



EUROPEAN BEER STAR

Press Release

Renowned beer competition kicks off a new round

European Beer Star 2026 focuses on style diversity and innovative beverages

Munich, April 1, 2026: *The European Beer Star is kicking off a new round of competition. Breweries worldwide are invited to submit their beers to the prestigious beer competition starting April 1. Since its inaugural edition in 2004, the European Beer Star has steadily established itself as a global benchmark for quality.*

The expert jury of the European Beer Star evaluates the submitted beers solely on the basis of their sensory quality. The approximately 150 judges from around the world bring together their expertise from the brewing industry, trade journalism, as well as beer sommeliers. This ensures an independent assessment of all beers that is consistently aligned with consumer expectations.

The clear evaluation principle makes the competition particularly attractive and demanding: in each category, only the top three beers are awarded gold, silver, and bronze. Industry representatives therefore describe the European Beer Star as the toughest competition in the world.

New Brand Identity – Where passion proves excellence

Just in time for the start of registration, the European Beer Star is unveiling its new brand identity. The iconic star remains the central symbol, but will now appear on a golden-yellow background. The design is complemented by the slogan “Where passion proves excellence,” which reflects the passion of the breweries and the high quality of the award-winning beers. The modernization strengthens the competition’s visual identity and bridges its long-standing tradition with the future.

Style diversity at the European Beer Star 2026

In addition to its new brand identity, the organizer Private Brauereien has refined the competition categories like in previous years. Particular focus was placed on revising the non-alcoholic categories. With five clearly defined styles, the competition now reflects the growing diversity of non-alcoholic beers.



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As a further addition, Franconian-Style Landbier will be tasted as a separate category for the first time. This way, the competition honors a style deeply rooted in the region, known for its balanced malt profile, high drinkability, and artisanal character.

Also new to the competition is the category European-Style Farmhouse Ale, which gives traditional harvest beers such as Bière de Garde or Kaimiškas their own platform. These beers represent artisanal diversity, rural brewing traditions, and a deliberately rustic character.

In total, beers in 75 different categories will be evaluated during the expert tasting on September 10 and 11 in Nuremberg – a clear sign of the stylistic diversity of the international brewing industry. Additionally, beer mix beverages will be tasted in two categories as part of the Beer Mix Champion competition.

Innovation Challenge opens new paths for creative beverage ideas

The beverage industry is changing: Consumers are seeking new taste experiences, transparent ingredients, and authentic production methods. The Innovation Challenge at the European Beer Star 2026 addresses this trend and offers breweries the opportunity to have novel beverages.

This special category is aimed at breweries that think beyond traditional beer. Entries can include innovative beverages that are still in the experimental stage and do not yet need to be available on the market. A specialized panel of experts will evaluate the products based on sensory characteristics, innovation, and market potential, and provide valuable feedback. The most compelling product will eventually be honored with an award.

However, simply participating in the Innovation Challenge allows breweries to showcase their technological expertise and identify market opportunities early on.

Further information about the competition and registration:

www.european-beer-star.de



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The schedule of European Beer Star 2026 at a glance:

Registration Start	April 1, 2026
End of Early Bird Discount	May 29, 2026
End of Registration	July 24, 2026
Shipping & Beer Reception	August 17 – September 4, 2026
Expert Tasting	September 10 – 11, 2026
Award Ceremony & Winners' Night	November 11, 2026 at BrauBeviale

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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 prestigious beer competitions in the world. The European Beer Star honors authentic, distinctive, and high-quality beers. The competition primarily focuses on beer styles that originated in Europe. All breweries worldwide are eligible to participate: local, regional, national, and international breweries, not only from Europe but from all countries on every continent. Partners of the European Beer Star include BarthHaas, BrauBeviale, Brauwelt, BayWa, Fermentis, Kaspar Schulz, Katz, Micro Matic, Peki, Rastal, and ADM.

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