

An eventful, exciting, successful year 2025



A lot has happened in the last 12 months, even though many people asked what we would do once the new building was finished. The new building is now complete, which is very important for our work, our customers, and Doemens as a whole. And that is especially true now that we are at full capacity: everything is working, and all of our equipment and technology is state-of-the-art.

It was also exciting to look ahead to the fall and see what would happen with our student numbers, as developments at other institutions did not track so positively. Doemens remains stable, student numbers are high, and importantly, Doemens graduates are in demand. Yes, flexibility is necessary, but with a willingness to tackle regional changes and look at opportunities in related industries, many doors are opening. Doemens is a strong brand; people know what they can expect from a Doemensian, and the continuing education programs are very efficient.

The consulting services and opportunities offered by the new technical center were also positive in 2025. Industry partners want to develop products, develop and bottle special beverages, which are then tested in consumer panels. The Genussakademie (Savour Academy) is stable. New marketing approaches are being developed, and the World Cup of Beer Sommeliers in September was memorable. A lot of work goes into international activities. The partnership between the World Brewing Academy and the Siebel Institute is conceptually in place, but some adjustments are necessary, not least because of the new US visa regulations.

As we look ahead to the new year, one thing is certain: it will remain somewhat volatile, because the industry itself is in a state of upheaval. There will be new approaches to continuing education. Admittedly, none of this will happen by itself; it takes a lot of work, but our successes prove we are on the right track.

A heartfelt thank you to all our customers who remain loyal to Doemens. A big thank you also to our colleagues, who are all skilled and ready to go the extra mile when needed. We are looking forward to the Christmas break and some time to catch our breath, but we are also looking forward to 2026. Things are going quite well at Doemens, thank you.

Dr. Werner Gloßner
Managing Director Doemens Academy

Siebel Institute relocates to Canada

The Siebel Institute of Technology is officially relocating its operations from Chicago, Illinois (USA) to Montreal, Québec (Canada) effective January 1, 2026. Montreal-based Lallemand has owned the Siebel Institute since 2000 and has always supported its independence as a center for first-class brewing education. A great example of this is the World Brewing Academy (WBA), a successful alliance with Doemens Academy. Siebel Institute will continue to offer its renowned online and campus classes and programs from its new home in Montreal. There will be a change for 2026 for the WBA International Diploma in Brewing Technology program and WBA Master



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Brewer Program: Both courses will be conducted for the first time entirely at Doemens in Munich. Further information: <https://www.siebelinstitute.com/about-us/wba>
Siebel will be co-located with the new Lallemand Baking Academy and Application Technology Training Facility. The new facility in Montreal offers a unique opportunity to integrate brewing and baking education under one roof.

Doemens & Partners @ drinktec



Photos: Doemens

Together with its partners Anton Paar, Lallemand Brewing, FIB beer systems, Lanxess, Siebel Institute and World Brewing Academy Doemens invited important customers to an after-fair evening in the new Doemens facility.

This was the first time Doemens had organized such an event as part of drinktec. Guest participants held breakout sessions at Doemens Academy, which were supported and explored in greater

depth in the Doemens technical facilities.

More than 70 participants reaped the benefits of this unique networking opportunity, which was accompanied by salient presentations and intensive discussions. An exciting tour of the "Doemens world" with its seminar and training rooms as well as the technical facilities, including laboratories, rounded off the premiere of "Doemens & Partners @ drinktec" successfully.

Oliver Wesseloh joins Doemens

Doemens is delighted to welcome a critical new addition to its team: Oliver Wesseloh joined us on October 1st. As a lecturer, he will share his extensive knowledge and decades of experience



Olli Wesseloh (l.) with Dr. Andreas Brandl, Deputy Principal, Doemens Academy

with students studying to become master brewers and brewing technologists – both in practice and theory. In addition, the Hamburg native will take on important tasks at the Genussakademie (Savour Academy) and will play a key role in establishing the new Event Management department.

Oliver "Olli" Wesseloh is a well-known figure in the national and international brewing industry. The graduate Brew Engineer (TU Berlin) has held management positions in breweries and in the brewing supply industry in Germany and abroad for the past 25 years. He also founded the Kehr wieder Kreativbrauerei in Hamburg and became the third World Champion Beer Sommelier in 2013.

Sommelier de Agua 2026 – The new training concept!

Water experts Rosa Elena Pita Coelho and Dr. Peter Schropp have completely redesigned the Sommelier de Agua training program. Starting in 2026, it will be offered in a modern blended learning format – a combination of online and face-to-face training.



Rosa Elena Pita Coelho is looking forward to holding the Water Sommelier course in 2026.

The course starts with an online preparatory course in which all theoretical content is taught. This content

is available in the form of high-quality educational films and can be completed individually and at your own pace over a period of around three months. In addition, there are live learning sessions with Rosa, during which participants can ask questions and explore topics in greater depth. All live sessions are recorded and can be reviewed at any time.

The in-person module will take place from **April 20 to 25, 2026**, at Doemens in Munich. Here, the focus will be on sensory training for water, the marketing of premium water, and excursions to renowned German mineral water companies. The training will conclude with theoretical and practical exams.

For more information, visit: <https://doemens.org/en/savour-sensory/water-sommelier/sommelier-de-agua/> or send an email to sommelierdeagua@doemens.org

DOEMENS-FLASH

World Brewing Academy (WBA) 2026

For the first time, all advanced-level programs will be held entirely at Doemens Academy in 2026! Spring Program:



- 6-week WBA Advanced Brewing Theory Program – **March 9 to April 17, 2026**
- 12-week WBA International Diploma in Brewing Technology Program – **March 9 to May 29, 2026**
- 20-week WBA Master Brewer Program – **March 9 to July 31, 2026**

More information: <https://www.siebelinstitute.com/about-us/wba>

Doemens met Brew Asia 2025

Michael Eder, Brewmaster at Doemens Academy and responsible for World Brewing Academy, gave interesting, informative, and exciting presentations at Brew Asia 2025 in Bangkok: Lager beer production - use of rice and adjuncts; best practices and scientific principles.



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