

Nuances decide: 8th World Cup of Beer Sommeliers in Munich

Gräfelfing, 17th, July, 2025

Beer sommeliers make an indispensable contribution to beer as a cultural asset. Their in-depth expertise and communication skills are honored every two years at the World Beer Sommelier Championships. On September 13th and 14th, 2025, this prestigious event will take place in Munich for the eighth time.

The Doemens Academy in Gräfelfing near Munich is one of the world's leading institutions for the brewing and beverage industry. Further training and consulting have been the cornerstones for more than 130 years and since 2004 the training to become a beer sommelier.



At this year's world championship, 80 participants from 18 nations and three continents will be competing against each other. Many of them had to qualify in national qualifying rounds.

The preliminary rounds on September 13th will take place at the Doemens Academy. Here, sensory skills in beer style and flavor tests are in particular demand in order to qualify for the final rounds.

On September 14th, the ten best from the preliminary rounds will compete against each other in the semi-finals in knockout mode. The six finalists will then present their sensory skills as well as their beer sommelier know-how and presentation skills by presenting a beer previously unknown to them to a top-class jury. The participant with the most convincing performance will be crowned the new world champion beer sommelier.

"Preparations for the national teams are in full swing. They are training more intensively than ever before. Training camps are being held to ensure optimum preparation. After all, there is an enormous concentration of talent in the international field of participants - it will be a very close decision, nuances will be the deciding factor," emphasizes Jens Luckart, Head of the Doemens Savour Academy and responsible for the World Cup of Beer Sommeliers.

The organization of the World Championships would not be possible without the support of sponsors: the world's leading trade fair drinktec and BarthHaas, the world's largest service provider for hops. Siemens, Rastal and Anton Paar, important suppliers to the brewing and beverage industry, have signed up as co-sponsors.

The support of the Swiss Brewers' Association and the Austrian Brewers' Association should also be emphasized; both associations intensively promote the diversity of beer, breweries and thus enjoyment.

The finale on September 14th, 2025 will be open to the public from 3 p.m. at the Munich exhibition grounds (Conference Center North, 1st floor, room C 62). Representatives of the press are cordially invited to follow this highlight live on site. Please send registrations to Andreas Hofbauer at hofbauer@doemens.org.

If you can't be there in person, you can watch the final live on the Doemens YouTube channel (<https://www.youtube.com/@doemense.v.9024>)

Further information is available at <https://doemens.org/en/events/world-cup-beer-sommeliers-2025/>

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Giuliano Genoni became the 2022 World Cup of Beer Sommelier Champion with an outstanding stage presence (Photo: Doemens)

ABOUT DOEMENS

Doemens is an internationally recognized professional development and training institute for the brewing, beverage and food industries. Theory and practice are closely aligned and integrative thinking is supported through cooperation and constant communication among the various divisions. Our professional development programs within the Doemens school address a wide variety of educational needs and feature the Savour Academy, which trains beer, water, fruit juice and distillate sommeliers alongside a number of seminar offerings in-house as well as those open to the public.

Our "Services" division further supports industrial operations by offering consultation as well as laboratory services.

Dr. Albert Doemens founded the institute in 1895, which employs 40 staff and faculty and has its headquarters in Munich-Gräfelfing.

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