

Doemens is in good hands!

We have experienced difficult times recently and still have a steep path ahead to navigate. As a community, we are called upon to emerge from the crisis even stronger and to help shape our common future. This cannot be done by waiting passively; we must be prepared to act!



Doemens' performance has been surprisingly strong last year. Our core mission, the training of master brewers and beverage technologists as well as food professionals and beverage business administrators, was never in question and I am happy that Doemens was able to be a reliable partner for yet another generation of beverage industry professionals.

The Doemens team deserves all the credit for delivering the goods. Each individual member gave his or her best – and more. With great astonishment, I experienced levels of enthusiasm and creativity unleashed during this time of crisis well beyond expectations. New teaching formats were conceived, new technologies introduced and new opportunities developed. This is a team that has proven itself in times of crisis and of which we as the Doemens family can be proud. Doemens is in good hands!

On top of all this, we have a new building! What has been built in Gräfelfing on the Lohenstraße is quite impressive. The construction work, with the usual “aches and pains,” continues on schedule and on budget. Dr. Werner Gloßner and his team are mastering a Herculean task here! A complete competence center for beverage and food technology is underway.

The new site represents a departure into a brighter future – one that will need reshaping. I am confident that we will succeed and I am grateful that we have the right people in the right places. Whether on the Board of Trustees, in the Friends of Doemens Association, in the Association of Doemensians or among our membership – everyone has a contribution to make!

This success story is being coordinated by Dr. Werner Gloßner and his fine team. For this you have my thanks and the gratitude of the entire Doemens family!

God grant happiness and blessings to all!

Sincerely,



Georg Schneider

The World Brewing Academy turned 20: It is a unique, contemporary training opportunity offered on two continents

Doemens News: *Twenty years of the World Brewing Academy (WBA). Dr. Zepf, how do you view developments since 2000?*



Dr. Michael Zepf

Dr. Michael Zepf:

The start of the WBA is based on an idea that most people shook their heads at the time. The founders were the managing directors of the Siebel Institute and the Doemens Academy at the time: Lyn Kruger and Dr. Fritz Briem. It is thanks to her foresight and persistence that their “crazy” idea became a success story and an institution that has become an integral part of international brewing technology training. The idea of the two oldest and most renowned brewing academies in Europe and America setting up a joint training programme for professional brewing experts in English and implementing this program on two continents was initially viewed with skepticism by many. However, from the very beginning, enrollment in the courses and wide acceptance of our graduates in the marketplace proved that the World Brewing Academy is a successful concept.

DN: *The program has even expanded over time...*

Dr. Zepf: ...and students can choose from a variety of course offerings, from the entry-level Executive Course and the intermediate Focus Course to the Advanced Courses, the International Diploma in Brewing Technology Program and the Master Brewer Program. In addition to face-to-face units, there is also the option of blended learning, which combines online sessions with live workshops. The modular structure of the courses allows for flexible scheduling.

Considering the multitude of nationalities of our students, the name we chose for this joint training program of the Siebel Institute in Chicago and Doemens Academy in Munich is most appropriate: WORLD BREWING ACADEMY

DN: *In Eymard Freire, WBA has gained an enterprising, well-connected staffer whose primary responsibility is to serve key account customers and brewers' associations. Another building block of success for WBA?*

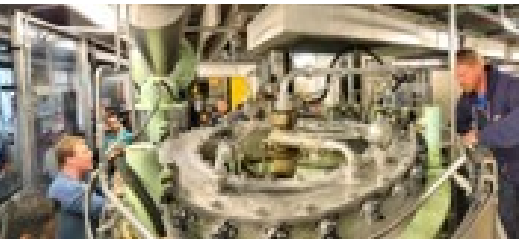
Dr. Zepf: Eymard Freire is certainly a stroke of luck for the WBA team. As a WBA alumnus, he has experienced the program himself and his Latin American roots make him an excellent communicator and popular figure. He acts as brand ambassador for the WBA courses and is unquestionably yet another important building block for our overall success as an institution.

DN: *The course for the future has been set: The Siebel Institute has moved into a new building in Chicago in 2020, Doemens Academy is rebuilding and will move into its new building in Munich-Gräfelfing this fall. Can we assume there's state-of-the-art equipment for up-to-date professional development?*

Dr. Zepf: That's correct: 20 years after WBA's founding, students and instructors in both Chicago and Munich are adopting completely new and forward-looking possibilities with their significantly expanded facilities. The long-cherished wish for a new home was realized in Chicago in 2020 and the new Doemens building in Munich-Gräfelfing will soon follow in 2021.

