



NORDIC BEER CHALLENGE

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PRESS RELEASE

The winners of the Nordic Beer Challenge 2016 are now nominated.

There was indeed excitement among the participating breweries in Nordic Beer Challenge 2016 when the Danish minister of environment and food, Espen Lunde Larsen, yesterday revealed the winning beers and breweries of gold, silver and bronze medals on the big stage in the Forum. The medal ceremony was part of the official program at the Copenhagen Beer and Whisky Festival held at Forum Copenhagen these days.

During the weekend August 12-14, 20 professional and internationally recognized beer judges were invited to Copenhagen to blind taste beers at Nordic Beer Challenge 2016. A total of 180 beers from 20 different countries were judged by taste and quality.

The Danish minister of environment and food yesterday handed over the gold, silver and bronze medals to a total of 27 breweries as a recognition of the 45 best beers on the Nordic market. That means beers, produced either in one of the Nordic countries or imported to one or more of the Nordic countries. The winning breweries came from Denmark, Norway, Sweden, Germany, Holland, Belgium, France, Spain, Italy and the Czech Republic.

The list of the awarded beers has been published on our [website](#)

A new Concept

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. That is exactly what the Nordic Beer Challenge 2016 has developed.

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 mainly concentrate on the strength of alcohol, the colour 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.

You can read more our website under "[PROCEDURE:](#)" grouping, tasting and award.

Press release and photos from the tasting at the Copenhagen Hospitality College can be downloaded from our website <http://nordicbeerchallenge.dk/press/?lang=en>

Press release and photos from the award ceremony in Forum Copenhagen can be downloaded from our website <http://nordicbeerchallenge.dk/press/?lang=en>

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