



**BRUSSELS
BEER CHALLENGE**



PRESS KIT

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3

**DAYS OF
JUDGING**



OVER
1800

BEER SAMPLES



80

**INTERNATIONAL
JUDGES**

A TOURING COMPETITION IN BELGIUM SINCE 2012







WHAT IS THE BRUSSELS BEER CHALLENGE ?

The **Brussels Beer Challenge** is an annual international beer competition that serves as a professional platform for brewers worldwide. It aims to promote the culture of beer while providing a unique opportunity for international brewers to showcase their products.

Over three days, a panel of roughly **80 beer experts** evaluates **1,800 beers** from around the globe. Entries are categorized based on origin, typology, and style before being tasted. At the end of the tasting sessions, the best beers in each category are awarded **gold, silver, or bronze medals**.



WHY PARTICIPATE?



Expert Analysis

The panel consists of international beer experts who provide thorough evaluations of each entry.



Media Attention

Medal-winning beers benefit from substantial media coverage and international recognition.



An opening to international markets

Distributors, buyers and industry professionals attach great importance to the Brussels Beer Challenge recognition.



ABOUT BRUSSELS BEER CHALLENGE

The Brussels Beer Challenge aim is to take a picture of the global beer scene of breweries worldwide. Launched in **2012**, this competition has grown to become one of the most respected beer events on the global stage.

Each year, breweries of all sizes — **from small craft producers to renowned international brands** — participate, showcasing a vast array of beer styles and brewing traditions.



WHY BELGIUM?

The choice of Brussels as the birthplace of the competition is symbolic, positioning it as a **bridge between Belgium's historic brewing culture** and the international brewing community.

Brussels is not only the cradle of centuries-old brewing traditions, it is also an international crossroads, home to institutions such as the European Union.



JUDGING PROCESS

For each edition, the **Brussels Beer Challenge** brings together an exceptional panel of judges from around the world. Sommeliers, specialized journalists, and beer experts taste and evaluate each beer in a blind format to ensure complete impartiality.

Each beer in competition is tasted by a minimum of 3 beer experts.

The beers in competition are evaluated according to their ability to meet the style guideline criteria. All judges use the same evaluation form provided by the Brussels Beer Challenge.

Each beer in competition will be blind tasted by a minimum of 3 beer experts.2.

Beers in competition will be evaluated according to their



Each judge table panel functions under the authority of a chairman appointed by the BBC, who is responsible for the smooth flowing of the tasting, **checks the quality of beers** served and the filling out of the score sheets and eventual attribution of points.

The panels are seated in a **well aired**, well lit and **quiet hall** where entry is prohibited to any person not directly involved with the judging sessions. Where possible the temperature is kept between **18°C and 22°C**.

Smoking and eating is not allowed. Perfume, aftershave and strong deodorant are banned.



LESS THAN 20% OF BEERS ARE AWARDED

Winning a medal in Brussels really means winning on the **most visible stage in the brewing world**.

The competition has become a **valuable platform for breweries** to gain authoritative recognition, with prizes significantly increasing the visibility and reputation of their product in the market.



THE MEDALS



Samples that have received the highest scores, during the tasting and for each category, are awarded the following:

A **gold** medal is only awarded to outstanding beers which stand out at every level and for all tasting criteria.

A **silver** medal is a beer that stands out for its intrinsic quality by displaying an above average impression of finesse, balance and expression.

A **bronze** medal is awarded to a beer with no faults, displaying clear quality features and definite balance.



ENHANCED VISIBILITY

A dedicated public relations and press team **promotes the competition and highlights award winners** throughout the year, utilizing targeted communication strategies across various markets.

With media partners in leading markets, participants enjoy **extensive international exposure.**

The global nature of the event **enhances visibility** for medal-winning beers.





BRUSSELS BEER CHALLENGE

**FOR MORE INFORMATION FEEL
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