



Brussels Beer Challenge 2014



Press kit Brussels Beer Challenge 2014



2014

3RD BRUSSELS BEER CHALLENGE: WORLD TOP OF BEERS GATHER IN LEUVEN!

The third year in a row BECOME.V, organises the Brussels Beer Challenge. The third edition of this international beer tasting competition will be held in Leuven from October 30 – November 2.

The Brussels Beer Challenge was launched in 2012 to promote the beer industry in a market that is not only a benchmark for beer but also home to connoisseurs. The event is backed by the City of Leuven and Visit Flanders.

International experts will be gathered to judge entries both without bias and professionally. During the tasting, all beers will be grouped into consistent flights depending on their origin, specific characteristics and style.

Award-winning beers from the Brussels Beer Challenge will benefit from media exposure and international recognition. These accolades will become powerful marketing tools, opening up new development prospects.

AIMS OF THE BRUSSELS BEER CHALLENGE

- ◎ **To promote quality beers and encourage healthy competition within the industry**
The market is increasingly geared towards traditional and quality beers. Brewers are looking for innovative, quality products to generate loyalty amongst beer lovers and tap into new markets.
Winning an award at the Brussels Beer Challenge provides recognition of a firm's achievements.
- ◎ **To offer consumers a quality seal awarded by industry members**
The consumer needs a point of reference to guide his choice. A reliable seal, recognized by the industry will allow him to buy quality products with complete confidence.
- ◎ **To offer beer producers a promotion and marketing tool**
The international scope of the Brussels Beer Challenge opens up significant opportunities in new markets. Award-winning producers will be given broad-ranging exposure and be able to use their accolade to support their business and marketing development.

WHY ORGANISE A BEER COMPETITION IN BELGIUM?

Belgium is without a doubt one of the birthplaces of beer and boasts an international reputation and expertise.

A global beer competition in Belgium provides a unique opportunity for beer producers across the globe to compete with the best international products.

Belgium gives the Brussels Beer Challenge broad-ranging international scope.

Hosting the Brussels Beer Challenge represents a first-rate opportunity to showcase award-winning beers.

WHY ORGANISE A BEER COMPETITION IN FLANDERS?

After Brussels and Liège, it was evident to organize the BBC in the Flemish part of the country.

Flanders is an economic and cultural top region. It is the gateway to Europe, less than 500km from the main European capitals and shares its own capital with the EU, NATO and many other international institutions and companies. Together with the renowned seaports, extensive rail network, the productive and highly educated population, excellent health care and research and investment friendly climate, Flanders makes this unique in Europe.

The name Brussels Beer Challenge provides an international dimension (capital of Flanders, Belgium and Europe)

WAAROM DE BRUSSELS BEER CHALLENGE IN LEUVEN?

Leuven is situated in the heart of Belgium, only 15 minutes from the Brussels National Airport and 90 kilometers from Charleroi Airport.

The city has excellent hotel and conference facilities.

Leuven has a rich cultural life with numerous protected monuments: the renowned Catholic University, Leuven Groot Begijnhof is even on the UNESCO World Heritage List!

Leuven Beer City: "The place to Be(er)"

In Leuven (Domus brewpub and Stella Artois brewery) and wide area (Hof ten Dormal Brewery, De Vlier Brewery and De Kroon brewery) are five working breweries.

In addition, the headquarters of AB Inbev, the largest brewery group in the world, is located in Leuven. The Province of Flemish Brabant actively supports the beer tourism through "Een rondje Vlaams-Brabant".

Last but not least: the Leuven Oude Markt is the longest bar in the world.



BRUSSELS BEER CHALLENGE... FACTS AND FIGURES.

60 international professional tasters!

2014 JUDGES BY NATIONALITY

Nationality	Number
South Africa	1
Germany	2
Belgium	12
Brazil	1
Canada	2
Costa Rica	1
Denmark	1
Norway	1
United States	4
France	3
Spain	1
Italy	6
Taiwan	1
The Netherlands	9
Poland	2
Czech Republic	1
Israel	1
United Kingdom	7
Sweden	1
Russia	1
Switzerland	1

