



Press Kit

8th World Cup of Beer Sommeliers





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Background Information

World Class Beer Sommeliers

The position of Beer Sommelier has become well established within the brewing industry. It's no wonder, then, that the number of Beer sommeliers has steadily increased in recent years. The tasks of a Beer sommelier are extensive: in the food services sector, he/she prepares the beer menu, advises the chef on dishes that incorporate beer and handles the purchasing of beer brands for the restaurant. In other words, he/she does whatever it takes to help ensure that any beer served to the guests is of optimum quality, preserving and enhancing its overall value.

These special abilities have been honored since 2009 in the form of a World Cup, which takes place bi-annually at varying venues, organized and managed by Doemens Academy. In 2025, a champion will be crowned from among the ranks of more than 7,000 trained Beer sommeliers, this time in Munich, Germany. 80 Beer sommeliers from 18 nations will be selected to attend the event and have their knowledge and skills put to the ultimate test.



2

Game Plan of the World Cup (WCBS)

The know-how of the participants is tested and evaluated in various runs. In the pre rounds, both theoretical basics about beer and sensory skills in beer style and flavor tests are required in order to qualify for the semifinal. In the final, sensory and knowledge as well as the necessary performance on stage during the beer presentation are required.

The six best participants compete in the public final in front of a top-class jury and the spectators in the hall and in the live stream (Doemens- YouTube- channel). The person who best presented the message of beer culture and its diversity will be chosen as the winner and thus the new world champion of Biersommeliers.





The World Cup of Beer Sommeliers in numbers

	1st WCBS	2nd WCBS	3rd WCBS
Dates	April 17-19, 2009	April 8-9, 2011	September 15 th , 2013
Event locations	Sonthofen (Germany)	Anif/Salzburg (Austria)	Munich (Germany)
Participants	48	50	55
World Champions	Karl Schiffner (Austria)	Sebastian B. Priller-Riegele (Germany)	Oliver Wesseloh (Germany)
Runners-up	Sebastian B. Priller-Riegele (Germany)	Fabio Nalini (Italy)	Tatiana Spogis (Brasil)
Jury	<ul style="list-style-type: none"> • Dr. Wolfgang Stempfl, Managing Director Doemens • Dr. Christina Schönberger, Technical Sales, Joh. Barth & Sohn • Dr.-Ing. Karl-Ullrich Heyse, Publisher <i>Brauwelt</i> • Hubert Hanghofer, Brewery and Beverage Sensor Technologies Expert • Michael Weiß, Managing Director and Chairman, Meckatzer Löwenbräu 	<ul style="list-style-type: none"> • Dr. Wolfgang Stempfl, Managing Director Doemens • Dr. Christina Schönberger, Technical Sales, Joh. Barth & Sohn • Axel Kiesbye, Managing Director Creativbrauerei Obertrum • Karl Schiffner, Owner Biergasthaus Schiffner and World Champion of WCBS 2009 • Dr.-Ing. Karl-Ullrich Heyse, Publisher <i>Brauwelt</i> • Dipl.-Ing. Dr. Günther Seeleitner, President Bund Österreichischer Braumeister und Brauereitechniker (Association of Austrian Brewers and Brewery Technicians) • Kersten Albert Wetenkamp, Editor <i>Der Feinschmecker</i> 	<ul style="list-style-type: none"> • Dr. Wolfgang Stempfl, Managing Director Doemens • Dr. Christina Schönberger, Technical Sales, Joh. Barth & Sohn • Petra Westphal, Project Manager drinktec, Messe München • Bernd Arold, Managing Director, <i>Der Gesellschaftsraum</i> • Cilene Saorin, Doemens partner of Beer sommelier training in Brasil and on the Iberian Peninsula • Karl Schiffner, Owner Biergasthaus Schiffner and World Champion of WCBS 2009 • Urs Willmann, Editor, <i>Die Zeit</i>, Redaktion Wissen



