

## Willkommen – Bienvenue - Welcome

### Eastern Belgium to host the Brussels Beer Challenge

The Brussels Beer Challenge will celebrate its 11<sup>th</sup> anniversary in Eupen, capital of Belgium's German-speaking community. Its residents are often referred to as the 'last Belgians' – they are multilingual, welcoming and cheerful. Here, life is good and flows with the seasons.

The road to Eupen passes through woodland and peat. The town is an oasis in an ocean of greenery, surrounded by forests and marshland. From every house, you can walk or cycle for 20 to 25 km without leaving the forest. Eupen owes its prosperity to the textile industry in the 17<sup>th</sup> and 18<sup>th</sup> centuries. The town centre offers an example of German-inspired architecture that can be likened to styles in Aix-la-Chapelle and Monschau. The architect Couven built the mayor's house (1750) and Sankt Nicolasker alter – the church's baroque interior speaks volumes about its status. Grand Ry house, the seat of the German-speaking community, is also impressive.

For all those who love gastronomy and the art of fine living, this is the place to be – the many restaurants and cafés offer a broad-ranging choice with something for everyone.

We are very much looking forward to pitching the BBC tents in Eupen this autumn and organising another incredible edition. This year, we plan to break through the 2,000 entry barrier and to once again crown the most deserving brewers, both experienced and newcomers.

**The Brussels Beer Challenge will take place on 31 October & 1, 2 & 3 November in Eupen.**

## About the Brussels Beer Challenge

The Brussels Beer Challenge is the first professional beer competition in Belgium. It was founded in 2012 by Becomev (Beer, Communications & Events), run by Luc De Raedemaeker and Thomas Costenoble. The company was created in response to the increasing interest shown for the culture of beer.

The first Brussels Beer Challenge took place at the Brussels stock exchange. Since then, it has become a touring event, hosted by the most prestigious Belgian cities, keen to be a part of our country's brewing heritage.

## Our mission

1. To promote the culture of beer.
2. To offer consumers a quality endorsement awarded by industry members.
3. To offer beer producers a promotional and marketing resource.

## Our partners



## Important dates

### Registration Opening

July 1st, 2022

Fees: [Visit our website](#)

### Registration deadline

September 23rd, 2022

### Sample reception deadline

September 30th, 2022

### Result announcements

November 21st 2022