PRESS RELEASE

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Record participation in the Meininger's International Craft Beer Award tasting competition // More than 1,200 beers entered // Beer sommelier and journalist Mareike Hasenbeck joins management board

This year, more beers have been entered into the Meininger's International Craft Beer Award competition than ever before. Around 1,200 beers will be tasted and evaluated by an expert jury in Neustadt an der Weinstrasse on 14 and 15 May. This represents a 12 per cent increase over last year, showing that the competition – now in its sixth year – continues to grow. Award-winning journalist and beer expert Mareike Hasenbeck has also joined the management board as a new member.

A total of 1,229 beers from 31 countries will compete for a prize at the sixth Meininger's International Craft Beer Award. Entries were submitted by 250 breweries this year. The flavourful range comprises 74 categories, ranging from barrel-aged beers, IPAs, pale ales and wheat beers to freestyle or experimental-style beers, Helles, Pils, Kellerbiers and export beers. Almost 50 of the beers entered into the competition are alcohol-free (compared to 38 in 2018). International beers make up 33 per cent of the total number of competitors; in 2018 they made up only 23 per cent. Beers from the United States, the Czech Republic, Taiwan and Denmark are among the entrants. Some 93 jurors from 13 countries, including brewers and beer sommeliers as well as research and teaching experts, will taste and evaluate the beers over two days.

A new addition to the management board of Meininger's International Craft Beer Award is Mareike Hasenbeck. She is certified as a sensory expert by the German Agricultural Society (DLG) in the analysis of beverages in the beer category and holds a beer sommelier's diploma. The trained journalist has been operating the feinerhopfen.com portal for five years, making her one of the first female bloggers to dedicate themselves to the craft beer sector. Hasenbeck also contributes to publications including Focus and Lust auf Genuss as an independent journalist, and writes for Meiningers CRAFT magazine and the websites of beverage trade fairs such as drinktec and BrauBeviale. She was named the best beer journalist in the German-speaking countries at the Beerkeeper Awards for her journalism work.
Christoph Meininger, managing partner of the Meininger Verlag publishing company, commented, 'We are exceptionally delighted to be joined by Mareike Hasenbeck, one of the most knowledgeable connoisseurs of the beer sector. Her many years of experience and outstanding expertise will strengthen the management board and provide us with new momentum.'

‘Not only is the competition one of the largest in Europe,’ said Mareike Hasenbeck of the Meininger’s International Craft Beer Award management board, ‘but the extent of the range under consideration is unique. The awards are highly sought after in the craft beer sector. I am therefore very pleased to be part of the team and to contribute to the further development of the competition.’

**About Meininger’s International Craft Beer Award:**
Meininger’s International Craft Beer Award made its debut in 2014, with 250 beers submitted. Five years later, the Award boasts more than 1,200 beers from all over the world. This makes Meininger’s International Craft Beer Award one of the most important and most highly regarded beer competitions in the world today. With its tasting methodology, the competition sets new standards in terms of beer evaluation. Using the international 100-point scale, the beers are not measured against each other, but are instead judged individually on their appearance, aroma, taste and drinking experience by a six- or seven-strong judging panel. Furthermore, the Award also includes a sensory description of the aromas and attributes typical of each beer style. These descriptions are used to produce an aroma diagram that is not only easy to follow for brewers and consumers alike, but that also provides a first impression of the beer’s taste.

**About the MEININGER VERLAG:**
The publishing company Meininger Verlag was established in Neustadt an der Weinstrasse in 1903. One of Germany’s oldest specialist publishing companies, it is now being run in the fourth generation of the family by Andrea Meininger-Apfel and Christoph Meininger. In particular, the company specialises in the wine and beverage sector, with its wine portfolio making it the European market leader. Since 2015, the publishing house has been publishing the first Craft Beer magazine Meiningers Craft - das Magazin für Bierkultur. The Craft Beer trade fair Braukunst Live in Munich has been part of the Meininger Verlag portfolio since February 2019.

**Press contact:**
Hartmut Schultz Kommunikation GmbH
Sigrid Eck
Höchstrasse 2
81675 Munich, Germany
Tel.: +49 (0)89 9924 9624
Mobile: +49 (0)152 2159 3427
Email: se@schultz-kommunikation.com
Website: [https://www.meininger.de/en/craft-beer-award](https://www.meininger.de/en/craft-beer-award)