

Press release / Embargo Monday 19 – 12:30 pm

BRUSSELS BEER CHALLENGE: AND NOW FOR THE RESULTS

The competition is an opportunity for brewers to showcase their talents and benchmark their beers against the judgment of experts. Against all odds, the alcohol-free beer «Playground non alcoholic IPA» by vandeStreek bier won the European Revelation Award. With nearly 70 styles divided into 8 different categories, the distinction comes as a surprise, and proves that non-alcoholic beer has a bright future.

BELGIUM TRIUMPHS AT THE BRUSSELS BEER CHALLENGE

With 296 beers from 80 different breweries, Belgium remains the most highly represented country in the competition, despite a slight decrease in the number of entries (322 beers made up the 2017 selection). Boasting the highest number of entries, the country also went away with the highest number of awards: 65 medals, two more than the previous year.

There were fewer gold medals – 13 instead of 17 – and silver medals remained unchanged at 20. The Rodenbach Grand Cru won gold for the second year in a row. The Queue de Charrue Flemish brown, already silver medal-winner in 2017, won gold this year. The other 11 beers that received a similar award are newcomers, including the unassuming Maes! Finally, the Belgian revelation of the year goes to the Oude Beersel brewery for its 2016 Bzart Lambiek, which already won a silver medal in 2017.

A 2018 COMPETITION FULL OF SURPRISES

The 2018 Brussels Beer Challenge was held in the Flemish city of Mechelen from 2 to 4 November in the historic Lamot brewery. The seventh competition to date brought together no fewer than 48 producer countries (eleven more than in 2017!), including Brazil and China, whose entry numbers surged with 182 and 101 beers entered this year. Beers from Australia, Angola and Jordan were also on offer for this year's event which featured numerous products exported from far-flung countries. Not surprisingly, IPAs remain the most popular style with more than 230 representatives.

In all, no fewer than 1,522 entries divided into 8 categories were blind tasted. The scores are awarded based on strict, precise criteria by a panel of 88 renowned professionals from across the world. Their tasting skills enabled them to reward 260 beers at the end of the three-day competition. Belgium, the United States and Brazil shared the podium. The Netherlands therefore relinquished its third place to a relative newcomer on the brewing scene. The international revelation went to the «Diciottozerouno» brewery for Saison 'Ocra', which became the first Italian beer to receive such a privilege.

Of the awards, 55 were gold, 74 silver and 79 bronze. In addition, 45 beers were awarded a certificate of excellence. All are quality guarantees that allow these award-winning brewers to enjoy unparalleled international exposure and an undeniable marketing tool. They are a blessing for any ambassador of the brewing culture, and a guide for any lover of good beers!

After the tasting sessions held in the former Lamot brewery, the judges were invited to discover the city of Mechelen, in particular by visiting the Het Anker brewery which bears witness to the country's rich brewing heritage.

OFFICIAL AWARD CEREMONY:
HORECA EXPO GHENT 19/11 NOVEMBER
THE PRESS IS INVITED

FOR MORE INFORMATION:
LUC.DERAEDEMAEKER@BECOMEV.COM
+32 477 47 44 07