

# Finest Beer Selection 2024: start of the second round

*Beer of the year | With their Finest Beer Selection 2023 partners Meininger Verlag and Doemens presented a new tasting format with an exclusive quality seal for beer for the first time last year. This now enters its second round. Looking back on the experience gained in 2023, Doemens CEO Dr. Werner Gloßner explains why the new tasting concept has been so well received by the brewing industry.*

**The response** to the first call for entries was considerable, with 880 beers from almost 200 breweries in 18 different countries being tasted. With a Finest Beer Score of over 90 points, 248 beers made it into the coveted Finest Beer Selection that showcases the best beers of the year.

**Dr. Gloßner, the premiere of the Finest Beer Selection came to a fitting close in November 2023 and since 1 February, breweries have been able to register their beers for 2024. Why have you pulled the second round forward?**

**Dr. Werner Gloßner:** The breweries were more than satisfied with the concept and coverage of the prize-winning beers. However, they voiced a communal wish to have the award ceremony brought forward so that there's more time to communicate their products to the public under the current year's date. We checked this and were able to move the schedule accordingly. This means that the tasting at Doemens will take place from 11 to 13 June and the award ceremony will be held on 15 July, 2024, at Meininger in Neustadt an der Weinstraße.



*Dr. Werner Gloßner during the tasting in 2023*

**Launching a new project is often riddled with uncertainty. For its first time, the Finest Beer Selection went extremely smoothly, however. What will you alter in 2024, and where will you make minor adjustments?**

**Dr. Gloßner:** We see no reason to change the basic concept; the response from the sector was too positive for this. Instead, we'll be working on the details. We want to structure the

registration process more clearly, for example, and we're working on some of our text formulations.

**Last year the new tasting format was observed with great interest in the brewing industry. Could you outline the main reasons why the Finest Beer Selection provides breweries and the brewing industry with real added value?**

**Dr. Gloßner:** It's the entire package that's successful. One important point is the individual tasting of each beer. The presentation of the tasting results with the Finest Beer Score and Finest Beer Profile is particularly popular, as is the widespread communication thereof, of course, with attractive coverage of all winning beers in a special magazine and on the web.



*The Finest Beer Selection is a sensory assessment test by professionals. Each single beer is individually tasted according to a transparent assessment standard*

**How did the winning breweries react, for instance?**

**Dr. Gloßner:** The response of the winners at the award ceremony was very positive. What counts is what brewers then do with this, however. We've seen impressive examples of how breweries make medial use of their winning beers on their various channels and link them. With this, we reach the consumer; it's them we want to show our prized beers to.

**Do breweries whose beers don't make it into the Finest Beer Selection nevertheless also benefit from taking part?**

**Dr. Gloßner:** Sure. The tasting results provide very good, conclusive expert information useful to every brewer. Of course, we've also seen that this fuels their ambition. At the next event these breweries want to be included in the selection of prize-winning beers and will thus make the right adjustments to ensure this.

**At the premiere of the Finest Beer Select-ion, 880 beers were registered and tasted, with over 200 making it into the Finest Beer Selection 2023. Were your expectations met?**

**Dr. Gloßner:** Yes. For on the one hand, a high Finest Beer Score of 90 points or more shows that taking part doesn't automatically mean that you earn a prize. On the other, all very good beers have a chance of an award. You don't simply disappear into the medial ether because there are only three winners in any one beer category, as is the case in tasting competitions.

**What do you hope to gain from the second Finest Beer Selection?**

**Dr. Gloßner:** We made a good first impression in 2023 and thus don't have to explain the concept from scratch this time around. We now have a foundation we can easily build on. However, in 2024 we need to do our communication homework, make our presence felt and maintain the high level of quality both in our tasting sessions and in our medial implementation. If we do this well, then I see a good chance for further development. The good thing is that the people at Doemens and Meininger are absolute professionals who know what they're doing.

*The questions were asked by Andreas Hofbauer, Doemens Academy GmbH.*

**Published in Brauwelt International 2024/II**