



## Media announcement

### Elisa Raus the new Beer Sommelier World Champion

The title, which went to Germany was awarded for the sixth time on September 27<sup>th</sup>, 2019 in Rimini, Italy.

***Munich, September 30th, 2019** – Elisa Raus from Germany earned the title World Champion of Beer Sommeliers last Friday in Rimini. The 28-year-old public relations manager of the Störtebeker Braumanufaktur is thus the first female world champion of beer sommeliers. This year, 80 beer sommeliers from 19 nations competed in the competition organized by Doemens Academy. In preliminary rounds, competitors demonstrated their beer knowledge and sensory assessment skills. In the semi-finals, the best 10 beer sommeliers from the preliminary rounds presented a beer to the jurors. In the final round, the six top competitors presented an unmarked beer to the high-calibre, international jury and to a general audience. Elisa Raus earned this well-deserved acclamation by demonstrating her expert knowledge and having a compelling, on-stage presence. In the final she was joined by three other Germans, one Austrian and one Swiss. Third place went to Michael Friedrich from Germany and second place to Patrick Thomi from Switzerland.*

Elisa Raus from Germany succeeded by giving a persuasive, emotional and rousing beer presentation. She will hold the title for the next two years and be a beer ambassador to the world: "I am thrilled to have won the title and did not expect to prevail against such strong competitors. The skill level was unbelievably high and it was a unique experience to participate in this event and then to finally win the title. With this victory at the World Championship of Beer Sommeliers, I look forward to representing the cultural heritage of beer internationally. My main focus will be to communicate the fine sensory qualities, the wide variety of specialty beer styles and the high value of beer as a premium beverage to the people – especially the women - out there."

In the final round, the expert jury of seven had the difficult task of agreeing on a winner: "Every finalist presented his beer authentically and enthusiastically, scored with enormous expertise, and thus made the decision not easy for us. All candidates were rightly on stage and proved an enormous performance density. In the end, Elisa Raus convinced us the most with her charming way of presenting the Trappist beer. On the one hand, she knew how to create a factually perfect presentation, but on the other hand, she was also able to create an exciting arc of suspense in her presentation that convinced everyone. The entire jury was delighted to be able to award her the title of World Champion", said Dr. Wolfgang Stempfl, former Doemens Academy Managing Director, co-founder of its beer sommelier training program and distinguished jury member at the World Cup event.



The World Championship of Beer Sommeliers takes place every other year at a different venue. After holding the event in Germany, Austria and Brazil, we went to Italy for the first time this year. But this was not the only premiere, explains competition director Dr. Michael Zepf, Head of Doemens' Savour Academy: "This year we saw more participants representing more nations than ever before. The level and skill of the participants increases from competition to competition. It's amazing how far we have come since the first World Cup ten years ago.'

### The jury

The jury is a who's who of prominent personalities from within the beer sommelier scene as well as from the brewing industry:

- Dr. Christina Schönberger of Joh. Barth & Sohn, sensory assessment expert in the beer and hops sector.
- Cilene Saorin, Doemens partner responsible for beer sommelier training in South America and on the Iberian Peninsula.
- Petra Westphal, trusted jury member at many international tasting competitions and project group leader with Messe München.
- Stephan Hilbrandt, Beer Sommelier World Champion of 2017.
- Simonmathia Riva, Beer Sommelier World Champion of 2015.
- Dr. Wolfgang Stempf, former Doemens Akademy Managing Director and beer sommelier training program co-founder.
- Dr. Fabio Nalini, Beer Sommelier World Champion runner-up of 2011

### Our sponsors

Without our valued sponsors, this event would not be possible. The World Championship of Beer Sommeliers is supported by a unique group of sponsors who are committed to beer culture and beer diversity and have come forward in recent years to make this event possible.

Our main sponsors are **drinktec**, the world leader in trade fairs for the beverage and liquid food industry, along with the **Barth-Haas Group**, a world leader in providing hops-related services. The circle of sponsors also includes further distinguished representatives of the brewing industry: Arte Bier, Kaspar Schulz, Sahm, Siemens, Swiss Brewers Association, Association of Austrian Breweries and Weyermann® Specialty Malts.

The Association of Beer Sommeliers, founded in 2005, is responsible for organising this event. The Association has more than 1,400 members and friends from the brewing and beverage industries. All members share the common goal of improving and promoting the image of beer culture and boosting the professional image of the beer sommelier in the public eye.

<https://www.doemens.org/en/savour-academy/beer-sommelier-world-championship/2019-6th-world-championship-of-beer-sommeliers.html>



Elisa Raus, World Champion of Beer Sommeliers 2019 (Picture: Doemens)



The champions of the 6th World Cup of Beer Sommeliers (from left): Second place Patrick Thomi, Switzerland; Champion Elisa Raus, Germany; Third place Michael Friedrich, Germany (Picture: Doemens)