



## FAQ – Frequently asked questions about the World Cup of Beer Sommeliers

### I. Beer sommelier\* training

#### **What is a beer sommelier? What is his/her remit?**

The beer sommelier is an ambassador of beer culture, raising the public profile of beer by focussing on enjoyment and appreciation for this refreshingly complex beverage. The tasks of a beer sommelier are far-reaching: in the catering trade, the beer sommelier prepares the beer menu, advises the kitchen on how to use beer in meal preparation and manages procurement. His/her top priority is to ensure consistently high quality.

Beer sommeliers also serve as instructors at tastings, beer seminars and brewing courses, are often employed in breweries - in marketing, as brewers or in sales.

#### **How does one become a beer sommelier?**

Anyone can train to become a beer sommelier. Some previous knowledge in the beer sector is desirable. In a two-week intensive course, a wide range of beer knowledge is shared - both theory and practice. Ingredients, brewing processes, food pairings and positive health effects of moderate beer consumption are all considered.

In addition to theoretical knowledge, taught by subject-specific lecturers and experts, practical application is taught through tastings and a brewing seminar. A written as well as a practical test must be successfully completed by the trainee. Various beer styles and off-flavors must be correctly identified, for example.

Beer sommelier training is carried out by Doemens Academy in cooperation with its international partners.

#### **How many beer sommeliers have already completed the training?**

In total, Doemens Academy alone has trained a total of more than 2,500 beer sommeliers. With its international partners (*in Brazil, Mexico, Chile, South Korea, Japan, Spain, Portugal, France, Italy*), the total is more than 5,000 worldwide.

Beer sommeliers come from at least 30 different countries and training is delivered in six different languages. About 1,500 German-speaking beer sommeliers are members of the Association of Beer Sommeliers.



## II. The World Cup of Beer Sommeliers

### **Where and in how often does the World Cup of Beer Sommeliers take place?**

The World Championship of Beer Sommeliers (WMBS) takes place every two years. Every four years it is part of the “drinktec” trade fair in Germany and in between it takes place at various venues abroad. In 2019, the WMSB will be held for the sixth time, on September 27<sup>th</sup> in Rimini, Italy. Austria (2011), Brazil (2015) and Germany (2009, 2013, 2017) were the previous hosts.

### **How many participants are there this year?**

Over the years, due to globalization, the number of participants has steadily increased. In 2019, 80 beer sommeliers from 18 different nations are expected to compete. Competitors were selected for the World Cup in national championships.

### **How is the World Champion selected?**

Participants demonstrate their know-how in various disciplines: in quarter finals, theoretical basics are queried while knowledge of beer styles and beer flavours are evaluated in sensory assessments. In a knockout competition, the semi-finals, the best contestants present a selected beer and must prevail against their competitors in direct comparison. Finalists will then appear before a high-calibre jury, made up of the following people in Rimini in 2019:

- Dr. Wolfgang Stempfl, former Doemens Managing Director, permanent juror und initiator of the beer sommelier training program as well as the World Champion of Beer Sommeliers
- Dr. Christina Schönberger, Technical Sales, Barth-Haas Group
- Petra Westphal, drinktec Project Group Leader
- Celine Saorin, Doemens Partner in Brasil
- Stephan Hilbrandt, World Champion of Beer Sommeliers, 2017
- Simonmatthia Riva, World Champion of Beer Sommeliers, 2015
- Fabio Nalini, Vice Champion of Beer Sommeliers, 2011

### **Is the World Cup sponsored?**

Without sponsors, holding the World Cup of Beer Sommeliers would be unthinkable. The World Cup is supported by a group of sponsors who are committed to beer culture and beer style diversity. A big thank you goes to our two main sponsors: drinktec (*Messe München*) and Joh. Barth & Son, as well as our co-sponsors Siemens, Weyermann, Sahn, Kaspar-Schulz, Association of Austrian Breweries, Swiss Brewery Association and Arte Beer



### **What are the goals of the World Cup of Beer Sommeliers?**

A beer sommelier's skillset is comprehensive. It includes not only tremendous expertise, but also a range of sensory assessment skills that need to be updated regularly. This competition is intended to provide an incentive to train and demonstrate these skills. It is also a platform for successful beer sommeliers to network and exchange ideas. In general, the World Championships serve to raise the profile of the beer sommelier in the eyes of the industry as well as the discerning beer consumer.

### **What's next for the World Cup of Beer Sommeliers?**

The WMSB will take place this year for the sixth time and has more than established itself by now. Due to globalization, the number of international participants has steadily increased over the years. This development will most likely continue at the seventh World Championship event on September 12<sup>th</sup>, 2021 as part of drinktec.

## **III. Doemens**

### **Beer sommelier training**

In 2003, Dr. Wolfgang Stempfl, Managing Director of Doemens, and Axel Kiesbye, owner of Kiesbye Academy in Obertrum near Salzburg, birthed an idea that has developed over the last 15 years far beyond anyone's wildest dreams: Training beer sommeliers. The first beer sommelier course was held in 2004. Since that time, course content has been continuously adapted to current circumstances within the beer industry, and training methods have steadily improved.

Doemens has driven the internationalization of beer sommelier training - on its own at first - subsequently recruiting local and regional partners. Training is now offered in 17 countries, enjoying great popularity and acceptance.

### **Doemens Academy**

Doemens is an international training and consulting enterprise for the brewing, beverage and food industries. Close interlocking of theory and practice as well as overarching cooperation among all departments ensures holistic and innovative thinking. Professional development opportunities at Doemens are offered through our own Savour Academy (*beer, water, and fruit juice sommelier training*), but also as seminar packages on various topics designed for on-site as well as in-house professional development initiatives.

In addition, companies (*from the brewing or bottling industries, for example*) can take advantage of our consultation and laboratory services to support their day-to-day operations. Doemens was founded in 1895 by Dr. Albert Doemens, employs 33 people and is based in Munich-Gräfelfing.

*\* In all of our English language texts we use the male form, „sommelier“ - as in the original French - in reference to both male and female professionals. If a female professional is specifically referenced, her title is written correctly as “sommeliere”.*