Press kit

BRUSSELS BEER CHALLENGE 2013

2nd Brussels Beer Challenge: a quality seal

BECOMEV, a subsidiary company of Vinopres, is organising the second Brussels Beer Challenge from November 1 to 3, 2013. This international beer tasting competition will be held in Liège.

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 WBT – Wallonia-Brussels Tourism – and is this year part of the 2012-2013 Wallonia Taste the Difference promotion.

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.

The international acclaim of the 'Concours Mondial de Bruxelles'.

Established for almost twenty years, the Concours Mondial de Bruxelles is acknowledged as a leading international competition, acclaimed within the wine industry.

Every year, the Concours Mondial de Bruxelles brings together over 250 international experts from more than 40 producer and consumer countries; most of these are specialist journalists.

The Concours Mondial de Bruxelles owes its reputation to its professionalism, its knowledge of the industry and above all, its independence.

The Concours Mondial de Bruxelles has lent its expertise to many other events. Vinopres stages competitions in conjunction with local partners in Argentina, Chile, China and France.

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, recognised 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 gives the Brussels Beer Challenge broad-ranging international scope.

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

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

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

A mixture of Belgian and international experts from the béer industry and the specialist press ensures significant media coverage for the event.

Brussels Beer Challenge… Facts and figures.

***50 international professional tasters!**

- 2013 judges by nationality

Nationality	Number
South Africa	1
Germany	1
Belgium	14
Brazil	1
Canada	2
Costa Rica	1
Denmark	2
United States	3
France	2
Italy	4
Japan	1
Netherlands	8
Poland	1
Czech Republic	1
United Kingdom	6
Sweden	1
Switzerland	1

- ***2013 Panel Members*** - www.brusselsbeerchallenge.com/tasters

Brussels Beer Challenge

BBC 2013 Judges

	Name	Firstname	Sex	Nationality	CV
1	Beaumont	Stephen	M	Canada	Freelance journalist
2	Berthelsen	Carsten	M	Denmark	Beer writer
3	Bjergsø	Jeppe	M	Denmark	Beer importer
4	Bodeux	Jean-Luc	M	Belgium	Journalist
5	Boes	Yannick	M	Belgium	Honorary President Belgian Brewers
6	Boschman	Eric	M	Belgium	Journalist: Le Soir
7	Brauer	John	M	South Africa	The Brewers of Europe/EBC Executive Officer
8	Buiatti	Stefano	M	Italy	Beer specialist
9	Carol-Visser	Jeroen	M	Netherlands	Chairman PINT
10	Cole	Melissa	F	United Kingdom	Beer journalist, beer author
11	Cook	Chuck	M	Etats-Unis	Freelance beer writer
12	Couttenye	Stefaan	M	Belgium	Owner and chef of the beer restaurant "Het Hommelhof", beer author
13	Dabove	Lorenzo	M	Italy	Professional beer taster and beer writer
14	de Keukeleire	Denis	M	Belgium	
15	Deglas	Christian	M	Belgium	Journalist - Vice President AJBB/VBB
16	Delvaux	Filip	M	Belgium	Owner Bier centrum
17	Dinwoodie	Richard	M	United Kingdom	Chief Executive Utobeer and The Rake bar, judge at the Great American Beer festival
18	Fält	Andreas	M	Sweden	Europe Ambassador for the Brewers Association
19	Flissebaalje	Theo	M	Netherlands	Chairman StiBON (Stichting Bier Opleiding Nederland)
20	Ganzenmüller	Sandra	F	Germany	PR professional an co-owner of a PR-agency specialised in food & beverages
21	Gatz	Sven	M	Belgium	Chief Executive Belgian Brouwers
22	Geers	Dominiek	M	Belgium	Owner Drankenhandel Geers
23	Gillard	Christophe	M	Belgium	Owner of Beer shop Mi-Orge mi-Houblon
24	Hampson	Tim	M	United Kingdom	Journalist, author
25	Kempen	Rick	M	Netherlands	Beer writer, Beer importer
26	Kaji	Masayoshi	M	Japan	Run Pub in Yokohama, beer judging Real Estate Management
27	Kins	Carl	M	Belgium	EBCU-Zythos
28	Lichota	Jan	M	Poland	Brewers of Europe
29	Loux	Hervé	M	France	Beer journalist
30	Maestrelli	Maurizio	M	Italy	Journalist
31	Montandon	Gabriela	F	Brazil	PhD student on Beer Microbiology, Certified Beer Judge
32	Morrison	Lisa	F	United States	Beer author, columnist, educator, event organizer, certified MBA Beer Setward
33	Oltolini	Davide	M	Italy	Gastronomy journalist
34	Philipsen	Marco	M	Netherlands	Senior beer buyer
35	Pierre	Elisabeth	F	France	Editor, beer writer
36	Protz	Roger	M	United Kingdom	Beer writer