2014 Panel Members (www.brusselsbeerchallenge.com/tasters)

Name	Firstname	Nationality	CV
1	Beaumont Stephen	Canada	Freelance journalist
2	Berthelsen Carsten	Denmark	Beerwriter
3	Bodeux Jean-Luc	Belgium	Journalist
4	Boes Annick	Belgium	Honorary President Belgian Brewers
5	Brauer John	South-Africa	The Brewers of Europe/EBC Executive Officer
6	Brooks Jay	United States	Beer journalist, author, educator and newspaper columnist
7	Brower Jos	Belgium	International beer judge, Member of Pint
8	Brown Pete	Royaume-Uni	Writer and author about beer; Beer Writer of the Year
9	Cole Melissa	United Kingdom	Beer journalist, beer author
10	Dabove Lorenzo	Italy	Professional beer taster and beer writer
11	de Keukeleire Denis	Belgium	Professor Research on Hops and Beer
12	de Lange Fiona	Netherlands	Beer writer, beer judge.
13	Delvaux Filip	Belgium	Owner Bier centrum
14	Di Grégorio Lanvin Virginie	France	Beer expert
15	Dinwoodie Richard	United Kingdom	Chief Executive Utobeer and The Rake bar.
16	Fält Andreas	Sweden	Europe Ambassador for the Brewers Association
17	Flissebaalje Theo	Netherlands	International Beer Judge
18	Ganzenmüller Sandra	Germany	PR-professional and co-owner of a PR-agency specialised on food & beverages
19	Garlatti Costa Severino	Italy	Technical support and selling of raw materials for craft breweries
20	Giaccone Luca	Italy	Beer writer, editor of the Italian beer guide published by Slow Food

21	Gillard Christophe	Belgium	Owner of Beer shop Mi-Orge mi-Houblon
22	Hampson Tim	United Kingdom	Journalist, author
23	Hertz Shachar	Israël	Beer Author and Writer, Owner of Beer & Beyond.
24	Katunin Yuri	Russia	Beer writer and beer sommelier.
25	Kempen Rick	Netherlands	Beer writer, Beer importer
26	Kins Carl	Belgium	EBCU-Zythos
27	Kopp Sylvia	Germany	Independent beer-sommelier, beer writer.
28	Kowalczyk Rafal	Poland	International Beer Judge, Consultant, Journalist
29	Labre Audrey	France	Terre de Brasseurs
30	Laporta Guillem	Spain	Brewer and sommelier, own a craftbeer Homosibaris, in Barcelona
31	Lichota Jan	Poland	Brewers of Europe
32	Loux Hervé	France	Beer journalist
33	Maestrelli Maurizio	Italy	Journalist
34	Montandon Gabriela	Brasil	PhD student on Beer Microbiology, Certified Beer Judge
35	Morrison Lisa	United States	Beer author, columnist, educator, event organizer, certified MBA Beer Setward
36	Pauwels Luc	Belgium	Beer teacher
37	Payne Glenn	United Kingdom	Former beer buyer for Safeway , brewing & retail consultant on four continents
38	Philipsen Marco	Netherlands	Senior Beer buyer
39	Pierre Elisabeth	France	Editor, Beer writer
40	Reuchlin Henri	Netherlands	Owner Bier Buro, President of EBCU
41	Rumes Jan	Belgium	President Zythos
42	Scivetti Vincenzo	Italy	Delegato ONAV Puglia, consultente PR & Marketing & professional taster.
43	Sedlák Lubomír	Czech Republic	Freelance journalist
44	Seidl Conrad	Austria	Journalist
45	Smekens Luc	Belgium	Local beer expert
46	Smith Espen	Norway	Beer critic, Sommelier teacher
47	Stange Joe	United States	Beer Writer
48	Swersey Chris	United States	Technical Brewing Projects Coordinator; GABF and WBC Competition Manager
49	Tierney-Jones Adrian	United Kingdom	Freelance beer journalist
50	Turco Andrea	Italy	beer blogger
51	van Bragt Jan-Machiel	Netherlands	Beer judge
52	Van Den Steen Jef	Belgium	Beer writer
53	Vanraefelghem Sofie	Belgium	Beer author, beer columnist, founder of Women and Beer (Belgium), beer educator (CVO)
54	Vermeren Michaël	Belgium	Teacher of zythologie in Namur and fondator of the Slow Beer Club with Bierebel
55	Vogel Fedor	Netherlands	Birdy Publishing, Editor Bier magazine
56	Walsh Derek	Netherlands	Certified international beer judge, consultant
57	Wang Paul Peng	Taiwan	BJCP Judge, Doemens Beer Sommelier, Trainer, Writer & Translator
58	Webb Tim	United Kingdom	Freelance writer & publisher
59	Wouters Philippe	Canada	Editor Beer sommelier
60	Zuber Pierre	Switzerland	Owner Delices & Caprices

25 competing countries: Germany, Australia, Belgium, Bosnia-Herzegovina, Brazil, Cambodia, Canada, Denmark, Spain, the United States, Ireland, France, Italy, Japan, Malta, Monaco, the Netherlands, Norway, Poland, the Czech Republic, the United Kingdom, Sweden and Switzerland.

725 entries (compared with 592 in 2013)

Entries for 2014 will be tasted over two mornings and divided into eight styles (Pale Ale, Dark Ale, Red Ale, Lager, Stout/Porter, Wheat, Flavoured Beer, Speciality Beer), sub-divided into 50 categories: Lambic, abbey beers, chocolate-flavoured beers...

