

MEININGER'S
INTERNATIONAL
CRAFT BEER
AWARD

PRESS RELEASE

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Successful start with the new monthly format / Best Pils and Lager beers awarded / Altenburger Premium Pils is again Pils of the Year

Meininger's International Craft Beer Award, one of the world's most renowned beer competitions, has started into 2021 with a new monthly format. The new format sets an example in the industry, as it makes it possible for the first time to taste many different seasonal beer styles (e.g. Maibock, Summer Ale, Grünhopfenbier) fresh and at the appropriate time of year. Winning beers can thus be marketed with pinpoint accuracy.

At the start in January, Pils beers and international Lager were put to the test. A top-class jury of beer sommeliers, brewers and other experts from research and academia tasted the beers according to the special scheme of the Meininger's International Craft Beer Award, in which the beers are not only evaluated but also decisively described in sensory terms.

Altenburger Brauerei was delighted with the title "**Pils of the Year**". Its Altenburger Premium Pils was the only Pils beer to receive the coveted platinum medal. An even more convincing achievement, as the brewery thus repeated its previous year's victory and was able to defend the title of "Pils of the Year".

The beer experts chose the Ketterer Zwickel Pils as "**Kellerpils of the Year**". The traditional family-owned brewery M. Ketterer from Hornberg, which has been one of the most successful craft brewers for years, can adorn itself with a gold medal in addition to this special award.

The special award for the "**Lager Beer of the Year**" goes to Schwechat in Austria. The Schwechat brewery achieved the highest score in this category with its Original Wiener Lager and received a gold medal.

"It was a perfect start," says Director Degustation Christian Wolf, who is completely satisfied. "The feedback from the brewers shows us that we have taken the right path with the new format." Mareike Hasenbeck, board and jury member of the Craft Beer Award, adds: "Focusing on a few beer styles per tasting helps to get even more intensively involved with the characteristics of the individual beers."

The next themed tasting will take place in mid-February. Then the beer styles Porter, Stout and various Ale styles will be on the agenda.

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An overview of all the medal winners of the January tasting can be found here:
www.meininger.de/en/craft-beer-award/results.

About Meininger's International Craft Beer Award:

Meininger's International Craft Beer Award was launched in 2014 by Meininger Verlag. Until 2020, the competition took place once a year, with up to 1,200 beer specialities from all over the world being tasted blind by almost 100 national and international beer experts.

With the reorientation to a monthly, theme-specific tasting format, the competition guarantees an even more detailed and now also seasonal beer specialities open tasting and assessment of the submitted beers by a proven expert jury.

Eight years after its premiere, Meininger's International Craft Beer Award is one of the most important beer competitions. With its tasting methodology, the competition sets new standards in the field of beer evaluation. Based on the international 100-point scheme, the beers are not evaluated comparatively, but individually according to appearance, smell and taste by a jury of experts without knowledge of the producer. In addition, the competition describes each beer tasted sensorially in terms of the aromas and attributes typical of the respective beer style. From this, an aroma diagram is created that is comprehensible and understandable for brewers and consumers and gives a first impression of the taste of the beer.

Meininger Verlag is the publisher of numerous beverage publications such as the magazine for beer culture "Meininger's Craft". The media company has demonstrated its tasting expertise for more than 20 years with numerous internationally recognised wine and spirits competitions.

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