

One highlight after another!



At Doemens, things are looking up: Following the glittering award ceremony for the winners of the Finest Beer Selection 2025, graduates of this year's major training courses at the Doemens School were

bid farewell at the end of July. Around 450 guests gathered in the ballroom of the Augustiner-Keller to help celebrate the graduates' achievements. The graduates of the World Brewing Academy also have every reason to be proud, as their diplomas will smooth the way to future career paths.

And now the entire Doemens team can look forward to the next exciting event. On September 13th and 14th, 2025, 80 beer sommeliers from 18 different countries will compete to be crowned champion at the 8th World Championship. We at Doemens expect this year's standards to rise yet again; we have heard from the national teams that they have been preparing themselves intensively in training sessions for weeks. In the preliminary rounds, top performances will be required in the flavor and beer style tests in order to advance to the semifinals. These and, subsequently, the Grand Final presentations will take place on the eve of drinktec on September 14th at the globally recognized Messe München.

While we're on the subject of drinktec: Doemens will be prominently featured in hall C3 at booth 502. In addition to networking, the focus will of course be on the Doemens range of offerings. And visitors can expect something new and cool at our booth this year: Doemens Cola Mix, rich with interesting flavor notes, an in-house creation with which the Doemens team is responding to the trend toward brewed lemonades.

Doemens looks forward to welcoming you to our world, either at one of our events or at our booth at drinktec, with your choice (directly from our pilot & experimental brewery) of a tasty Cola Mix or a refreshing Doemens beer - which we will bring along in sufficient quantities, just to be on the safe side...

All is well at Doemens, your

Dr. Werner Gloßner
CEO Doemens



Doemens sets the tone at drinktec 2025

Mid-September is almost here again: drinktec will open its doors on September 15th. Doemens will also be there as an exhibitor, this time in **Hall C3 at Booth 502**. Doemens CEO, Dr. Werner Gloßner, reveals below how Doemens sees its role at the upcoming international trade fair at Messe München and highlights its objectives.

Doemens News: *What can visitors expect to encounter at booth 502 in Hall C3, and what are you focused on this year?*



"It's worth being there, simply to welcome our valuable clients, and because it's a place where people meet," emphasizes Dr. Werner Gloßner.

Dr. Gloßner: Of course, we are fully present with our expanding range of services and all relevant contact persons, covering topics such as professional development, consulting and laboratory services and including activities at the Genussakademie (Savour Academy). We are aware of increased demand for non-alcoholic drinks, both beer-based as well as within the soft-drink category. We are developing such products in our technical center and will have some available for tasting at our trade fair stand. In terms of laboratory support, we plan to demonstrate efficient approaches to analytical methods for practical use, which is playing an increasingly important role in to-

day's business world with its focus on reducing personnel costs.

DN: *Networking is the be-all and end-all of a trade fair appearance. What makes networking at drinktec so special for you, personally?*

Dr. Gloßner: Personally, I have always appreciated trade fair appearances and look forward to meeting acquaintances whom I haven't seen for years, along with new faces. If you wanted to substitute attendance at a trade fair like drinktec, you would theoretically have to undertake an insane amount of travel. By "theoretically," I mean that it would not be realistic in practice. Despite all the digital platforms and means of communication available, there is no substitute for trade fairs, in my opinion.

DN: *What might make it especially worthwhile to visit the Doemens booth at drinktec this year? Are the beers brewed especially for the trade fair?*

Dr. Gloßner: It's worth it mainly because key members of our team will be present. Visitors from various branches drop by regularly and it's a great place to meet up. And if you can enjoy a nice cold drink while you're at it, why not drop in? In 2025, we'll have a wide variety of cold drinks created by Doemens, ranging from beers and soft-drinks to the newest Doemens Cola Mix.



Doemens will occupy booth 502 in hall C3

Photos: Doemens

8. World Beer Sommelier Championship in Munich

On September **13th and 14th, 2025**, Munich will host the eighth World Beer Sommelier Championship, with 80 participants from 18 countries and four continents competing for the honours. The preliminary rounds, featuring beer style and flavor tests, will take place on September 13th at Doemens Academy.

On September 14th, the ten best contestants from the preliminary rounds will compete against each other in the semi-finals in a knockout format. The six finalists will then demonstrate their sensory skills, beer sommelier expertise, and presentation skills by introducing a previously unknown beer to a high-caliber jury. The World Championship would not be possible without the support of sponsors: the world's leading trade fair drinktec, along with BarthHaas, the world's largest service provider



for hops. Siemens, Rastal, and Anton Paar, as well as the Swiss Brewers Association (Schweizer Bier) and the Association of Austrian Brewers (Bierland Österreich), are among our co-sponsors.

The final will be broadcast live on the Doemens Academy YouTube channel on **September 14th, 2025**, starting at **3:00 p.m.** For more information about the world championship, please visit: <https://doemens.org/termine/weltmeisterschaft-der-biersommeliers-2025/>

Sommelier de agua with its new training format



The two water experts Rosa Elena Pita Coelho and Dr. Peter Schropp are already looking forward to the second edition.

In 2024, we offered our water sommelier training course in Spanish (Sommelier de agua) for the first time! The content is similar to the German and English courses, but has been adapted to reflect specific regional characteristics (South America, Iberian Peninsula).

For the second edition, we have switched to a hybrid training format. This means that the theoretical part will be offered online. Online learning

units will be available from **January of 2026**. The practical training, especially content such as sensory analysis and water & food pairing, will take place in person from **April 20th to 25th, 2026**, lasting one week, and will be held at Doemens Academy near Munich, Germany.

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

DOEMENS-FLASH

Finest Beer Selection 2025

The best beers of the year have been chosen. Out of a total of 852 beers submitted from 18 countries, 291 beers with a Finest Beer Score of 90 or more points were selected and included in the Finest Beer Selection 2025 – an exclusive seal of quality for outstanding brews!



All of the winners can be found on the Finest Beer Selection website: <https://finest-beer-selection.com/en>.

Sommelier Courses

Doemens Biersommelier in Spanish language:

October 27th to November 7th, 2025

Contact: biersommelier@doemens.org

Water Sommelier in English language:

October 20th to October 31st, 2025

Contact: schropp@doemens.org

Imprint:

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