



PRESS RELEASE

Finding the best beer sommelier in the world

Beer Sommelier World Championship takes place for the sixth time on September 27th, 2019 – this time in Rimini

Munich, July 23rd, 2019 – On September 27, 2019, the World Championship of Beer Sommeliers will take place in Rimini, Italy. The competition is organized by Doemens Academy and will feature 80 beer sommeliers from 18 nations. In various rounds of the competition and in the subsequent finale, the beer sommeliers will be expected to demonstrate their skills in the fields of beer knowledge, sensory assessment technology and beer presentation. An internationally renowned jury will decide who will become the sixth World Champion of Beer Sommeliers.

Beer sommeliers have established themselves in the brewing industry for several years now and have become respected members of the community of brewers and beer marketing professionals. Their value includes advocacy for the cultural heritage of beer and helping to raise awareness and appreciation for this traditional beverage. The special skills of beer sommeliers have been honored since 2009 in the form of a World Cup. Every two years, this friendly competition takes place at a different venue, organized and conducted by Doemens Academy of Gräfelfing, Germany. In 2019, a champion will be selected from the ranks of more than 5,000 certified beer sommeliers, this time in Rimini, Italy. A total of 80 qualified beer sommeliers from 18 nations* will compete to demonstrate their skills and abilities.

"The beer sommelier movement is booming in Italy and all beer enthusiasts are passionate about promoting the image of and expanding knowledge about beer. We are thrilled that Italy gets to host the World Cup this year and Rimini, with its Grand Hotel, is a great location," says Dr. Michael Zepf, Managing Director – Savour Academy Division and responsible for the organization and implementation of the World Cup. "Stefan Grauvogl, owner of Arte Bier and our loyal partner, has successfully trained beer sommeliers in Italy since 2008 and plays a major role in the hosting of this year's World Cup."

The participants, all of whom had to qualify in national championship events, will appear together with their own national team for the Rimini competition. In training camps, they had the opportunity to sharpen both their sensory assessment and presentation skills. These skills will be very much in demand at the end of September.

The competitors' know-how is tested and evaluated in several rounds. In the opening round, the focus of the jurors will be on theoretical basics concerning the beer, as well as sensory assessment tests to determine beer styles and beer flavours. In a knockout, semi-final round, the ten best participants present a selected beer and

* Brazil, Chile, Germany, France, Great Britain, Japan, Canada, Korea, Mexico, Netherlands, Austria, Portugal, Puerto Rico, Switzerland, Spain, Italy, Czech Republic and USA

must prevail in direct comparison against their competitors. Those who qualify for the final round will appear before a high-caliber, international jury. Each finalist will be expected to persuade the expert jury with his or her knowledge about all topics related to the selected beer. The one who has most successively delivered the message of beer culture and diversity is voted the winner and is crowned the new World Champion of beer sommeliers.

The Jury

The Jury is compiled of prominent members from the ranks of beer sommeliers and brewing professionals:

- Dr. Christina Schönberger, expert in beer & hop sensors and hop aroma research, Joh. Barth & Sohn
- Cilene Saorin, Doemens training partner responsible for South America and the Iberian Peninsula
- Petra Westphal, Jury member at many international tasting competitions, Project Group Manager, Messe München
- Stephan Hilbrandt, Beer Sommelier World Champion 2017
- Simonmathia Riva, Beer Sommelier World Champion 2015
- Dr. Wolfgang Stempf, past Business Manager of Doemens Academy and co-founder of the beer sommelier training program
- Fabio Nalini, Beer Sommelier World Champion runner-up 2011

Circle of sponsors

Without our sponsors, holding this world championship event would be impossible. The Beer Sommelier World Cup is sustained by a group of sponsors who are committed to beer culture and beer diversity and have made it possible to hold these competitions in recent years.

Our main sponsors are drinktec, the world's leading trade fair for the beverage and liquid food industry, and the Barth-Haas Group, the world's largest service provider for hops. In addition, the circle of sponsors includes well-known representatives of the brewing industry: Arte Bier, Kaspar Schulz, Sahn, Siemens, Swiss Brewery Association, Association of Austrian Breweries and Weyermann® Malzfabrik.

Further information here: www.doemens.org/en/savour-academy/beer-sommelier-world-championship.html