

## 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 speak with Petra Westphal, Division Manager at Messe München and Dr. Christian Schönberger, Technical Sales Manager and Hops Academy, Barth Haas Group*

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



**Petra Westphal:** Beer. 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.

**Doemens:** 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.

**Doemens:** 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 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:** ...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.

**Doemens:** 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.

**Doemens:** 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.

**Doemens:** Thank you very much for speaking with us!