



Press Release

More than 550 breweries compete for prestigious awards

Beers from all over the world at the “Anniversary Edition” of European Beer Star

Munich, July 27, 2023: 20 years of European Beer Star! 20 years in search of the best beers in the world! On the occasion of the anniversary of the European Beer Star, the Association Private Brauereien as organizer of the renowned beer competition looks with satisfaction at the field of participants in this year's edition. "With 2356 registered beers from all over the world, the European Beer Star continues its 20-year success story!" Stefan Stang, General Manager of the Association Private Brauereien Bayern, is pleased after the registration deadline. A total of 553 breweries are competing in the 74 categories of the beer competition for the coveted awards in gold, silver and bronze. Only the best three beers in each category are awarded by the expert jury.

The high internationality of the participating breweries in the European Beer Star 2023 is remarkable. Two-thirds of the beers entered come from abroad, and a total of 47 participating countries are represented in the European Beer Star 2023. "With this quota, the European Beer Star is one of the beer competitions with the most international field of participants," Competition Director Kilian Kittl is pleased to say. "Especially in Central Europe, we were once again able to increase the status of our competition. This year, for example, we are recording record numbers of registrations from Austria, the Czech Republic, Poland and the Netherlands." After the logistical challenges of the last few years, there are also more registrations from Asia. Despite all the internationality, however, Germany remains the participant with the highest entry numbers at the European Beer Star. "With well over 800 beers registered, the German breweries are showing their ambitions to compete with the best beers in the world," says Kilian Kittl.

150 experts judge beers in Nuremberg

The expert jury of the European Beer Star, consisting of 150 beer experts, will meet at the Nuremberg Exhibition Center on September 14 and 15 to evaluate the submitted beer samples in a two-day blind tasting. The focus will be on the sensory quality of the individual beers - appearance, aroma, taste, and category-specific characteristics. The beer samples are tasted and evaluated anonymously by a total of 17 tasting teams over several rounds. Only the best three beers in each category are ultimately awarded gold, silver and bronze. The list of categories ranges from traditional German beer styles such as Helles, Pilsner and Weissbier to other beer

styles originating from beer nations such as Belgium, England and the Czech Republic. "Since the very beginning, the *European* in the name of our competition has not stood for a European championship of beers. Rather, for the past 20 years, the European Beer Star has focused on beer styles of European origin in order to celebrate the diversity of beer in Europe! The global field of participants therefore testifies to the world championship of beers," says Stefan Stang.



More than 550 breweries are competing for the coveted awards at the European Beer Star 2023 (Picture: Private Brauereien / Volker Martin)

The tasting jury is just as international as the field of participants: this year's judges include beer experts from 31 nations. "The viewpoint of judges from all over the world provides a differentiated opinion on each beer submitted, so that participating breweries can look forward to qualified feedback. Like last year, in addition to the evaluation, an individual flavor profile will also be created by our tasting jury for each beer submitted, which the breweries can use for their quality assurance," says Kilian Kittl.

Award Ceremony during BrauBeviale

For the first time since 2019, the festive Award Ceremony of the European Beer Star will again take place as part of the trade fair BrauBeviale in Nuremberg. On November 29, the successful breweries may receive their awards. "We are already looking forward to pure excitement and many emotions during the European Beer Star Award Ceremony. For the first time, the Award Ceremony will take place right in the middle of the trade show, because we want to transport the joy and emotion at the award ceremony into the exhibition halls as well and make it tangible for all trade fair visitors," Stefan Stang explains the background.

Further information on the competition is available at www.european-beer-star.com

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About the European Beer Star:

The European Beer Star has been organized by the Association Private Brauereien since 2004 and has long since become one of the most important beer competitions in the world. The European Beer Star honors beers that are unadulterated, full of character and of high quality. Most of the beer styles considered are those that have their origins in Europe. All breweries worldwide are eligible to participate: local, regional, supraregional, and internationally active breweries, not only from Europe, but from all countries on all continents. The European Beer Star is supported by BarthHaas, BrauBeviale, Brauwelt, Fermentis, Kalea, Kaspar Schulz, Micro Matic und Rastal.

Further information: www.european-beer-star.com