

## A great start!



2023 its off to a strong start. Positive signals from our Fall seminars have carried over into the new year. We are experiencing a similar, upward trend with the consulting orders; partner companies are once again inviting external consultants to work on quality optimization or to develop new future projects together with Doemens. Thus, we are hopeful that we can finally leave the economic effects of the Corona crisis behind us.

According to the motto "it is better to shape the future ourselves than to dwell on the past", we have intensively examined and planned how we can put our tasting expertise and our know-how in tasting organization into practice in order to generate added value for the brewing industry. The result is a cooperation between Meininger Verlag and Doemens – two partners with extraordinary experience in the field of tasting. We are convinced that the beer quality competition "Finest Beer Selection" has great potential, because in the value chain between breweries and trade, including gastronomy, customers are looking for non-partisan awards to draw attention to the quality of beers.

We also bring our tasting competencies to the „Monde Selection“. Since last year, the Doemens Savour Academy has been conducting the quality assessment for the categories Water and Soft Drinks. The decisive factor was the sensory expertise in water and fruit juice, which is the focus of some of our sommelier 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.

There is still a lot to do and each project has its own particular flavor. Nevertheless, we at Doemens are confident that 2023 will be a successful year.

Things are going well here at Doemens.

Yours

Dr. Werner GloBner  
CEO Doemens

## Finest Beer Selection: the new quality seal

With "Finest Beer Selection", Meininger Verlag and Doemens present – for the first time and exclusively – a quality seal for beers featuring an easily comprehensible evaluation standard. In contrast to the usual beer competitions, this is not a competition between beer styles. Rather, it is an annual sensory assessment test.

Respected beer experts with many years of tasting experience analyze and evaluate the beers using proven sensory assessment techniques. This is done using individual brew samples, without comparing them with competitors. Based on a 100-point tasting scheme, which is based on years of experience and best practices, each beer receives an individual rating, the "Finest Beer Score", which comprehensibly shows the classification. Beers with a Finest Beer Score of 90 or higher are included in the annual selection the Finest Beer Selection and receive an award. This transparent assessment standard provides breweries as well as wholesale and retail traders, the catering trade and the consumer with an important quality criterion and is intended to establish itself in the national and international brewing industry as a unique compass for beer quality. In the medium term, the aim is to achieve public awareness with great resonance and enormous reach, a system that is already highly



*Exceptional beers boasting a Finest Beer Score of 90 or higher are included and awarded in the annual Finest Beer Selection.*

respected in the international wine industry.

As part of the blind tasting, the expert jury also creates an individual aroma profile for each beer, the so-called "Finest Beer Profile", in the form of a Spiderweb diagram. Together with the Finest Beer Score, this represents true added value and provides an effective communication tool for the award-winning breweries. Registration for the Finest Beer Selection started in April 2023, the beers can then be sent to Doemens from the beginning of September. From 10 to 12 October 2023, the tasting will take place at Doemens. The winning selection beers will be presented to a broad audience with considerable circulation and coverage and honored at an awards ceremony.

Further information:

[www.finest-beer-selection.com](http://www.finest-beer-selection.com)



# FINEST BEER SELECTION

BY MEININGER & DOEMENS

## BoonRawd Brewery with new Beer Ambassadors trained by Doemens



Dr. Michael Zepf conducted the 3-day training programme twice within 2 weeks for a total of 71 employees of BoonRawd Brewery.

BoonRawd Brewery, Thailand's first brewery, was founded in 1933. At present, the company produces products under numerous brand names like Singha. The BoonRawd group includes 8 production sites and 14 subsidiaries. Today the company produces a total of around 14 million hl of beer and 20 million hl of non-alcoholic products, such as water and soft drinks, per year. The brewery has always pursued a high quality standard for its products.

The brewery commissioned Doemens for an in-house sensory training in

Bangkok. A special training program with selected chapters was developed for the whole BoonRawd-Team (management, sales & marketing as well as technical team in production and quality control) by Dr. Michael Zepf, Head of Doemens' Savour Academy. The aim was to give all participants a better and wider understanding of beer and passion for it in order to subsequently develop a consumer-oriented sales concept.

Dr. Michael Zepf put together a varied 3-day sensory training program, which was tailored to the individual breweries and also took into account the country-specific conditions in the beer sector. In mid-January, he conducted the sensory training twice within 2 weeks for a total of 71 employees of BoonRawd Brewery. Thanks to this intensive training with many practical sensory units, the employees are now exclusive Beer Ambassadors. The participants have received an excellent product feeling through the theory of a wide range of background knowledge around beer and step by step training based on each other.

A detailed report on the in-house training at BoonRawd Brewery in Bangkok can be found in this issue on pages 40 to 42



Present for Dr. Michael Zepf from Isara Khaol-lead, senior assistance to chairman of the executive board, BoonRawd Brewery.

## DOEMENS-FLASH

### Doemens Biersommelier International

The next international Doemens Biersommelier course will take place at Doemens Academy in Gräfelfing near Munich from **June 19th through June 30th 2023**.

Further information:

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

### Doemens Water Sommelier

The education "Water Sommelier" is unique in the world! Next to a theoretical knowledge transfer about the widely varying water types and their characteristics, the course is enriched with many sensory trainings, group tasks and field trips. In total 80 training units are held in 10 course days. The upcoming Water Sommelier Course 2023 (**June 26 - July 07, 2023**) is already fully booked, so that the next date (**March 11 - March 22, 2024**) has already been fixed.

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

### World Brewing Academy (WBA)



The WBA Concise Course in Brewing Technology will provide students with comprehensive knowledge of the brewing process, the dynamics of brewery operations and issues affecting the industry.

Next dates (online): **August 21st to November 5th 2023 | January 8th to March 25th 2024**

Next dates (chicago campus): **November 6th to November 17th 2023**

More information:

<https://www.siebelinstitute.com>

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