	4th WCBS	5th WCBS	6th WCBS
Dates	July 18 th , 2015	September 10 th , 2017	September 27 th , 2019
Event locations	São Paulo (Brasil)	Munich (Germany)	Rimini (Italy)
Participants	53	70	80
World Champions	Simonmattia Riva (Italy)	Stephan Hilbrandt (Germany)	Elisa Raus (Germany)
Runners-up	Frank Lucas (Germany)	Felix Schiffner (Austria)	Patrick Thomi (Switzerland)
Jury	<ul style="list-style-type: none"> • Dr. Wolfgang Stempf, Managing Director Doemens • Dr. Elisabeth Wiesen, Technical Sales, Joh. Barth & Sohn • Petra Westphal, Project Manager drinktec, Messe München • Oliver Wesseloh, Owner Kehrwieder Kreativbrauerei and World Champion of WCBS 2013 • Tatiana Spogis, Beer sommelier-Trainer in Brasil and Vice Champion of WCBS 2013 • Manoel Beato, Winesommelier Brasil 	<ul style="list-style-type: none"> • Dr. Wolfgang Stempf, Managing Director Doemens • Dr. Christina Schönberger, Technical Sales, Joh. Barth & Sohn • Petra Westphal, Project Manager drinktec, Messe München • Cilene Saorin, Doemens partner of Beer sommelier training in Brasil and on the Iberian Peninsula • Simonmattia Riva, World Champion of WCBS 2015 • Christoph Kämpf, Managing Director Karmeliten Brauerei and President Association of Certified Beer Sommeliers • Steffen Jost, Food- und Travel-Blog Feed me up before you go-go • Johannes Einzenberger Certified Sommelier and Owner of wein4senses 	<ul style="list-style-type: none"> • Dr. Wolfgang Stempf, former Managing Director Doemens und founder of beer sommelier training • Dr. Christina Schönberger, Technical Sales, Joh. Barth & Sohn • Cilene Saorin, Doemens partner of Beer sommelier training in Brasil and on the Iberian Peninsula • Petra Westphal, Exhibition Group Director, Messe München • Stephan Hilbrandt, World Champion of WCBS 2017 • Simonmattia Riva, World Champion of WCBS 2015 • Fabio Nalini, Vice champion of WCBS 2011



	7th WCBS	8th WCBS
Dates	September 11 th , 2022	September 13 th /14 th , 2025
Event locations	Munich (Germany)	Munich (Germany)
Participants	81	80
World Champions	Giuliano Genoni (Switzerland)	?
Runners-up	Felix Schiffner (Austria)	?
Jury	<ul style="list-style-type: none"> • Dr. Wolfgang Stempfl, former Managing Director Doemens und founder of beer sommelier training • Dr. Christina Schönberger, Head of Innovation and Education Hops and Beer Sensing, Aroma Chemistry, Brewing Sciences, BarthHaas • Petra Westphal, Exhibition Director drinktec, Messe München • Cilene Saorin, Doemens partner of Beer sommelier training in Brasil and on the Iberian Peninsula • Jihee Lee, Doemens partner of Beer sommelier training in South Korea • Stefan Grauvogl, Doemens partner of Beer sommelier training in Italy • Klaus Artmann, Vice President of Association of Certified Beer Sommeliers 	<ul style="list-style-type: none"> • Karl Schiffner World Champion of WCBS 2009 • Oliver Wesseloh World Champion of WCBS 2013 • Simonmattia Riva World Champion of WCBS 2015 • Stephan Hildebrandt World Champion of WCBS 2017 • Elisa Raus World Champion of WCBS 2019 • Giuliano Genoni World Champion of WCBS 2022

Working to promote beer: The World Champions so far



World champion 2009:
Karl Schiffner
(© Dr. Werner Schiffner)

Four champions have already been crowned at previous competitions. The first World Cup, selected in the German city of Sonthofen in 2009, was the Austrian Karl Schiffner. The restaurateur lives the beer culture most passionately in his Biergasthaus Schiffner in Aigen-Schlägl. More than 100 different beers from all over the world are available for tasting while dining at his inn. As the first world champion, Schiffner sees that it has become his duty to represent beer culture to the outside world. **"I became a Beer sommelier because it satisfies my passion to offer creatively crafted brews to people who enjoy exploring new tastes,"** says Schiffner when asked to comment on his responsibilities as a Beer sommelier.

The second World Cup took place in Anif near Salzburg. *Sebastian B. Priller-Riegele* from Augsburg - the 2009 runner-up - was able to best his 49 competitors to take the title in 2011. He runs the family brewery Riegele in Augsburg, now in its 28th generation. There he celebrates beer culture in its pure form with his own beer brewery and a beer academy, which has everything to offer from brewmaster training to professional development seminars for beer experts. In addition to everyday life in the brewery, Priller-Riegele represents the wider beer culture enthusiastically and with great enthusiasm. **"The ability to convey my passion for beer - and I do enjoy ALL the world's beer styles - is one of my primary tasks as Beer sommelier,"** says Priller-Riegele.



