

With determination and new ideas!



2026 promises to be another year full of new opportunities for Doemens: with a wide range of updates from our Savour Academy, Seminar, and Consulting/Laboratory divisions, a new focus for the World Brewing Academy, and even closer integration of practice and research, we can continue to strengthen our role as a widely respected innovator in the beverage industry. The demands for quality, efficiency, and sustainability are increasing - and this is exactly where Doemens excels: with trained specialists, independent consulting, and strong industry-wide connections.

Our aim is to provide the brewing and beverage industry with solutions that can be implemented quickly. These include modern sensor technology and versatile laboratory services, as well as services related to process optimization, sustainability, and product innovation. What sets Doemens apart is that we not only impart knowledge, but also empower people to actively develop their core businesses. Proximity, competence, and passion remain our foundation.

Why do I enjoy my role? Simply put: Doemens features outstanding professionals who are also inspiring human beings - staff, management team, dedicated executive committee, outstanding board of trustees. At our 130th anniversary celebration last year, closely coordinated and inspiring teamwork was in full view of all those who attended.

At the same time, I see a beverage industry that is currently facing major challenges. This makes it all the more important to move forward with determination and new ideas - because crises have always given rise to new developments. I am convinced that 2026 will again present new growth opportunities as we continue to work together to tackle, shape, and implement them.

Sincerely,

Jens Geimer
President Doemens

Finest Beer Selection 2026: Now with beer mixes

The Finest Beer Selection entered its fourth edition. Started February 2nd, 2026, breweries can register their beers for expert tasting. A new feature is that beer mix drinks can also be registered for sensory testing. Jens Luckart, head of the Doemens Savour Academy, explains the background in an interview.

Doemens News: In 2026, Finest Beer Selection (FBS) will also include beer-based mixed drinks. What is the idea behind this?

Jens Luckart: The Finest Beer Selection views beer as a work of beverage art. In art, there are different styles and techniques. Even a beer mix drink can be critically tasted and evaluated sensorily. The variety of mixed beer drinks on the market is increasing. This is precisely where the challenge lays for us: to clearly structure this variety for our participating breweries and for the tasters on site. A classic Bavarian lemon shandy and a cola wheat beer are two different approaches to the topic and should be considered just as differently as a pilsner or a stout.

DN: Do beer mix drinks not "dilute" the "evaluative character" of beer?

Luckart: In the case of a sour shandy, perhaps, if you take the question too literally. But if you take the sour shandy as an example, a good master brewer has the finished product in mind and can tailor the beer to be mixed to the mixing partner. Calibrating the sweet-to-sour ratio, masking any transient bitterness and calculating the influence of colour make the development of character more complex than one might think at first glance.

DN: How is the category of beer mix drinks ("Beer mixery") defined in the Finest Beer Selection?



Luckart: It is a mixture of beer and non-alcoholic soft drink. So, if there is any alcohol, it always comes from the beer. If the beer is non-alcoholic, then the result is a non-alcoholic beer mix drink. The biggest difference in terms of taste is certainly the proportion of soft drink, and there are some very creative approaches on the market here, alongside classic lemon, we have seen raspberry, apple, cola, energy, grapefruit, passion fruit...!

DN: There is a wide range of beer-based mixed drinks in terms of flavours/tastes and alcohol content – how is this diversity covered by the FBS?

Luckart: A distinction is made based on the main flavour of the soft drink, whether the base beer is alcoholic or non-alcoholic, and the type of fermentation (top or bottom fermentation). Next to the classic lemon shandy (in Bavaria and Austria we say "Radler"), this results in many possible combinations and mixtures. We evaluate the variety depending on whether the base beer is a non-alcoholic beer or a beer with alcohol.

With beer, a further distinction is made between whether the base beer is a top-fermented beer or a bottom-fermented beer. This already results in four different possibilities:

1. Non-alcoholic bottom-fermented
2. Bottom-fermented with alcohol
3. Non-alcoholic top-fermented
4. Top-fermented with alcohol

These four variants correspond to the aforementioned aromas and flavours in the soft drinks used (lemon, raspberry, apple, cola, energy, grapefruit, passion fruit, etc.), which can also be described as key aromas. In addition to this wide range of options, the great benefit of the Finest Beer Selection lies in the individual registration, which, in my opinion, is underestimated!

In-house technical training for Efes

Anadolu Efes, a Turkish beverage company founded in 1969, operates numerous breweries, malting facilities and beverage bottling plants in Turkey and worldwide. The group is one of the top 10 largest breweries and brewery groups in the world and pursues technical quality standards at a high level. Against this backdrop, Doemens held a three-day in-house training course for selected Efes staff.

The course focused on filling technology – from an introductory over-

view to specific technical presentations, which were reinforced with practical examples at the Doemens filling-line technology centre. The technical training covered topics such as optimisation potential in bottling, increasing bottling line efficiency, hygiene considerations, the design of buffer zones and the investment calculation in bottling lines.

A total of six Doemens employees contributed their expertise, enabling the Efes employees to return home with a wealth of new knowledge.



Practical knowledge transfer: Doemens consultant Florian Huber (center), with Efes staff

Photos: Doemens

DOEMENS-FLASH

Water Sommelier Training

Our "Water Sommelier" training programme is unique in the world! In total, 80 training units are offered within 10 days. The next Water Sommelier units will take place at Doemens Academy in Munich-Gräfelfing from **October 19th through October 30th, 2026**.

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



Doemens Biersommelier International

The next international Doemens Biersommelier course is completely in English and will take place at Doemens Academy in from **June 8th through June 19th 2026**.

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



Imprint:

V.i.S.P. Dr. Werner Gloßner,
Doemens e. V., Lohenstraße 3
D-82166 Gräfelfing/Munich
Tel. +49(0)89/85805-0
Fax +49(0)89/85805-26
E-Mail: info@doemens.org
www.doemens.org

Editorial contact:
Thomas Eisler
Verlag W. Sachon GmbH
Tel. +49(0)8261/999-313
E-Mail: eisler@sachon.de