

## It's all about the total package: 7th World Championship of Beer Sommeliers in Munich

**Gräfelfing, 19<sup>th</sup>, July, 2022**

*They are valuable ambassadors who know how to celebrate beer, who live for and love beer: over the past 18 years, beer sommeliers have made significant contributions to beer as a cultural asset and have given it the attention it deserves. The knowledge, skills and abilities of a beer sommelier are comprehensive – and these are rewarded every two years at the World Beer Sommelier Championship with the title of Champion. This year, the seventh World Championship will take place in Munich on September 11<sup>th</sup>, 2022 in the run-up to drinktec.*

The beer sommelier movement has steadily gained momentum in recent years. Beer sommeliers are established in the brewing industry and their versatile knowledge is in constant demand in a wide variety of areas: in marketing, sales, gastronomy and trade. Even brewers and master brewers are training to become beer sommeliers, as are dedicated beer enthusiasts. No wonder, then, that the number of beer sommeliers has risen steadily since the start of our training programme in 2004.

Beer sommeliers can draw on well-founded, versatile training units delivered by a team of experts at Doemens' Savour Academy. The special skills of a beer sommelier are presented at the highest level every two years in a world championship competition. On September 11<sup>th</sup>, 2022, the best beer sommelier in the world will be determined for the seventh time from 81 participants, most of whom have already demonstrated their skills in national competitions. This time, the participants come from 18 nations and 4 continents.

The participants' know-how is tested and evaluated in various rounds at the world championship event. In the preliminary rounds, descriptive knowledge in theoretical

basics as well as procedural knowledge regarding beer styles and flavours - including sensory assessments - are required to qualify for the final.

In the final round, on the main stage, sensory skills and descriptive knowledge are assessed alongside performance skills during the beer presentation. The eight best participants compete in the public final round before a select jury and spectators in the hall and via live stream (Facebook). They will be asked to present a beer that is unknown to them beforehand. The one who best conveys the message of beer culture and its diversity will be crowned the winner and thus the new World Champion Sommelier for Beer.



"The title of beer sommelier has established itself in the international brewing industry and has made a significant contribution to promoting beer culture, beer enjoyment and beer knowledge. Beer sommeliers have become recognized and valued ambassadors of beer. Performance density in the international field of participants is enormous and it promises to be a very close elimination; nuances will decide," emphasizes Dr. Michael Zepf, head of Doemens' Savour Academy and responsible for the World Championship of Beer Sommeliers, who also expressly thanks the sponsors for their continued support.

After all, without sponsors, holding the World Beer Sommelier Championships would be unthinkable. This popular event is supported by a dedicated circle of sponsors who are committed to beer culture and beer diversity. The main sponsors are drinktec, the world's leading trade fair, and BarthHaas, the world's largest service provider for hops.

In addition, the circle of co-sponsors includes well-known representatives of the brewing industry such as Siemens, Rastal, the Swiss Brewers Association, the Austrian Brewers Association, the Forum Bier (German Brewers Association) and the Bavarian Brewers

Association. Added to this is the support of the Association of Beer Sommeliers as the conceptual sponsor of the event.

For further information: <https://doemens.org/genuss-sensorik/weltmeisterschaft-der-biersommeliers-2022/>

The final on September 11th, 2022, starting at 3 p.m. at the Munich Exhibition Center (Conference Center North, Room C 62, first floor) is open to the public. We look forward to welcoming numerous press representatives to this highlight. Send registrations to Mr. Andreas Hofbauer at [hofbauer@doemens.org](mailto:hofbauer@doemens.org).

Further information: <https://doemens.org/en/beer-sommelier/world-cup-beer-sommeliers-2022/>

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#### ABOUT DOEMENS

Doemens is an internationally recognized professional development and training institute for the brewing, beverage and food industries. Theory and practice are closely aligned and integrative thinking is supported through cooperation and constant communication among the various divisions. Our professional development programs within the Doemens school address a wide variety of educational needs and feature the Savour Academy, which trains beer, water, fruit juice and destillate sommeliers alongside a number of seminar offerings in-house as well as those open to the public.

Our "Services" division further supports industrial operations by offering consultation as well as laboratory services.

Dr. Albert Doemens founded the institute in 1895, which employs 33 staff and faculty and has its headquarters in Munich-Gräfelfing.

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