37	Reuchlin	Henri	M	Netherlands	Owner Bier Buro, President of EBCU
38	Rumes	Jan	M	Belgium	President Zythos
39	Sedlák	Lubomír	M	Czech Republic	Freelance journalist
40	Stange	Joe	M	Costa Rica	Beer writer
41	Swersey	Chris	M	United States	Technical Brewing Projects Coordinator;GABF and WBC Competition Manager
42	Tierney-Jones	Adrian	M	United Kingdom	Freelance beer journalist
43	van Bragt	Jan-Machiel	M	Netherlands	Beer judge
44	Van Den Steen	Jef	M	Belgium	Beer writer
45	Vanrafelghem	Sofie	F	Belgium	Beer author, beer columnist, founder of Women and Beer (Belgium), beer educator (CVO)
46	Vogel	Fedor	M	Netherlands	Birdy Publishing, Editor Bier magazine
47	Walsh	Derek	M	Netherlands	Certified international beer judge, consultant
48	Webb	Tim	M	United Kingdom	Freelance writer & publisher
49	Wouters	Philippe	M	Canada	Editor, beer sommelier
50	Zuber	Pierre	M	Switzerland	Owner Delices & Caprices

***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.

***592 entries** (**compared with 497 in 2012**)

Entries for 2013 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: 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.

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.

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

Thursday October 31st
Morning - Welcome of the tasters and journalists
Afternoon - Visit to the City of Liège & reception
Opening Liège Beer Lovers' City

Friday November 1st
Morning - First tasting session of the Brussels Beer Challenge
Lunch
Visit to Val-Dieu abbey and brewery
Dinner and tasting in Val-Dieu

Saturday November 2nd
Morning - Second tasting session of the Brussels Beer Challenge
Lunch
Visit to Brasserie de Bellevaux
Dinner and tasting Brasserie de Bellevaux

Sunday November 3rd
Morning Master Class open to the trade and to the public
Afternoon Results announcement with Bert Kruismans followed by a Gala lunch

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

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

Sunday November 3rd 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 outstanding 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.

BBC sponsors

Read the full 2012 Brussels Beer Challenge story and its international impact:
http://www.brusselsbeerchallenge.com/news/reflections-brussels-beer-challenge-2012

WBT (Wallonie-Bruxelles Tourisme)

Wallonia-Brussels Tourism (WBT) is a not-for-profit organisation tasked with promoting tourism for Wallonia and Brussels in Flanders and abroad via its local representatives.

WBT rolls out promotions focusing primarily on business and leisure tourism. For 2012-2013 this includes a dedicated 'Wallonia, Taste the Difference' programme with an extensive range of events and visits aimed at showcasing Wallonia's tourism and its outstanding gourmet foods.

Café Liégeois

Café Liégeois was born out of Charles Liégeois' passion for coffee.

A coffee roaster with a vision, he handed down his know-how and flourishing business to his sons, Michel and Benoît who still perpetuate the family tradition with the same enthusiasm.

After over half a century, Café Liégeois has grown to become a Master Coffee Roaster on an international scale yet still retains its love for the product that characterises the work of a craftsman.

