

Dear Friends of Doemens,

The new building project "Doemens 2020" presents our academy with great challenges. In assessing the current economic climate, we find that more and more investors are focussing on the real estate sector. This has led to rapidly rising construction costs, especially in the greater Munich area. The constitution of the new Bavarian government has led to delays in the preparation of the state budget and thus to delays in funding commitments. Combined with increased demand for curricular upgrades and teaching method adjustments for the fast-paced digital age, the framework within which "Doemens 2020" is being realized has changed apace. Thanks to many supporters behind and in front of the curtain, the future of the new Doemens Academy on Lohenstraße in Gräfelfing is secure.



A thorough needs assessment, followed by forward-looking planning and painfully accurate cost control has guided the activation of funding commitments, donations from the industry and a very flexible bank loan from a local savings bank. This ensures that construction remains on schedule and that the ensuing cost risks remain manageable. Several hurdles have now been cleared, but the race is not yet won. To all of our partners and friends, I ask you to keep a tight hold on our common vision and to continue lining our path with goodwill and support. Continued hard work guided by wise choices will guarantee success.

Our commitment is to the future of our young people for the benefit of our industries as we continue to strengthen our position by focussing on knowledge and skills acquisition. By holding firm, we are responding to turbulent times with the necessary confidence and competence. Along with expressing my thanks and appreciation for what has been done so far, I invite everyone to become part of our common vision. Now that construction costs have settled, Doemens will still depend on donations for the timely furnishing of the Academy itself. On behalf of all future students, I would like to express my sincere thanks for your continued support!

Yours gratefully,



Georg Schneider
President Doemens e.V.

World Championship of Beer Sommeliers – not possible without sponsors

The sixth World Cup of Beer Sommeliers will be held in Rimini, Italy. This global competition in the service of beer would be impossible to imagine without our dedicated sponsors, who are committed to promoting beer culture and style diversity. A big thank you goes to the two main sponsors – drinktec (Messe München) and Barth-Haas. Doemens News speaks with Petra Westphal, Exhibition Group Director, Messe München, and Dr. Christina Schönberger, Technical Sales Manager and Hops Academy, Barth Haas Group.



worldwide, helping to promote beer through their knowledge and experience. Has this helped breweries become more successful?

Dr. Schönberger: One of the reasons beer has become more popular recently is the rousing success of the global craft beer movement.

Craft beer styles can be complex, so trained "explainers," themselves enthusiastic as well as knowledgeable, can help motivate beer drinkers to take a leap of faith and try these new brews, comparing them to traditional beers. Beer sommeliers have taken on an important role and their excellence is measurable...

Doemens News: Ms. Westphal, why is the World Cup of Beer Sommeliers and drinktec a good fit?

Petra Westphal: drinktec has its roots in the brewing industry, starting in the 1950s when it was still called "Deutsche Brauereiausstellung." Even today, 80 percent of our exhibitors offer technological solutions for the brewing industry. Almost half our visitors are from the brewing industry, so it makes perfect sense for drinktec to be a principle sponsor for the World Cup.

DN: Dr. Schönberger, how do you see your involvement in the World Championship of Beer Sommeliers?

Dr. Christina Schönberger: The Barth-Haas Group has supported past World Championships as a principle sponsor from the very beginning, for one simple reason: The Barth-Haas Group has a passion for hops, and hops are used to brew beer. The beer industry needs ambassadors for this traditional yet thoroughly modern product – people whose enthusiasm for beer is infectious.

DN: Indeed! Beer has profited from an image boost in recent years. Beer sommeliers trained at Doemens have been at the forefront of this upward climb



Petra Westphal



Dr. Christina Schönberger

DN: ... and is on display every two years at the World Cup. What is the significance of the World Championship of Beer Sommeliers?

Dr. Schönberger: World championships of all kinds always have at least two functions. Number one: as a sporting contest with one winner. Secondly, these events are also a meeting place for like-minded people, a place to exchange experiences, to make new friends, to learn new things. With beer as the focus, the success of such an event is basically pre-programmed.

