

The 4th Finest Beer Selection!



When an initiative is successfully carried out three times, it becomes a tradition. After three highly acclaimed award presentations from 2023 to 2025, the Finest Beer Selection

has become an integral part of the national and international brewing scene.

"Tradition" can sound a bit rigid. The cornerstones—and thus the most important and sturdiest pillars—are its conceptual foundations: Each beer is evaluated individually by professionals using a 100-point scale. A rating that is clearly communicated in a transparent manner. That is set in stone. However, a few things have changed at the Finest Beer Selection, because the beer market itself is evolving. From the start, non-alcoholic beers were included—not just top- or bottom-fermented, but encompassing the entire market spectrum. Now, in 2026, beer-based mixed drinks are being added. The same approach applies: not a uniform category into which we lump everything, but the entire spectrum.

This requires important groundwork on our part: How do you evaluate beer-based mixed drinks? What criteria must be met for a beer mix to score over 90 points and make it into the Finest Beer Selection? Exciting developments, which we applied as we trained our sensory experts at the Finest Beer Selection ahead of the official tasting at Doemens in late May.

Otherwise, we're sticking to what works. In times when companies' sales are under pressure, this is a key factor. When beer consumption is down, you need even more compelling selling points to draw consumers' attention to these outstanding new brews.

Fading into the background or tightening one's belt because certain marketing approaches seem too expensive is far too risky. Finest Beer Selection, the established seal of quality for premium beers and beer-based mixed drinks, sends a clear signal to the brewery and its customers, especially in difficult times. That's why we – and our loyal partners – are already looking forward to the awards ceremony at the end of June!

Sincerely,

Dr. Werner Gloßner
Doemens Managing Director



From Chicago to Montreal: How the World Brewing Academy is reorienting itself

For more than 150 years, Chicago was home to the Siebel Institute's training programs—now the renowned education institution for brewers is starting a new chapter in Canada. For the World Brewing Academy, this is not a farewell, but a new beginning. Dr. Werner Gloßner explains the reasons behind this reorientation and what it means for international brewing education.

Doemens News: *Dr. Gloßner, Doemens has partnered with the Siebel Institute for 25 years under its brand "World Brewing Academy" (WBA). How would you rate this collaboration?*

Dr. Werner Gloßner: Very high! Since 2001, the English-language brewers' training programs under the "World Brewing Academy" brand have been a resounding success and are well-established in the international brewing industry worldwide. The courses on offer, which vary in focus and duration, cover the entire spectrum of brewing technology and techniques.

DN: *What is the secret to its success?*

Dr. Gloßner: The secret to the success of these unique training programs lies in their dual-continent approach, which combines the best of the new and old worlds of brewing. This is highly valued by participants from all over the world, fostering knowledge exchange and enabling them to think outside the box!

DN: *The landscape has changed since 2026. How do you view the relocation of the Siebel Training Center from Chicago, USA, to Montreal, Canada?*

Dr. Gloßner: After more than a century and a half, the Siebel Training Center is leaving its historic location—a sign of how drastically the geopolitical landscape as regards international education is changing. At the same time, Montreal is increasingly recognized as one of the new hotspots of the brewing industry; there are more than 30 craft breweries in the Montreal area. Montreal is also home to the Lallemand Group, to which the Siebel Institute belongs. The combination of research, indus-

try, and international accessibility creates an environment that fosters innovation and provides inspiration.

We at Doemens view this move as a significant and positive step. The core essence of the WBA remains unchanged: Practical, well-founded and highly professional training at the highest level. That is and will remain our commitment!

DN: *So the decision to relocate to Montreal was an obvious one?*

Dr. Gloßner: This decision should be viewed from a strategic perspective; that is the impression we gained from our discussions with the Lallemand corporate officers. Costs have risen in the U.S., and, more importantly, the visa process for our international WBA participants has become increasingly complicated; applications have become time-consuming and unpredictable. This makes it significantly more difficult to foresee participation in our programs and courses, and in some cases makes it impossible to participate. Canada offers more security in this regard. Furthermore, as mentioned, Montreal is an international metropolis, a region with a vibrant brewing scene and excellent conditions for learning and exchange.

DN: *So, would you say Montreal is a proper location for WBA activities?*

Dr. Gloßner: The city of Montreal plays a major role in the WBA's educational concept. Montreal is a cosmopolitan metropolis that is not only functional but also inspiring. It boasts not only a strong beer culture and a vibrant brewing scene, but also an extremely lively culinary and varied cul-

tural scene. It also offers close ties to the industry and an open, international atmosphere—ideal conditions for our diverse WBA student body. Doemens President Jens Geimer and I experienced this firsthand when we met with Lallemand representatives in Montreal for discussions. It is a place that not only facilitates learning but generously inspires professional development in the widest sense.

DN: *What specific changes are in store for the WBA as it moves to Montreal?*

Dr. Gloßner: The operating environment will change—and this opens up new opportunities. The Siebel Institute is moving into modern facilities that feature state-of-the-art infrastructure even as it benefits from its proximity to the parent company, Lallemand. And administration of our course offerings will now be within the purview of Doemens Academy.

DN: *Will there be additional opportunities at the new location?*

Dr. Gloßner: Absolutely. The WBA will certainly benefit from its proximity to research and industry. New formats are also conceivable in the future—such as collaboration with the Lallemand Baking Academy, located in the same building. All of this opens up exciting possibilities!

DN: *The WBA's international focus will therefore remain intact?*

Dr. Gloßner: The basic concept remains the same: theoretical training in North America—now in the Montreal location—with practical training held in Munich at Doemens. This combination of two continents is a key factor to our success and will be further strengthened.

DN: *In summary: What does the new location actually mean for international students?*

Dr. Gloßner: It simply means we have taken a step toward the future of the WBA. This puts our partnership back on solid ground as the leading training center for the brewing industry.

DN: *How do you envision the future of the WBA?*

Dr. Gloßner: In a positive light. Our partnership with the Siebel Institute and the Lallemand Group has grown stronger over time; both partners maintain close ties to the market, enabling them to adjust quickly to changes. For over 25 years, we have worked together toward the goal of providing the best possible training and development programs for the next generation of brewers worldwide. However, it is not just about young talent or career changers; we are noticing that international breweries of all sizes have enormous in-house training needs. Increasingly, these breweries employ specialists with a solid foundation in fields such as biology, chemistry, food technology, or mechanical engineering, but who lack a connection to the brewing process and the many key factors in beer quality assurance. We can offer proven, targeted professional development programs for them.

DN: *What are your personal thoughts on this?*

Dr. Gloßner: The location may change, but our mission remains the same: The WBA is reorienting itself without losing sight of its roots. The WBA's DNA remains intact. It will retain its position as one of the industry's leading training institutions.



Dr. Werner Gloßner

DOEMENS-FLASH

Water Sommelier Training 2026

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/>



World Brewing Academy Schedule

WBA International Diploma in Brewing Technology program 2026/2027

Montreal/Munich, 12 weeks, September 14, 2026 - December 11, 2026

Montreal/Munich, 13 weeks, March 1, 2027 - May 28, 2027

WBA Master Brewer Program 2027

Montreal/Munich, 20 weeks, March 8, 2027 - July 30, 2027



Further information:

<https://www.siebelinstitute.com/>

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