

Amazing Value for Finest Beer Selection!



In professional settings, painful cut-backs can sometimes reveal new opportunities and perspectives. This was certainly the case in the development of a new tasting format: as a team, we were able to develop a completely new tasting concept that is optimally tailored to current trends and fulfills requirements set by national and international breweries for an annual sensory quality test.

The bundling of existing competences and many years of experience of two institutions - Doemens and Meininger Publishers - turned out to be a slam dunk.

The joint concept of Finest Beer Selection (FBS) unveils a valuable benefit for participants in its annual competition. Each beer (not just a few winning beers) will be evaluated by an international jury according to a 100-point criterion catalog (Finest Beer Score). Furthermore, a meaningful flavour profile adapted to beer type is created for each beer (Finest Beer Profile).

This reliable feedback includes a free, high-resolution image of the bottle or can for advertising purposes. All beers that score 90 or more points are automatically included in the high-profile Finest Beer Selection, which is widely distributed by the well-known publishing house and our comprehensive Doemens network.

For all of us in the team, the last few weeks have been very intense, but it was also exciting to be involved in a project of this magnitude. We are all very much looking forward to the first Finest Beer Selection and, of course, to having many beers from all over the world sent in for assessment.

You can register your beers until August 25th 2023 at: www.finest-beer-selection.com.

Dr. Michael Zepf
Head of Doemens Savour Academy

Doemens

„Finest Beer Selection – the new standard for breweries“



Dr Werner Gloßner, Managing Director at Doemens, and Christian Wolf, Member of the Meininger Publishers Management Board, in an interview about the Finest Beer Selection concept and comparisons to conventional beer competitions.

Doemens News: Which new milestones will be set with the new tasting format and how does the "Finest Beer Selection" differ from other international beer competitions?

Dr. Werner Gloßner: In contrast to conventional beer competitions, the Finest Beer Selection is not a competition in which beers are compared with other beers in each category. It is not about a ranking comparison of beers that happen to be at the same tasting table at the same time. The concept is rather a sensory excellence test and serves as a standard of quality for breweries and their beers.

Christian Wolf: Each beer is individually analysed and evaluated on the basis of a transparent 100-point scheme. This Finest Beer Score is the central element of the format. Only the best beers per year that earn a Finest Beer Score of 90 or more points make it into the exclusive circle of the Finest Beer Selection and receive a corresponding seal with their score, which can be advertised on the bottle, for example.

DN: Similar to ratings in the wine sector....

Wolf: Exactly, the 100-point scheme and the communication of the score on the bottle are internationally recognised as a best practice in the wine sector; this form of evaluation is successfully implemented, for example, in the form of "Parker points". The recognisability of the Finest Beer

Selection seal is also quite high. Thus, the Finest Beer Selection will establish itself as a new, reliable quality seal for breweries, the trade, the gastronomy sector and for the beer consumer.

DN: What further advantages do breweries enjoy by participating?

Dr. Gloßner: First of all, the breweries receive professional and truly independent feedback on their beers from an international jury of beer experts. This feedback is not limited to the Finest Beer Score, i.e. the evaluation in the form of a score. In the course of the tasting, the jury creates an aroma profile for each beer in the form of a spider-web diagram - the Finest Beer Profile. Last but not least, we produce a professional, high-resolution photo for each beer submitted. Finest Beer Profile, Finest Beer Score as well as the product image are part of the results averaging. If they are included in the Finest Beer Selection, the breweries also receive the seal and score for their winning beers, which their marketing departments can use freely.

Wolf: Another important benefit of our format is the announcement of the

Dr. Werner Gloßner (l.), Doemens and Christian Wolf, Meininger



winners. These are presented widely on our own website, the worldwide communication channels of Doemens and across the vast reach of Meininger publications. In particular, the important B2B channels of beverage trade, gastronomy,

sommeliers and the bar industry are specifically addressed via the trade publications of the Meininger Publishing House.

Further details and registration: <https://finest-beer-selection.com>

Doemens conducts expert tasting for Monde Selection



The qualified panel of tasters

Monde Selection, founded in 1961, is an internationally renowned quality assessment institute based in Belgium. A wide variety of consumer products such as spirits and liqueurs, beers, mineral waters and soft drinks, food products, diet and health products as well as cosmetics and personal care products are tested and awarded quality control seals by an independent jury of experts. The company follows a holistic assessment standard and awards the quality of the products with a Bronze, Silver, Gold or Grand Gold award.

Since last year, Doemens Savour Academy has been carrying out the quality assessment for the category "water and soft drinks". The decisive factor that led to the award of this contract was its sensory expertise in waters and fruit juices, which is the focus of the sommelier training and in-house training courses at Doemens.

Hundreds of products from all over the world are analysed and evaluated by a qualified panel of tasters at Doemens in Gräfelfing. Water expert Dr. Peter Schropp is supported by sensory experts Julia Steiner, Marlene Speck-Waller and Michael Eder.



Doemens water expert Dr. Peter Schropp

The team proceeds according to a 360° quality assessment scheme. In addition to smell, taste, mouthfeel and aftertaste, visual aspects of the samples as well as design and user-friendliness of the packaging are also assessed. Each product is tasted and tested for numerous parameters, carefully selected according to the product category and consumer expectations.

The scores are digitally transmitted to Monde Selection and the final result is calculated on the basis of the average points awarded by the Doemens jury.

"Tastings take place over a period of several weeks. During this time, we assemble the team several times a week to conduct tastings of the samples from a wide variety of countries of origin. Of course, the target market of the product is also taken into account in the evaluation, which makes the task all the more exciting. It is interesting to experience the different sensory characteristics waters from different regions sometimes have. For the second year now, we are pleased to continue our support for Monde Selection with our quality assessment expertise," says Dr. Peter Schropp.

Finest Beer Selection

SCHEDULE

Start registrations:	Middle April
End early bird discount:	30/06/2023
Registration deadline:	25/08/2023
Start date submissions:	04/09/2023
Deadline for samples:	29/09/2023
Tasting at Doemens:	10 - 12/10/2023
Award Ceremony:	06/11/2023

FINEST BEER SELECTION
BY MEININGER & DOEMENS



Doemens Biersommelier Korea

In May, it was that time again: Dr. Michael Zepf traveled to Seoul to guide the participants of the fully booked Doemens Biersommelier course through the final exam. The update course to the Diplom Biersommelier is then the second step of the training and will take place in July in South Korea. Thanks to Doemens' local representative, South Korean Biersommeliere Jihee Lee and her team and our partner Breworx from Seoul, Korea.



Impressum:

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