World champion 2011:
Sebastian B. Priller-Riegele (©: Bernhardt)



In 2013, the World Cup took place during the run-up to drinktec, the world's leading trade fair for the beverage and liquid food industry, also one of the two main sponsors of this initiative alongside Joh. Barth & Sohn. 54 participants from ten nations entered the race and fought for the coveted title. In the end, the creative brewer and qualified brewing engineer from Northern Germany - *Oliver Wesseloh* - was able to persuade the jury that he deserved the championship title. **"Living beer culture means sharing the beer experience to surprise and inspire. Beer represents diversity and offers something for everyone and every situation. Beer is not just beer; It is my goal, therefore, to encourage constant exploration and discussion."** emphasizes *Oliver Wesseloh* as he outlines his clear mandate as Beer sommelier.

World champion 2013:
Oliver Wesseloh
(© Julia Schwendner)

At the fourth World Cup in 2015, *Simonmattia Riva* of Italy took the title. Riva gave both jury and audience a perfect show. He persuaded his audience, first and foremost, with his professional and sovereign presentation of the beer style he had chosen. On top of that, his highly emotional and compelling performance elicited standing ovations. **"I hope I can help the brewing industry catapult brew culture and beer knowledge into the world,"** said the freshly crowned world champion of Beer sommeliers. He has a clear vision of what beer culture means to him: **"Beer and beer culture are my passion and my life. Beer culture is, for me, the enjoyment of a good beer and to understand how, where and when it was crafted, to know the brewer, to recognize his craft and to experience the taste of his home region with every sip."**



World champion 2015:
Simonmattia Riva (© Doemens)



World champion 2017: Stephan Hilbrandt
(© Doemens)

Stephan Hilbrandt from Germany won the fifth world championship back in 2017. The international competition took place in the run-up to drinktec in Munich that year. Hilbrandt persuaded the jury with his skill and enthusiasm, emerging as the clear winner of the competition, although he completed his training as a beer sommelier just two years prior to the event and was not involved in the brewing industry. The young man from the former German capitol, Bonn, describes his tasks as a beer sommelier like this: **"For me, the attraction of working as a beer sommelier is the fact that there is no routine. Beer is a very flexible beverage, which I try to impart to my audience. Every gathering brings new challenges, and I have to meet many varied demands. My goal is to encourage drinkers to try beers they haven't considered previously."**

The 2019 champion also came from Germany: Elisa Raus, public relation at Störtebeker Braumanufaktur from Stralsund, was the first female world champion beer sommler. She impressed the jury with both extensive expertise and an emotional and stirring beer presentation of Westmalle Tripel, a Trappist beer from Belgium. **"With my victory, I look forward to being able to represent the cultural asset of beer internationally. In doing so, my main concerns are to bring the fine sensory qualities, the colorful variety of beer specialties, and the high value of beer closer to the people, and especially to the women out there, and to communicate them"** says Elisa Raus



World champion 2019:
Elisa Raus ((© Doemens)



In an exciting final on September 11th, 2022 in Munich, Giuliano Genoni from Switzerland emerged as the winner, with Felix Schiffner from Austria in second place and Léon Rodenburg from the Netherlands in third.

Giuliano Genoni was crowned the seventh world champion beer sommelier thanks to his outstanding stage presence and his theoretical and sensory skills. He succeeded best and most impressively in convincing the jury and the audience of his comprehensive, multifaceted knowledge of Paulaner Salvator with appropriate presentation skills and emotion.

“It feels like a dream,” said the man from Ticino, who only completed his training as a beer sommelier in 2021 and became Swiss beer sommelier champion in the same year.



World champion 2022:
Giuliano Genoni ((© Doemens)



Sponsors for 2025

Major sponsors: drinktec and BarthHaas

The logo for drinktec, featuring the word "drinktec" in a bold, lowercase, orange sans-serif font.

drinktec, the world's leading trade fair for the beverage and liquid food branch, is our industry's most important event. Around 1,000 international exhibitors present the latest technologies used in production, bottling and packaging of all kinds of beverages, including handling of liquid food raw materials as well as logistics. The topics "beverage marketing" and "packaging design" round out the offerings. drinktec 2025 will take place from September 15th – 19th, 2025 in Munich.

"The World Cup of Beer sommeliers and drinktec is just a good fit. We attract breweries from all over the world, big conglomerates as well as small and medium-sized enterprises. And our 'place2beer' is the perfect meeting point for all brewers. Thus, drinktec is the ideal platform for this World Cup program and we are happy to be a major sponsor".

Markus Kosak, Executive Director drinktec Cluster, Yontex

The logo for BarthHaas, featuring the name "BarthHaas" in a green serif font with a registered trademark symbol, followed by a circular icon containing a hop cone and a five-pointed star.

