



Press release

October 2013

***2<sup>nd</sup> Brussels Beer Challenge: Brewers worldwide aim for excellence!***

***International brewers are united in their efforts to present their best beers in this year's Belgian beer competition. Media coverage generated by the maiden event was such that breweries are keen to benefit from the opportunities afforded by this year's Brussels Beer Challenge awards. Nearly 70 Belgian breweries running the gamut from industrial to medium-sized and artisan are therefore taking part, translating to a record 188 Belgian beer entries.***

***The local beer industry faces a major challenge though from the best beers produced in the United States, Italy, Germany and England as well as far-flung countries such as Australia and Cambodia.***

***To increase exposure, the Brussels Beer Challenge is taking place this year in Liège from November 1 to 3, 2013. It will be one of the highlights of the 'Liège Beer Lovers' City' fortnight.***

The Brussels Beer Challenge is:

- An international competition launched at the initiative of Brusselicious as part of gourmet food year in Brussels in 2012.
- A competition enjoying the support this year of Wallonia-Brussels Tourism as part of Taste the Difference year.
- A hand-picked selection of **50 international professional tasters** (journalists, writers...) who will convene at the Crowne Plaza (Liège) for the tasting.
- **15 competing countries:** Germany, Australia, Belgium, Brazil, Cambodia, Canada, Denmark, the United States, Estonia, France, Italy, Japan, the Netherlands, the Czech Republic and the United Kingdom.
- A **total 592 entries (compared with 497 in 2012)** 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: **188** beers from 68 breweries (157 beers from 55 breweries in 2012)
- USA: **137** beers (159 beers in 2012)
- Italy: **106** beers (55 beers in 2012!)
- Netherlands: **34** beers
- Germany: **26** beers
- United Kingdom: **24** beers

Compared with 2012, two major changes have occurred: Italy has doubled its entries and Belgium has significantly outstripped the United States.

- Gold, silver and bronze medals will be awarded to the winning entries in each category at the end of the tastings.

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.

Also, the award-winning beers will be available for tasting during the 'Liège Beer Lovers' City' promotion.

#### Brussels Beer Challenge: the programme

A three-day programme focusing on beer will include tastings in the morning and visits to iconic Belgian breweries in the afternoon.

A masterclass will be organised as part of the event at the Crowne Plaza on Sunday November 3 for both beer lovers and industry members, underscoring the educational nature of the event.

#### **Theme: 'Belgian Family Brewers: Tradition and Innovation'**

**Sunday November 3 from 9:30 am to 11:30 am at the Crowne Plaza Hotel Liège**

Rue du Mont Saint Martin 11, 4000 Liège

Belgian Family Brewers will share their vision of the past and future of Belgian beers by showcasing their long-standing tradition of brewing.

An exceptional tasting of 4 beers will highlight their vision. The seminar is open to all beer lovers and industry members.

The awards will be announced on Sunday at 12:30 pm at the Crowne Plaza.

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For more information: [www.brusselsbeerchallenge.be](http://www.brusselsbeerchallenge.be)

Press pack available at: [www.brusselsbeerchallenge/fr/presse](http://www.brusselsbeerchallenge/fr/presse)