



BRUSSELS BEER CHALLENGE 2025:

HEADING TO MARCHE-EN-FAMENNE FOR THE 14TH EDITION!

In November 2025, the city of Marche-en-Famenne will host a major brewing event: the Brussels Beer Challenge. For its 14th edition, this international beer-tasting competition will be held for the first time in the heart of the Famenne-Ardenne region, making Marche the temporary capital of craft beer.

For three days, 80 international experts – sommeliers, brewers, specialized journalists, and professional judges – will gather to taste, evaluate, and judge over 2,000 beers from around the world. The event will take place behind closed doors, in a landmark venue in the city, transformed for the occasion into a true temple of hops.

Marche-en-Famenne, the heart of Famenne-Ardenne

Nestled among forests, rivers, and charming villages, Marche-en-Famenne combines regional authenticity with vibrant cultural energy. A model city in urban planning and quality of life, it boasts harmonious architecture, a restored heritage, and a lively gastronomic scene.

When it comes to hops, the region is home to distinctive breweries, from the legendary Abbey of Rochefort to creative microbreweries deeply rooted in the territory, offering unique brews to be discovered through genuine encounters. This local brewing richness naturally resonates with the DNA of the competition.

Brussels Beer Challenge: an international benchmark

Founded in 2012, the Brussels Beer Challenge has become, in just thirteen editions, one of the world's most renowned beer-tasting competitions. Each year, professional judges assess beers according to strict criteria, in an impartial and methodical setting. The goal: to promote quality, diversity, and brewing expertise on an international scale. The 2025 edition will continue this tradition of excellence, helping to spotlight Belgian beer in a strong regional context.

"Hosting the Brussels Beer Challenge in Marche-en-Famenne is a unique opportunity to put the Famenne-Ardenne region on the world map for beer lovers and to introduce it to international brewing professionals."

– Thomas Costenoble, Organizer of the Brussels Beer Challenge.

This must-attend event will celebrate beer in all its diversity, in a setting that is authentic, prestigious, and welcoming.

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