

## Dear reader,

“From experience to professionalism,” that’s the Doemens creed.

– What do these words mean to me?

– How did I arrive at Doemens?



After studying brewing and beverage technology at Munich’s Technical University and subsequent scientific work in the Department of Brewing and Beverage Technology, I have worked for three years in England at a brewery which had an annual output of 2.8 million hl.

What I learned is that employees are the most important resource in each institution. A product can only be as good as the employees who produce it. That’s why we have to take good care of them. Imparting knowledge and sharing experiences are indispensable factors toward this goal. This is only possible in a team environment, which requires constant, open and honest dialogue.

I decided early on that I wanted my contribution to reflect this realization, based on the wise adage: “Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for life.”

“From experience to professionalism” is, for me, the Doemens equivalent of this wisdom. The teaching of relevant knowledge and the sharing of experiences are the main focus of our work. Therefore, as part of the Doemens family, I look forward to shaping the future by exchanging ideas with you.

Since 2018-2019 I’ve been teaching CTA in our Brewmaster Course, which addresses chemical-technical analysis in theory and practice. As laboratory manager in our team of five, I’ve supported the business division “Consulting and Services” since July. I’m inspired by the wide range of services we offer, which we can tailor to our clients’ individual needs.

I look forward to hearing from you,

**Christopher Holtz**  
Laboratory Director

## Doemens takes the Radeberger Export Group to school

The Radeberger Group not only has a solid footing in the German beverage market, but also in over 50 countries worldwide. Brands such as Jever, DAB, Clausthaler, Schöfferhofer, Braufactum or Berliner Kindl are valued internationally and are enjoying steady demand. In a bid to strengthen the connection to German beer culture on the one hand and to Radeberger’s beer portfolio and its corporate philosophy and values on the other, export managers Kamil Krakes and Walter von der Heyden put together a three-day seminar with Doemens in July.

Selected representatives from various Spanish-speaking countries were invited to Radeberg for a three-day seminar, which included excursions. The 14 participants from Spain, Puerto Rico, Uruguay, Chile, Argentina and the Dominican Republic enjoyed a varied professional development program including historical beer development, beer styles and food pairings. The seminar was led by Doemens partner Cilene Saorin, who praised the sensory expertise and commitment of her charges. In addition to a tour of the Radeberger brewery and Braufactum, they also visited Dresden and Berlin.

As Walter von der Heyden said, the participants were more than satisfied with the program, which provided important perspectives regarding Germany’s longstanding beer culture: “If Cilene Saorin needed another day to deliver her program, none of the participants would have objected. For me, the seminar exceeded my expectations. Right



from the start, Cilene has been able to inspire the participants, despite the fact that the group was quite diverse, ranging from sales and management to section heads. I’m convinced the participants will not soon forget this experience.”

*Andreas Hofbauer*



## 15<sup>th</sup> Global Bottled Water Congress (GBWC) in Evian-les-Bains

The primary focus of the 15<sup>th</sup> GBWC, organized by Zenith Global Ltd. was the future: Challenges facing the bottled water industry worldwide, innovative methods to obtain water rights, sustain-

ability concepts, marketing strategies targeting younger consumers and much more. 180 participants from around the world, from global corporations to small regional start-ups, presented and dis-

cussed many topics that enable spectacular growth of the bottled water industry. A factory tour of the gigantic Evian plant, where about 5 to 6 million bottles of mineral water are bottled daily, formed the prelude to this three-day celebration of worldwide water control.

As every year, the winners of the Global Bottled Water Award were also announced in Evian following the gala dinner. Doemens water expert Dr. Peter Schropp was on site with his four juror colleagues to celebrate the winners. Prizes were awarded in a total of 12 different categories, from bottling the best natural waters to designing the most attractive packaging to launching the most persuasive social media campaign.

*Dr. Peter Schropp*



## International Beer Sommeliers: Seven nations – one passion

In September 2018 the English edition of the beer sommelier course took place in Munich-Gräfelting for the third time. This time, participants came to Doemens from numerous countries: Brazil, Australia, Romania, Russia, the Netherlands, Portugal and the USA. This great mix provided for a compelling, informative two-week training period, as each participant shared the experiences from home with his or her fellow students.

The budding beer sommeliers are trained as intensively as their German-speaking colleagues. Raw materials, beer production, dispensing equipment, sensory assessment, beer styles, cask storage, beer aging – all of these topics were illuminated theoretically and then practiced in the course. At the “Brautag” in Augsburg, the brewery Riegele hosted the participants as they brewed their own beer. In addition, they

were able to gain experience in beer and food pairing, matching the two, then cooking the meal and presenting it along with a beer menu of their own design.

The course was very well received by the students. “It was amazing how passionate the instructors were in their presentations and how much time they had taken to organize two very special weeks,” says Yulia Kazakova. At the end of this eventful time, there were eleven happy and proud students, all of whom successfully passed the exams and thus became part of the growing international family of beer sommeliers. The course was so well received that some participants are already interested in the next water sommelier training or in further training opportunities at the World Brewing Academy (WBA).

*Marlene Speck*



## Doemens Flash

### Beer Sommelier

#### First Argentinian Beer Sommelier Course

Michael Zepf, head of the Doemens Savour Academy, and the two Doemens partners in Brazil, Cilene Saorin and Carlo Bressiani from ESCM (Escola Superior de Cerveja e Malte), offer beer sommelier courses right in Buenos Aires.

The April premiere was a huge success and was fully booked with 24 participants. The course is usually scheduled over weekends and consists of five modules, which are conducted by Cilene Saorin and local lecturers. The ESCM is responsible for administration.



### Water Sommelier

The next Water Sommelier Course takes place from 6<sup>th</sup> to 16<sup>th</sup> May 2019 at Doemens Academy in Munich-Gräfelting.

More Information (e.g. schedule and enrollment): <https://www.doemens.org/en/savour-academy/watersommelier.html>

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