

## Dear Doemens family, dear friends of Doemens,



On December 4th, 2023, the 100th meeting – of my tenure as President – of the Doemens Executive Committee took place since 2007. When I look back over the past 16

years, my highly committed and valued colleagues on the Executive Committee and I have been able to achieve a great deal for Doemens. Each individual, with their own special skill-set, has contributed to the successes of this newest era. We have always been a heterogeneous team that respects and utilises each other's attitudes and skills. However, we were always united in the cause – to lead Doemens into the future as one of the most attractive training centres for theory and practice in the beverage industry – and that is what made us so strong.

The new Doemens structure was developed together with the Doemens team. All business areas are growing and thriving, and we have always placed greatest emphasis on teaching – the "original mission" of Doemens. During this time, the Executive Committee was also able to accompany a change of managing director from Dr. Wolfgang Stempfl to Dr. Werner Gloßner; two men who were and are in the right place at the right time – with the right attitude. A stroke of luck for Doemens!

The most time-consuming project in recent years was definitely the new facility. A great vision, which was initially ridiculed as "far too ambitious", became reality. Today, a building that the whole Doemens family can be justifiably proud of stands in Lohenstrasse in Gräfelfing near Munich. This building is the expression of a fundamental attitude. Everyone involved wanted this location, everyone pulled together and everyone believed in the project. A joint effort that can certainly serve as a role model in today's world.

After these exciting years, it is now time for me to hand over responsibility for Doemens to new leadership. I am happy to have found a potential successor in Jens Geimer and I am convinced that he will lead Doemens into the future with passion and commitment. And so, at the end of my term of office, Georg Zentgraf's slogan still applies to me: "Doemens – because it's fun!".

Yours sincerely,  
Many thanks and best regards,

**Georg Schneider**  
President, Doemens Association

## Doemens Biersommelier Course in Spanish at Doemens

*Premiere: For the first time, a Doemens Biersommelier course will be held in Spanish at Doemens in Gräfelfing near Munich. From **May 27th to June 7th**, our long-standing partner in beer sommelier training in South America and the Iberian Peninsula, Cilene Saorin, will be responsible for the course with the support of Doemens experts. In this interview, Cilene Saorin reveals what the participants can expect at Doemens.*



**Doemens News:** *The national and international Doemens Beer Sommelier course is a fixed and established part of the Doemens Academy. Please describe the background to the Doemens Beersommelier course being held in Spanish for the first time in Germany.*

**Cilene Saorin:** The pioneering 'Doemens Biersommelier Course' was born from the visionary ideas of Dr. Wolfgang Stempfl, former Doemens CEO, in Germany in 2004. In 2008, his saga caught up with me when I finally accepted his invitation to expand this training project across countries in Latin America and Iberian Peninsula. I started in Brazil, for obvious reasons (I am a Brazilian). This journey has been absolutely rewarding and challenging. Of course, it would not be an easy task: a mix of "confetti and tomatoes". An endless process of building skills, patience and resilience.

**DN:** *Please describe some achievements along the last 15 years*

**Saorin:** There are a few to mention:

- Present in 7 countries: Brazil (starting in 2010), Spain and Mexico (starting in 2015), Argentina and Portugal (starting in 2016), Chile (starting in 2017) and Paraguay (starting in 2019).

- More than 150 editions of the 'Doemens Biersommelier' course in Portuguese and Spanish languages.
- More than 4,000 beer sommeliers graduated from Doemens in Latin America and Iberian Peninsula region.

Looking back to this long journey, I still breathe my purpose and values aligned with this beautiful education project. So now, after the challenges faced during the last few years, the 'Doemens Beer Sommelier Course' in Spanish and Portuguese languages enter in a new phase being offered at Doemens headquarters in Germany.

**DN:** *Why is the two-week training course being held at Doemens in Munich?*

**Saorin:** Because of the strategic location and the impeccable infrastructure of the Doemens headquarters in Germany.

**DN:** *You have been a partner of beer sommelier training in South America and the Iberian Peninsula for years. What invigorating elements can you already promise participants for the course at Doemens?*

**Saorin:** Since right there in 2008,

this education project has been very important to me, because it generates impact and transformation in the professional lives of many people around Latin America and Iberian Peninsula. I just want to keep going forward – there is room for more people. Strong ethical, technical and pedagogical alignments are developed during the course.

**DN:** *What arguments would you use to persuade interested people from South America to travel to Europe to complete the two-week Doemens beer sommelier training course?*

**Saorin:** Doemens is a centenary beer school with reputation and recognition worldwide. The 'Doemens Biersommelier Course' simply has

launched this new profession globally from 2004 on. Thousands of beer sommeliers graduated by Doemens in many different languages work in a wide range of occupations collaborating to the evolution of their businesses. There is a huge expertise and network involved.

**DN:** *What are your expectations for the Doemens Biersommelier course in May/June 2024?*

**Saorin:** To meet and to interact with a really nice group of people who want to study and discuss holistically the different aspects over a glass of beer. To have a great time of engagement and joy. Anyone interested can contact me at [info@cilenesaorin.com](mailto:info@cilenesaorin.com)

## Finest Beer Selection 2024: How good is your beer? Check it like a pro!



The Finest Beer Selection by Meininger & Doemens kicks off the new year. As of February 1st, you can register your beers for the second edition of the excellence in quality test. You can benefit from an attractive early bird discount until **March 15th, 2024**. Registration deadline: **May 3rd, 2024**.

Take the opportunity to have your beers analysed by our expert jury. Will your beer make it into the ranks of the best of the year?

Thanks to the many benefits, taking part gives your product a clear advantage:

- Individual analysis and evaluation of your beer by an international panel of experts.
- Creation of a Finest Beer Profile: the aromatic character of your beer as a spiderweb diagram.
- Professional, high-resolution packshot of your beer for free use.
- Inclusion in the Finest Beer Selection 2024 from a rating of 90 points.
- Customised Finest Beer seal – featuring your Finest Beer Score – free to use.
- Wide-ranging presentation of the winning beers, including a special print edition.
- Award ceremony on **July 15th, 2024** in Neustadt an der Weinstraße.

Further information and beer register: <https://finest-beer-selection.com/en>

## DOEMENS-FLASH

### Doemens Biersommelier international at Doemens

The next international Doemens Biersommelier course (completely in English) will take place at Doemens Academy in Gräfelfing near Munich from **September 9th through September 20th 2024**.

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

### Water Sommelier in Spanish

In 2024, a Spanish version of our successful course will be offered for the first time. This will be conducted from **September 9th – 20th, 2024** by Rosa Elena Pita Coelho, a Venezuelan who successfully completed the course at Doemens this year. As a chemical engineer with many years of professional experience in the water sector, she has excellent knowledge of all aspects of water. She is supported – especially in the sensory tastings – by Dr. Peter Schropp, who has been in charge of all water sommelier activities since the start. The course will be held in Gräfelfing near Munich.



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

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