

PRESS RELEASE – MONS – February 2019



## BRUSSELS BEER CHALLENGE

The prestigious competition bringing together the best beers in the world will be held in the city of Mons for its eighth edition.

After a successful event in Mechelen last year, the world-renowned contest goes to **Hainaut, the Province where Belgian beers are best represented** (around 40 breweries, in which the oldest is in operation since 1769!)

The competition will be held in the city of **Mons** from **1 November to 3 November 2019** for its **eighth** year of existence. Famous for its history, rich folklore and cultural life, Mons is also a lively city due to the numerous events held year-long and the large number of students learning in its universities. Such a vibrant city makes for the perfect setting to host Belgium's leading beer-centric event.

The **Brussels Beer Challenge** maintains the same goals: allowing brewers to put their products into the spotlight with the help of a recognized **seal of quality**. A selection of **professional tasters** from all around the world will evaluate the quality and specificities of the multiple beers in competition. Several beer professionals among whom beer writers, teachers, sommeliers and certified zythologists will be part of that remarkable jury. Gold, silver or bronze medal will reward the best bottles of each category: a prestigious symbol to the very best of the industry, along with an important marketing tool for brewers willing to prove the exceptional nature of their products.

While popular styles like **Tripels** and **IPAs** are still the **backbone** of the competition, they are joined by plenty of new and creative beer types. Countries with a rich brewing heritage are sharing the position with promising new actors, enthusiasts about experimenting with new techniques and forgotten recipes alike. An international event by essence, more than **50 countries** sent more than **1500 beers**. The challenge is a testimony of that evolution, offering a worldwide visibility to the awarded beverages. More than a guide towards the finest beers, the contest aims to become **the ambassador of a flourishing beer culture**.

Organised by **Becomev (Beer Communication & Events)**, the Brussels Beer Challenge depicts the first competition of comparable proportions in Belgium. Multiple similar events have already been held in other countries, to international acclaim, but Belgium's relevance among the beer industry fully justifies the existence of such an exceptional, independent event.

The results will be proclaimed at the **Horeca Expo** fair in **Ghent**: the opportunity for brewers to claim the various rewards obtained by the beer-candidates.

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