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## Press Release

# The Mahrs Bräu Festtags Weisse Wins Gold Medal at European Beer Star 2010

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Bamberg – Mahrs Bräu from Bamberg has qualified for one of the most renowned awards for excellent quality. The Festtags Weisse achieved a top rating in one of the most important beer competitions worldwide, the European Beer Star 2010: a gold medal in the South German Style Wheatbeer Bernsteinfarbend category! With justified pride, Stephan Michel Brewmaster accepted the coveted prize at the award ceremony on November 11 in Nuremberg.

"We are very happy about this prize", says Stephan Michel Brewmaster of Mahrs Bräu, "as the opinion of such an expert jury effectively confirms our policy of insisting on quality and first-class raw material." The Wheat Beer is characterized by excellent traditional brew art and the exact selection of the controlled raw materials out of the region Oberfankens and a beneficial alcoholic content of 5.3% then brews is the solidarity of nature and skilled-labor can itself.

At the European Beer Star, the beers are evaluated on the basis of purely sensory criteria that also play a role for every beer consumer: colour, aroma, and of course taste. All beers are blind-tasted by a international jury consisting of master brewers, beer sommeliers, and accredited beer connoisseurs – the tasters only know the types, but not the brands.

The Festtags Weisse faced more competitors than ever before – a total of 955 beers from 34 countries had been submitted in 44 different categories, an increase of 14% compared to the prior year! The decision was made on October 8, at the Doemens Brewing Academy in Gräfelting a committee of 88 international experts evaluated the beers.

The European Beer Star hands out awards for authentic, distinctive beers of an impressive taste and quality that fulfill the criteria of the particular type in the best way possible.

The European Beer Star Award was initiated in 2004 by the Associations of Private Breweries in cooperation with the Association of Small and Independent Breweries in Europe for the purpose of honoring the unique diversity of beers and presenting them to the world. The contest addresses breweries around the globe that are committed to the traditional European art of brewing.