Barth-Haas Group is the world's largest supplier of hop-related products and services. Active on all continents, this Nuremberg institution guides its customers and partners along the entire value chain: from breeding and cultivation to processing and marketing of hops and hop products. Research and development in hops and related materials are core activities within the Barth-Haas Group, in line with their motto: "Because your beer is our passion!".

" Since our founding in 1794, we have been guided by one principle: a passion for hops and beer, but also a desire to meet people. We have this in common with the thousands of beer sommeliers. That's why we have also supported the World Cup Beer Sommeliers from the very beginning. Because one thing is certain: Who could better describe the wonderful aromas of hops in beer, who could whet people's appetites for beer more than beer sommeliers, who are important ambassadors for our industry?"

Thomas Raiser, Managing Director BarthHaas



Co-Sponsors



Illustrating unlimited beer diversity, detecting the subtleties of beer varieties, and teasing out characteristic nuances - these are the challenges that glass refiner Rastal has been taking on for more than a century. As a partner of industry and gastronomy, the drinking glass experts have always been actively involved in shaping trends in the brewing and beverage sector.

Based on the creativity of the designers and the comprehensive technological competence of the company, sensorially sophisticated creations and contemporary designs in glass are produced at the headquarters in Höhr-Grenzhausen. Characteristic at an early stage was the pioneering idea and with it the invention of the characteristic brand exclusive glasses, which to this day have a high recognition value both nationally and internationally. As a pioneer in the development of glasses at the beginning of the German craft beer movement, the company developed the first craft beer glass - the "Teku" cup.

"As a pioneer of modern drinking glass design within the global beverage industry, we are pleased to support the World Beer Sommelier Championship. We wish all participants/participants every success!"

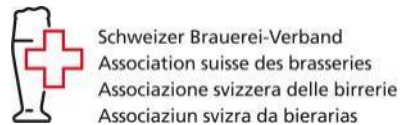
Maximilian Sahn, Managing Partner Rastal



As a leader in innovation, automation, and digitalisation, the entire value chain of customers in the brewing industry is being supported by Siemens. A strong focus is placed on achieving high product quality, reducing the total cost of ownership, and increasing operational flexibility. At the heart of this offering is BRAUMAT®, a process control system that has been developed specifically for the brewing industry. It is positioned as the central component of a portfolio that has been tailored to meet the specific needs of breweries throughout the entire manufacturing process.

„Just as in this year’s Beer Sommelier Championship—where expertise, flexibility, efficiency, and quality are required—similar values are embraced in brewing technology. Expertise is demonstrated in the understanding of beer varieties, their origins, production methods, flavours, and other characteristics. Flexibility is shown by the ability to quickly adapt to one of thousands of possibilities and focus on a selected beer. Efficiency is reflected in the ability to present a wealth of information in a short time. And, of course, the quality of the presentation is what determines who becomes the champion. These same virtues are valued by us. That is why the announcement of this championship is being made with pride—as a way to express our deep appreciation for the art of brewing. Create great beer – with BRAUMAT®.“

Dirk Grafe, Strategic Distribution BRAUMAT®



The Schweizer Brauerei-Verband (SBV; *Swiss Brewery Association*) is the leading association of the Swiss brewing industry and was founded on April 19th, 1877. Members brew more than 600 quality beers. The Swiss brewing industry generates around 50,000 jobs directly and indirectly linked to beer production and marketing. The SBV actively promotes Beer sommelier education in Switzerland. On the last Friday in April, Switzerland celebrates the day of Swiss beer.

"More than 1,000 breweries are registered in Switzerland. The beer variety is enormous. Beer brewing cultures are thousands of years old, yet the inherent diversity, nuances and facets can be constantly rediscovered. Here is where beer sommelier training and participation in the World Cup event makes a valuable contribution. I'm keeping my fingers crossed for the Swiss national team."

Marcel Kreber, Director of the Swiss Brewery Association

Bierland Österreich is the communications presence of the Austrian Brewers Association. The common goal is an economic, legal and sociopolitical environment in which member breweries operate under favorable conditions for their entrepreneurial activity.

"Austria is a country which revels in its brew culture and beer diversity. Austria's brewers contribute to this through their joint interest representation, the Austrian Brewers Association, which has offered certification training for prospective Beer sommeliers since 2006. We therefore delighted to support the World Cup of Beer Sommeliers and the Austrian national team in particular!"

