



Press Release

European Beer Star Future Award presented for the third time Westerwald-Brauerei, Brauerei Göller and Brauerei Baar are honored for their commitment to sustainability

Nuremberg, November 27, 2024: *The European Beer Star Future Award was once again presented at BrauBeviale in Nuremberg. This sustainability award recognizes breweries that manage to combine the highest beer quality with sustainable business practices. For the first time, the Future Award had a focus theme. The focus was on innovative technical solutions for reducing primary energy consumption in breweries. In the end, the Westerwald Brewery from Hachenburg, the Göller Brewery from Zeil am Main and the Baar Brewery from Baar in Switzerland won over the independent jury of industry and sustainability experts the most and can look forward to receiving the European Beer Star Future Award 2024.*

The Association Private Brauereien, organizer of the European Beer Star, presented the Future Award for the third time. This is because sustainable management has long since become the focus of breweries' corporate management. "Breweries have always been drivers of innovation. In challenging times, creativity and innovative strength are in demand," says Stefan Stang, Managing Director of the Association Private Brauereien Bayern on the innovative strength of the brewing industry.

The breweries participating in the Future Award were evaluated according to the aspects of sustainability - ecology, economy, social and cultural aspects - as well as the sensory quality of their submitted beers. In addition to the evaluation of a questionnaire and the tasting at the European Beer Star, the presentations on innovative energy-saving projects were also included in the assessment this year.

The applications were evaluated and rated by a jury consisting of an interdisciplinary team of sustainability experts, innovation drivers and beer specialists. The beers from the breweries with the most meaningful applications were then subjected to a quality test as part of the European Beer Star.

Jury honors three breweries with the Future Award 2024

With Westerwald-Brauerei, Brauerei Göller and Brauerei Baar, the interdisciplinary jury of experts was won over by three companies that approach the complex issue of sustainability in very different ways:

Westerwald-Brauerei from Hachenburg, Germany, impressed the jury with its mission to generate more energy than it consumes by 2030. To achieve this goal, the brewery has already invested in a new, more energy-efficient brewhouse, a plant to produce biogas from

waste water and a CO₂ recovery plant, among other things. However, a holistic approach is also being considered, with a material recycling rate of 99.7 percent. In the future, the brewery, which is already in its 5th generation, plans to expand its PV capacities, electrify the brewery fleet and renovate the energy efficiency of the administrative buildings.

In Zeil am Main, Germany, Brauerei Göller has recently implemented several modernization projects. For example, the brewhouse and the previous energy-intensive bottle washing machine were modernized. New refrigeration systems and the installation of photovoltaic capacity have massively reduced the brewery's net electricity consumption. A switch from steam to less energy-intensive hot water is also on the agenda for the coming year. The 4th generation family brewery therefore received the Future Award 2024 from the jury.

Brauerei Baar has set itself the goal of constantly reducing its ecological footprint. The brewery has therefore switched to energy distribution via a central heat storage system with a new central heating system. The brewery also wants to further reduce its emissions and switch completely to renewable energies. The Swiss brewery believes that the potential has not yet been exhausted. For this reason, the use of heat pumps and sustainable drive systems for the brewery's own vehicle fleet is being further promoted. This overall concept in terms of sustainability convinced the jury, which also presented Brauerei Baar with the Future Award 2024.

Further information: www.european-beer-star.com

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About the European Beer Star:

The European Beer Star has been organized by the Association Private Brauereien since 2004 and has long since become one of the most important beer competitions in the world. The European Beer Star honors beers that are unadulterated, full of character and of high quality. Most of the beer styles considered are those that have their origins in Europe. All breweries worldwide are eligible to participate: local, regional, supraregional, and internationally active breweries, not only from Europe, but from all countries on all continents. The European Beer Star is supported by BarthHaas, BrauBeviale, Brauwelt, BayWa, Fermentis, Kalea, Kaspar Schulz, Micro Matic and Rastal.

Further information: www.european-beer-star.com

About the Association Private Brauereien

As a national and regional trade organization, the Association Private Brauereien represents the interests of several hundred small and medium-sized breweries. Member breweries include one-man operations as well as companies with more than a hundred employees; pub breweries that offer their beer exclusively in their own pubs, microbreweries whose beers are sold around the chimney, and breweries that export their beers worldwide. Members include newly established breweries as well as traditional breweries where beer has been brewed for centuries. All of these establishments, in addition to great beers, have a common denominator that can also be found in the name of the association: They are privately operated.

Further information: www.private-brauereien.de