DN: *How would you describe the WBA in 2021?*

Dr. Zepf: In a nutshell: Professional brewing technician training at the very highest level! A highly specialized expert team of experienced lecturers in both Chicago and Munich-Gräfelfing is available to students who would like to learn the theoretical fundamentals with parallel practical workshops. The hands-on orientation of the programme has been a central feature of the WBA from the beginning and will be further expanded utilizing these new facilities.



The practical orientation of the training has been a central feature of the WBA from the very beginning.

DN: *What do you say to interested parties when asked, "Why should I do my apprenticeship at WBA?"*

Dr. Zepf: The WBA – like no other institute – offers students the opportunity to receive professional brewing technology training in concentrated form. The training at two renowned institutes on two continents is unique and thus combines "old" and "new" world perspectives on the teaching of brewing technology. The wealth of experience of the lecturers of both faculties is a guarantee for students looking for up-to-date professional development opportunities that can lead to excellent career opportunities due to unequivocal acceptance of the WBA by the worldwide brewing industry.

DN: *The Corona pandemic has also affected the WBA's training program. How did you manage the many uncertainties in Chicago and Munich-Graefelfing during the past year?*

Dr. Zepf: The course, which started in Chicago last Winter, had to be interrupted six weeks later in mid-March. The modular structure of the courses and the locations on two continents proved to be a stroke of luck here, enabling us to continue in Munich in late summer. All students (from many different nations) were granted entry – through the initiative of Doemens – into Germany and thus were able to continue the course without any lapse in training quality. The training units were thus able to be delivered successfully.

DN: *During this challenging Corona era, webinars are a suitable means for providing continuing education. What does the WBA have to offer in this area? What is the benefit of online courses?*

Dr. Zepf: For the past 15 years, WBA fundamentals courses have been offered online. Students can choose between face-to-face instruction or the online option. More than half of our enrollees were already using this online study option before Corona. Of course, our extensive

experience in the field of online training also helped us navigate these difficult times, being the only option for knowledge transfer over the course of several months.

DN: *You are now offering a WBA-sponsored beer sommelier course, based on the successful, long-standing program provided by Doemens Academy. How will this new initiative play out in North America?*



Eymard Freire, WBA, and Christian von der Heide, President and CEO, Siebel Institute of Technology

Dr. Zepf: The Doemens Biersommelier training has successfully established itself in 17 countries and in eight different languages over the last ten years. Therefore it made sense to leverage our excellent partnership with the Siebel Institute in Chicago, utilizing its infrastructure to integrate Biersommelier training into the WBA for transfer to the USA and Canada. For this purpose, analogous to the successful WBA model, a modular structure and an online course for teaching the basics have likewise been developed. The Savour Academy team is already very much looking forward to the realization of this project on the ground in the summer of 2021.

DN: *The flagship program at the WBA is the advanced level training, i.e. the Diploma and Master programs. How will you organize these advanced training courses in 2021?*

Dr. Zepf: Due to the many ever-present uncertainties predicted for the first half of 2021, the WBA leadership has decided to begin the year with one course each of the International Diploma and the Master Brewer Program in Chicago in mid-July and then continue in Munich starting in September. Based on last year's experience, this is the safest option (even without resounding vaccination success) for an implementation that will culminate in October for the International Diploma course and in early December for the Master Brewer programme.

DN: *Dr. Zepf, thank you for speaking with us.*

Doemens Flash

Doemens Water Sommelier Education

The next water sommelier course will take place at Doemens Academy in Munich-Graefelfing from March 15th to March 25th, 2021 and from July 5th to July 15th, 2021.

More information: <https://doemens.org/en/savour-sensory/water-sommelier/>



Doemens Biersommelier Education

The next Biersommelier course (the only course in English in 2021) will take place at Doemens Academy in Munich-Graefelfing from September 6th to September 17th, 2021.

More information: <https://doemens.org/en/beer-sommelier/>



Impressum:

V.i.S.P. Dr. Wolfgang Stempf, Doemens e.V., Stefanusstr. 8 D-82166 Graefelfing/Munich
Tel. +49 (0) 89/8 58 05-0
Fax +49 (0) 89/8 58 05-26
E-mail: info@doemens.org
www.doemens.org
Editorial contact:
Benedikt Meier
Verlag W. Sachon GmbH
Tel. +49 (0) 82 61/9 99-3 11
E-mail: meier@sachon.de