Café Liégeois is a strictly family-only run firm with no outside investors. It does however boast a subsidiary company in Brussels (Paulista) and a stake in Luxembourg firm Luxsucre. Café Liégeois works with Horeca channels and corners the Walloon and Brussels markets. It also sells to multiple grocers, retailing not only its own coffees but also packaging buyers' own brands or 'private labels'. It also exports to Russia, the United States and a variety of European countries. Exports currently account for almost 45% of an annual group turnover in the range of 25 million euros.

With its finger on the pulse, both in terms of market trends and consumer expectations, the Liégeois family uses the same craftmanship as a perfumer to create extremely flavoursome coffees: classic espresso (mild, robust, decaffeinated), Italian Grandioso espresso and flavoured cappuccinos as well as Prime Origin Coffees, a selection of some of the world's finest, outstanding and racy coffees. These include the famous Kopi Luwak for which they roast 6% of the global market.

With a heightened awareness of fair trade issues, the company has also been awarded a Max Havelaar licence for one of its coffees. Similarly, it is currently working on subtle blends of coffees that would allow consumers to choose from a 'coffee list' in much the same way as they would from a wine list.

From a packaging perspective, the firm was in the vanguard of the trend for soft and hard coffee pads in Belgium which it began producing in 1993, mirroring the technological development of coffee and espresso machines.

Bru

Bru natural mineral water rises amidst a lush green setting in 3,865 hectares of unspoilt countryside. Its journey through the sub-soils of the Belgian Ardennes lasts for between 40 and 60 years, imparting exceptional purity and a unique mineral composition. To guarantee its authenticity and pristine purity, Bru is bottled at source and untreated.

Taking its source in the depths of the Ardennes forests, the water is depicted by a stag, epitomising power and freedom. Bru is sold by Spadel, Belgium's last great family-run mineral water producer.

The term 'natural mineral water' is highly coveted and granted on merit. It is awarded by the Public Health Ministry following a recommendation by the High Council for Public Health or the Royal Academy of Medicine.

Bru is recognised as a 'natural mineral water' because it complies with a number of requirements:

- It is entirely sourced from underground springs and boasts pristine purity.
- Its source is protected against risks of pollution and contamination.
- The water's mineral composition is stable over time.
- Natural mineral water is untreated.
- Natural mineral water is the only water entitled to make health claims.

Antoine, Tradyglass: logistic partners

The Brussels Beer Challenge and the city of Liège: a partnership and a fortnight promotion for the public during the event!

In conjunction with the Wallonia-Brussels tourism promotion office (WBT), Becomev (Beer Communications and Events) and the Province of Liège are organising a fortnight promotion dedicated to Wallonia's brewing expertise: 'Liège Beer Lovers' City'.

For two weeks, from October 31 to November 15, the city of Liège is turning the spotlight on its storied product: beer! Liège Beer Lovers' City is giving the public the chance to explore the extensive culture of quality brewing both in Wallonia and internationally. The Horeca trade, associations connected with Horeca channels (Mad, Gringnoux, youth hostel etc) and museums will be highlighting quality Belgian beers and BBC award winners. ***Liège, the city with the world's best beers!***

This is an ideal opportunity to organise an event designed to bring people together and promote Liège's image on a local, national and international level, at the same time reining in costs. Liège Beer Lovers' City aims to become a recurrent event, dovetailing impeccably with the city's future branding policy.

Highlights:

- **An evening launch party** for the beer fortnight promotion at Guillemins station on October 31: the public is invited to taste a selection of quality beers. A VIP evening is organised at the town hall for international journalists and panel members.
- **The evening launch party** marks the start of the beer fortnight promotion which includes a series of cultural and festive events centring on restaurants, breweries, cafés and other stakeholders geared to showcasing award-winning beers from the competition.
- **Exhibition: 'From Piedboeuf to Jupiler'** at the Grand Curtius. An exhibition in November reviewing Liège's brewing history.

Organisation and Sponsors

Liège BeerLovers' City is organised by Becomev (Beer Communications and Events) and the City of Liège. It is sponsored by:

- ABInbev
- WBT- Wallonie-Bruxelles as part of Taste the Difference year.
- SNCB
- The Province of Liège

Contact:

Stéphanie POIVRE
Tel: 0498 444 332
stephanie.poivre@becomev.com

More info : www.brusselsbeerchallenge.be