Quality Is Crucial in a VUCA World



Quality is not a static state – it is a commitment that must be renewed every day. When it comes to high-quality products from the brewing and beverage industry, consumers expect a level of reliability that goes far beyond taste and appearance. At the same time, we are increasingly operating in what is known as a VUCA world. The acronym stands for volatility, uncertainty, complexity, and ambiguity. It refers to a world in which markets, framework conditions and expectations change rapidly; developments are harder to predict, interrelationships become more complex, and decisions cannot always be made with certainty.

The brewing and beverage industry is experiencing these global dynamics firsthand: Consumers expect new products and flavors, while also seeking regional authenticity, sustainability, and lower or no alcohol content. Added to all these changes is the demand for consistently high quality. In a volatile environment, reliability becomes a critical value. Anyone who chooses a well-known brand or a high-quality beverage wants to be able to trust that they will receive the same quality every single time.

For breweries, this means consistently mastering processes and identifying microbiological risks at an early stage. This is particularly true for non-alcoholic beers, whose growing – and international – significance poses unique challenges for production and quality assurance. Here at Doemens, therefore, we focus on practical solutions. We are currently developing new culture media, particularly for monitoring non-alcoholic beers. At the same time, we are creating a series of detection media designed to provide a reliable overview of the infection status more quickly than conventional culture media – especially during peak season. After all, in a VUCA world, many things can change rapidly. Quality standards shouldn't change, however. Don't you agree?



Lukas Schappals

Head of the Consulting, Laboratory, and Technical Center Division

Doemens

BrauBeviale 2026: Doemens Sets New Trends

BrauBeviale is known as a platform for innovation and solutions in the brewing and beverage industry. In this interview, Lukas Schappals, head of the "Consulting, Laboratory, and Technical Center" division at Doemens, unveils new products and services being rolled out this year.



Doemens News: *Mr. Schappals, the proposed sugar tax is currently a hot topic in Germany. What promising support measures are you offering companies in the brewing and beverage industry in this regard?*

Lukas Schappals: Reducing sugar content presents manufacturers with new challenges in terms of taste and consumer acceptance. In our state-of-the-art pilot bottling plant, we can develop, bottle, and test various formulations on a small scale under real-world conditions. Our established tasting panel then evaluates the products based on established sensory criteria.

Nutrient Media: Exciting New Developments

DN: *You will also be presenting new products and services to breweries in the area of nutrient media. What can visitors expect?*

Schappals: In the field of nutrient media, we are currently working on two exciting new developments. The first culture medium is designed to provide significantly faster – yet still reliable – results regarding the microbiological status of beverages - particularly during peak seasons in the beverage industry when production volumes are high. The second was developed specifically for non-alcoholic brews made with specialty yeasts. The goal is to reliably and easily detect contamination by wild or cultured yeasts without the need for time-consuming sample preparation.

DN: *As of this year, you've also been offering subscription models for your yeast and culture media portfolio. What's the reasoning behind this?*

Schappals: In addition to rising cost pressures, strategic planning is becoming increasingly important for breweries. With our subscription models for yeasts and culture media, we offer both attractive terms and a reliable supply. The basis for this is a jointly-planned minimum purchase quantity with regular delivery intervals that can be flexibly adjusted as needed. Timely delivery is especially crucial for cultured yeasts. This eliminates an important procurement process from the often hectic day-to-day operations of a brewery and ensures that production results remain predictable.

New: Subscription Plans and Lab Shop

DN: *You're also breaking new ground in the area of digitalization and have been offering your own "Lab Shop" for some time now. Could you briefly describe the concept and the underlying web model?*

Schappals: With our Lab Shop, we've taken an important step toward digitalization. To begin with, we've added merchandise, flavors and dry yeast to our online store. Our customers can now place their orders quickly and conveniently online, which largely eliminates the need for .pdf forms and orders via email. Following a successful test

News

phase, we will expand our offerings to include culture media and liquid cultures. This will create a central point for the entire Doemens product portfolio and significantly simplify the ordering process.

DN: *Visitors to BrauBeviale can learn more about all of these developments and much more when they stop by the* ***Doemens booth 311 in Hall 12****.*

Schappals: That's right – we're looking forward to welcoming many visitors and having mutually beneficial conversations.

WBA Master Brewer Program: A festive finale



Proud Graduates

On July 31st, 2026, Doemens celebrated – along with 100 graduates and approximately 400 guests - the completion of an intensive training program at the Augustiner-Keller in Munich. Honorees in the World Brewing Academy's (WBA) Master Brewer Program were also featured.

It was a festive evening highlighted diploma presentations, personal encounters, and a varied program. During the karaoke finale with faculty and graduates, everyone sang, danced, and celebrated together. It was a warm and friendly atmosphere, true to the special Doemens spirit! Congratulations to our WBA graduates, and best of luck to our Master Brewers!

The next WBA Master Brewer Program course has already been scheduled: Location: Montreal/Munich; Dates: March 1st, 2027 – July 30th, 2027; Duration: 20 weeks; Clock Hours: 700

Further information:
https://www.siebelinstitute.com/

Finest Beer Selection 2026: Awards Booklet

The awards booklet provides a concise summary of the Finest Beer Selection 2026: an overview of all 285 award-winning beers, impressions from three intensive days of tasting at Doemens, photos from the awards ceremony, and an in-depth interview with World Beer Sommelier Champion Léon Rodenburg.

In short: 44 pages chock full of beer quality results, people, stories, and plenty of inspiration. Want to know which beers stood out in 2026 and what's behind the Finest Beer Selection?

You can find the awards booklet at



https://finest-beer-selection.com/en/tasting-booklets

DOEMENS-FLASH

Sommelier Dates for 2027

Doemens Biersommelier International (English)
Munich, June 7th–18th, 2027

Doemens Biersommelier (Spanish)
Munich, June 21st–July 2nd, 2027

Water Sommelier International (English)
Munich, June 28th–July 9th, 2027

Sommelier de agua (Spanish)
Munich, September 13th–17th, 2027

World Brewing Academy Schedule

WBA International Diploma in Brewing Technology program 2027
Montreal/Munich, 13 weeks, March 1st, 2027 - May 28th, 2027

WBA Master Brewer Program 2027
Montreal/Munich, 20 weeks,
March 1st, 2027 - July 30th, 2027

WORLD BREWING ACADEMY
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Further information:
https://www.siebelinstitute.com/

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