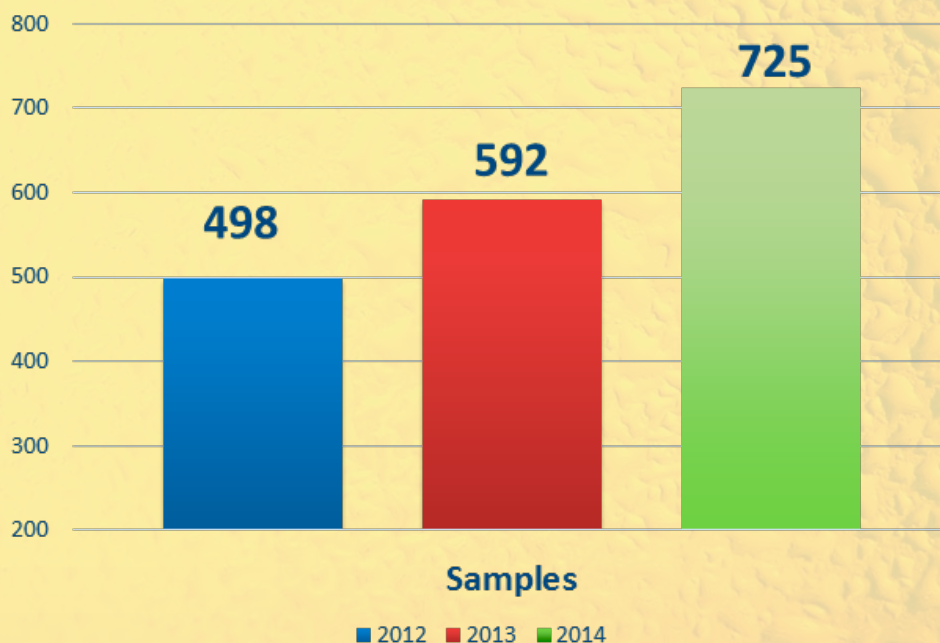
Participating countries with the greatest number of entries:

- ☉ Belgium: 200 beers from 79 breweries (188 beers from 68 breweries in 2013)
- ☉ USA: 177 beers (137 beers in 2013)
- ☉ Italy: 110 beers
- ☉ Netherlands: 37 beers
- ☉ France: 48 beers
- ☉ Germany: 35 beers
- ☉ United Kingdom: 26 beers
- ☉ Spain: 20 beers

Compared with 2013, three major changes have occurred:

- ☉ The internationalization of competition that goes from 15 to 25 participating countries
- ☉ France made its entry with force in the competition
- ☉ Belgium imposes its leadership with 200 samples

Overview of the participating beers since 2012:



CRITERIA FOR ENTRY IN THE BRUSSELS BEER CHALLENGE

The competition is open, without bias, to all commercially-run breweries registered in accordance with national legislation in their country of origin.

Gold, silver and bronze medals will be awarded to the winning entries in each category at the end of the tastings. Whatever the outcome, award-winning beers will benefit from extensive media coverage and international recognition. The accolades will become powerful marketing tools and open up new avenues for brewers who allow their products to come under the scrutiny of the judges.

Awards



Comac Award « Best Beer of the Competition » :

For the first time in the history of the Brussels Beer Challenge, the "COMAC" Award for "the best beer in the competition" will be awarded at the end of the tasting.

A special jury composed of the chairmen of the various committees of the contest will united and assign this supreme title.

The winning beer will be rewarded with a trophy in cooperation with COMAC, one of the leading companies in the brewing equipment market.

A true work of art! This trophy is officially presented during the closing ceremony of the competition on Sunday 2nd November 2014.

A BESPOKE PROGRAMME FOR INTERNATIONAL INDUSTRY MEMBERS

A three-day programme focusing on beer and designed in conjunction with BBC's sponsors will include tastings in the morning and visits to iconic Belgian breweries in the afternoon.

Brussels Beer Challenge programme 2014

Thursday October 30th

- ⦿ Afternoon- Welcome of the tasters and journalists
- ⦿ Visit to the City of Leuven
- ⦿ Evening: official opening at the Town Hall of Leuven

Friday October 31st

- ⦿ Morning - First tasting session of the Brussels Beer Challenge
- ⦿ Lunch
- ⦿ Visit to "AB Inbev" brewery
- ⦿ Dinner and tasting at "Haacht" brewery

Saturday November 1st

- ⦿ Morning - Second tasting session of the Brussels Beer Challenge
- ⦿ Lunch and visit to "De Kroon" brewery
- ⦿ Visit to Hof ten Dormaal brewery
- ⦿ Dinner at the Chapel "Romaanse Poort" in Leuven

Sunday November 2nd

- ⦿ Noon: Results announcement with Bert Kruismans followed by lunch

Venue:

De Hoorn - Sluisstraat 77 – Tussen Twee Waters - 3000 Leuven