



PRESS RELEASE- BRUSSELS BEER CHALLENGE

We celebrate our 10th birthday!

The Brussels Beer Challenge returns for this birthday edition to the city where it all began ten years ago. Brussels is famous for its impressive city hall on the Grand Place, its Manneken Pis, its Atomium, and of course for our three delicious delicacies: chocolate, fries and... beer! Brussels is the place to be(er) for those who like to shop during the day and party at night. It is a vibrant city where Flemings, Walloons, “Ketjes” and more than 160 different nationalities live together in the capital of Europe. An international city for an international event! This metropole is the ideal host city for this tenth edition of the Brussels Beer Challenge. After the successful but less joyful Covid edition of last year we go for a full experience event Let the games begin!

The Brussels Beer Challenge will take place from 29 October towards 01 November in Brussels

[Pictures and logos](#)

GOALS

1. To promote the global beer culture.
2. To promote quality beers and encourage healthy competition within the industry.
3. To offer beer producers a promotion and marketing tool.
4. To offer consumers a quality seal awarded by industry members.

ABOUT US

The Brussels Beer Challenge, the first professional beer competition in Belgium, was created by Becomev (Beer Communications & Events) under the leadership of Luc De Raedemaeker and Thomas Costenoble in 2012 in response to the growing interest in beer culture. The first edition of the Brussels Beer Challenge took place in 2012 at La Bourse in Brussels. Since then, the event has moved regularly and expanded to become one of the world's most important and prestigious competition.

OUR PARTNERS



More information:

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