DN: Ms. Westphal, how does drinktec profit from the World Cup event?

Westphal: Due to its advertising in the run-up to the World Cup, drinktec is a clear presence for the beer sommeliers and their associates. This helps us join the conversation even during the two years between drinktec trade fairs. Beer sommeliers are well connected. We hope, of course, that all 80 sommeliers from the 18 different countries competing for the title in Rimini will carry the drinktec brand out into the world. We're lucky to have such knowledgeable ambassadors to work with so closely.

DN: From another perspective: Why is drinktec's support so important for the World Championship of Beer Sommeliers?

Westphal: drinktec is a universally recognized and valued brand in the world of beer brewing and marketing. The World Cup benefits from this well-established relationship. We have a lot to offer brewers and anyone else who

deals professionally with beer. At drinktec you'll find everything you need to make, bottle and package beer for all volumes and production sizes. Large corporations and medium-sized companies are served as fully as local and regional producers, craft brewers, microbrewers and hobby brewers.

DN: Thank you very much for speaking with us!

Fourth international Water Sommelier course successfully completed at Doemens!

The motto of Doemens' mineral water sommelier curriculum "water is not just water!" is enjoying increasing international popularity. While 2011 saw the start of the first German-language water sommelier course, the international orientation of this program began with the introduction of English-language water sommelier courses in 2016.



Proud and happy graduates

In May 2019, the fourth international water sommelier course – held in English under the direction of Dr. Peter Schropp – was concluded. The course, which was sold out several months in advance (due to extensive sensory assessment activities, the number of participants is limited to 16 people), attracted participants from Great Britain, Mexico, Croatia, Hong Kong, Taiwan, India, Portugal, Spain, Switzerland and Thailand. In the meantime, water sommeliers from more than 35 countries have received quality Doemens training!

At the graduation ceremony, the participants were enthusiastic about being awarded their official water sommelier certificates. Matt Thornton from London, UK, won top honors. According to the participants, learning new methods to credibly assess the sensory char-

acteristics of mineral water was the highlight of the course, as the following statement demonstrates:

"The water sommelier course at Doemens is certainly one of the finest courses I've ever attended. Having studied and researched water from science to consciousness this was definitely one of the most enlightening and enjoyable. All presentations by Dr. Peter Schropp were first class covering a vast array of subject matter and sensory experiences as well as field trips which attracted a mixture of enthusiastic attendees from all backgrounds and interest across the globe. Whatever the background, for business, restaurateurs, entrepreneurs or simply in the classical sommelier role this is a must in providing a magnificent foundation in understanding water at a far deeper level and in the new unfolding opportunities as a result of certification as a Doemens Water Sommelier."



Matt Thornton (left) with Dr. Peter Schropp

Doemens Academy congratulates these successful graduates and is already looking forward to the next international water sommelier course! It will begin on **April 20th** and end on **April 30th, 2020**.

Doemens Flash

Beer Sommelier

English-speaking beer enthusiasts: don't wait too long to book your spot in the Gräfelting course, as there's only one offered per year directly at the Academy. From **September 9th to 20th, 2019** we'll be training yet another internationally diverse cohort of enthusiasts.

For more information and registration, go to www.doemens.org/en/savour-academy/beer-sommelier.html or write a mail to bier-sommelier@doemens.org

Doemens appointment

Doemens at the BrauBevialeThe next BrauBeviale will take place from **November 12th to 14th, 2019**. Doemens can of course be found at the usual spot in **hall 4, booth 304**. We are pleased to welcome many guests from home and abroad and to be able to offer delicacies from the Doemens experimental and training brewery.



Save the date

From the **8th to the 10th of May 2020** the Doemens e.V. and the Bund der Doemensianer (Federation of Doemensians) celebrate the 125th Anniversary of the Doemens Academy in Hof an der Saale.

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