



NORDIC BEER CHALLENGE

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

Press Release - 180 beers at exam in taste and beer experience

During the weekend of August 12 - 13, 19 professional and internationally recognized beer judges were invited to Copenhagen to taste beers from several European breweries. The organizer was Nordic Beer Challenge I/S. The event - Nordic Beer Challenge 2016 - is the Nordic region's first independent, international beer competition.

As a result of the beer revolution that the world experienced since the early 90s, the number of beers exploded. Especially the Nordic countries have put their stamp on the world map of beer - and this trend continues. In 2015 Danish breweries alone launched almost 1,300 new beers in Denmark. It can be interpreted as a unique result of creativity among the breweries, which have seriously put Denmark and the other Nordic countries on the world map.

The selection of specialty beers in specialty stores, supermarkets and beer bars is of such high quality that it has become a very good business with large export opportunities for the many small and medium-sized micro-breweries. As a consequence of this development the customers have become more critical and demand high quality.

Nordic Beer Challenge I/S focus on spreading knowledge about beer quality, both as inspiration to the breweries and as information to consumers. Therefore, the organizers of the Nordic Beer Challenge 2016 invited a panel of renowned European beer judges to participate in a blind tasting at the Copenhagen Hospitality College on August 13. The beer judges should rate almost 180 different beers submitted by 60 different breweries from 20 different countries. They were to judge the beer's appearance, aroma, mouthfeel, aftertaste, balance, drinkability, etc. and provide an overall score for each beer.

The beer judges were divided in 6 groups, and the tasting was arranged in two rounds. In first round all groups were served 3 x 5 anonymous beers. After lunch break all groups got 3 x 5 anonymous beers again. The beer was served in families similar in strength and bitterness, so that no beer could "shadowed" over the next. During the tasting - lasting about 6 hours - the beer judges should fill out detailed tasting schemes describing the foam, the beer's color, aroma (flower, fruit, malt, etc.), taste and balance, mouthfeel and aftertaste – in order to give an overall assessment of the beer experience.

The beer judges had previously been informed that only 24% of all beers would be awarded medals. Gold medals would be awarded to the 8% of beers obtaining highest scores, silver medals to the following 8% of beers and bronze medals to the last 8% of beers obtaining top score.

Medal ceremony takes place in Forum Copenhagen during the Copenhagen Beer and Whisky Festival August 25 at 4PM. The Minister of Environment and Food, Espen Lunde Larsen, will present the awards to the winners of the Nordic Beer Challenge 2016.

On www.NordicBeerChallenge.dk you can read more about the judges, the assessment criteria used, procedures, partners etc.

Copenhagen, August 15th 2016
Henrik Bøegh