Florian Berger, Managing Director of the Association of Austrian Breweries



The Austrian company Anton Paar GmbH is very closely associated with the beverage industry in terms of beverage analysis and process measurement technology. The new Doemens Academy building is also home to a great deal of Anton Paar expertise, both in the technical center and in the Doemens laboratories. Specifically, these include brewhouse extract monitoring (density sensor), monitoring of filling using a beer monitor and a state-of-the-art beer measuring station in the Doemens laboratory.

"At the World Cup of Beer Sommelier, top sensory performance of beer sommeliers meets state-of-the-art measuring technology: Anton Paar's multi-parameter measuring system enables the precise determination of over 50 quality parameters - including density, alcohol, extract, CO₂, O₂, turbidity and pH value. This objective data is the perfect complement to the trained judgment of sommeliers. As a global leader in beer analysis, Anton Paar supplies the technology that breweries in over 110 countries rely on. When the world champion of beer sommeliers is crowned, Anton Paar's analytics provide him with the right partner at world-class level - for consistent quality and unmistakable beer enjoyment."

*Dr. Wolfgang Baumgartner
Head of Lab Density & Concentration, Anton Paar*



Ideal Supporter



The Association of Beer Sommeliers was founded on June 3rd 2005 by the first graduates of the Beer Sommelier training as a professional and alumni organisation. Today, the Austria-based association counts more than 1,800 members and has grown into a strong international network. Since its inception, it has been passionately committed to positioning beer as a sophisticated and versatile drink, and to establishing the profession of beer sommeliers in the public sphere.

“The Beer Sommelier World Championship brings together people united by a shared passion: a deep enthusiasm for beer. Beer sommeliers give beer a stage, create unforgettable moments of beer enjoyment, and show how much beer can move and inspire when driven by true passion. The championship offers a powerful experience of the knowledge, emotion and enthusiasm that define this unique profession.”

Nicola Buchner, Managing Director, Association of Certified Beer Sommeliers



Jury for 2025

The composition of the jury is new at the 8th World Cup of Beer Sommelier. In the previous competitions, the judges were mainly personalities from the brewing and beer sommelier industry (see pages 3 to 5). For the final on September 14th, 2025, the jury will be made up of winners of the World Beer Sommelier Championships:

- *Karl Schiffner, World Champion of WCBS 2009*
- *Oliver Wesseloh, World Champion of WCBS 2013*
- *Simonmattia Riva, World Champion of WCBS 2015*
- *Stephan Hildebrandt, World Champion of WCBS 2017*
- *Elisa Raus, World Champion of WCBS 2019*
- *Giuliano Genoni, World Champion of WCBS 2022*

The champions are listed in detail on pages 6 to 9.

How does the jury judge?

The six finalists are given a beer that is unknown to them. They have to pour the beer themselves on stage, the jury receives the beer in advance. The jury evaluates the presentation according to the following weighting system:

- *Background/stories about the beer*
- *Sensory description of the beer with mention of the beer style*
- *Possible food pairing and combinations*
- *Performance and beer sommelier skills*



Fact sheet 2025

Organiser	Doemens	
Initiator	Jens Luckart, Managing Director of Savour Academy Division Doemens	
Major sponsors	drinktec (Yontex), BarthHaas	
Co-Sponsors	Rastal, Siemens, Anton Paar, Schweizer Brauerei-Verband, Verband der Brauereien Österreichs,	
Ideal Supporter	Association of Beer Sommeliers	
Date	8th World Cup of beer sommeliers: September 13 th /14 th 2025, Munich, Germany Final (public) from 3.00 p.m., Munich Trade Fair Center, Conference Center North, Room C62, first floor	
Participants	80 Beer Sommeliers from 18 nations who have completed the Doemens beer sommelier training program (or an authorized training institute) or completed professional development courses with Doemens' authorized partners abroad have qualified for the world championship competition.	
Past World champions	<p><i>World champion 2022</i> Guiliano Genoni, Switzerland</p> <p><i>World champion 2019</i> Elisa Raus, Stralsund, Germany</p> <p><i>World champion 2017</i> Stephan Hilbrandt, Bonn, Germany</p> <p><i>World champion 2015</i> Simonmattia Riva, Florence, Italy</p>	<p><i>World champion 2013</i> Oliver Wesseloh, Hamburg, Germany</p> <p><i>World champion 2011</i> Sebastian B. Priller-Riegele, Augsburg, Germany</p> <p><i>World champion 2009</i> Karl Schiffner, Aigen-Schlägl, Austria</p>



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Internet	<p>https://doemens.org/en/events/world-cup-beer-sommeliers-2025/</p>

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