



## NORDIC BEER CHALLENGE

Trepkasmgade 8, kld. tv. | DK 2100 Copenhagen  
+(45) 2332 0751 | info@NordicBeerChallenge.dk | NordicBeerChallenge.dk

### **Press Release - Focus on taste and beer experience**

Nordic Beer Challenge is the first independent international beer competition in the Nordic countries. As a result of the beer revolution which the world has experienced since the early 90's the number of beer types has exploded. As the brewers' desire to experiment and "invent" new tastes and fusion beers of various kinds it is from a consumer's point of view no more relevant to fit the beers into existing traditional beer categories. We need a radically different, more spacious and more modern way of rating beer.

Nordic Beer Challenge puts the consumer and good taste in focus. The typical consumer is not interested in technical characteristics of beer production. Studies have shown that consumers are mainly concentrating on strength of alcohol, the color of the beer and whether the taste goes in bitter, sweet or sour direction. It makes most sense to rate a beer in relation to consumer demands for good taste and beer experience. This is precisely the objective of the Nordic Beer Challenge 2016

Blind tasting takes place at the Copenhagen Hospitality College on 13 August 2016. All breweries, beer wholesalers and importers of beer - including non-Nordic - can submit beers and participate in the competition. The only requirement is that the submitted beers are - or soon will be - available in at least one of the Nordic countries.

By participating in the Nordic Beer Challenge 2016 achieves breweries:

- A consumer-oriented rating of their beers, which can be used directly in retail sales.
- International attention on beer to and from the Nordic market.
- A competition that is open to all types of beer across traditional production technical categories.
- All beers are rated individually and no types of beer are favored.
- Only the very best beers can achieve medals (24% of all blind tasted beer).
- That the consumer point of view is ensured by professional judges, professional purchasers from retail chains and representatives for international consumer organizations.
- The Nordic Beer Challenge offers 100% transparency about the methods for rating and rewarding beers.

The medal ceremony takes place amid great media attention on stage at Forum Copenhagen exhibition center in Copenhagen Beer & Whisky Festival August 25, 2016. The Danish minister of Environment and Food, Esben Lunde Larsen, will announce the winners and hand out medals.

Under the heading "Be a beer judge for a day" the audience at the Copenhagen Beer & Whisky Festival has the chance to join an exclusive beer tasting. The international beer judge, Carsten Berthelsen, will guide participants in the professional rating of beer, after which participants will have the opportunity to give their own rating of the 5 beers that achieved the highest score in the Nordic Beer Challenge 2016. The winning beers receive the The Audience Award 2016

Nordic Beer Challenge is organized by NBC Ltd. established by people with roots in the brewing world, in the dissemination of consumer-relevant knowledge about beer and with experience from the implementation of professional beer tastings. The consumer-oriented concept for the evaluation and awards has been developed in collaboration with a number of prominent breweries, consumer organizations and individual experts. The event takes place in cooperation with Danish Brewers' Association.

Copenhagen, April 2016 / Henrik Bøegh