Independent Breweries in Europe) has been lauded for its promotion of characterful

beers brewed in artisanal style according to the European tradition.

The European Beer Star is supported by Rastal, the Barth-Haas Group, BayWa AG and MicroMatic. The partners are the Doemens Brewing Academy, the BrauBeviale exhibition and trade periodical Brauwelt.

Further information at: www.european-beer-star.de

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