

THE BI-ANNUAL PUBLICATION OF THE BREWERS OF EUROPE

# BREWUP

MAGAZINE <sup>D</sup>

ISSUE 2 - NOV 2021

## INSIDE THIS ISSUE:

- PRELIMINARY MALT & HOP REPORT 2021
- 100<sup>TH</sup> ANNIVERSARY OF CERVECEROS DE ESPAÑA



THE BREWERS OF EUROPE



# TABLE OF CONTENT

## CONTACTS

The Brewers of Europe  
Rue Caroly 23 - 25 1050 Brussels Belgium  
Phone: +32 2 551 18 10  
info@brewersofeurope.org

## OUR WEBSITES

www.brewup.eu  
www.brewersforum.eu  
www.brewersofeurope.eu  
www.brewing4.eu  
www.reconnect.beer

## FOLLOW US

 brewup.eu		Brewersforum		TheBrewersofEurope
 brewup		the-brewers-of-europe-forum		the-brewers-of-europe
 @brewup_eu		@ForumBoe		@brewersofeurope
 @brewupeu		@brewersforum		

## EDITOR

Mathieu Schneider



<b>FOREWORD</b> .....	<b>5</b>
<b>LABELLING</b> .....	<b>6</b>
LABELLING DISCUSSION IN BRUSSELS: BEERS TO SOON LABEL THE FULL NUTRITION DECLARATION? .....	6
“PROUD TO BE CLEAR” – IMPLEMENTATION PROGRESS IN ROMANIA .....	11
<b>SUSTAINABILITY – FUTURE OF PACKAGING</b> .....	<b>12</b>
INTERVIEW WITH FEVE PRESIDENT – VITALIANO TORNO .....	12
A CONTRIBUTION BY METAL PACKAGING EUROPE .....	14
<b>THE PRELIMINARY 2021 MALT REPORT – HARVEST AND COVID IMPACT</b> .....	<b>18</b>
<b>THE PRELIMINARY HOP REPORT 2021</b> .....	<b>22</b>
<b>BREWERS FORUM / 38TH EBC CONGRESS – MADRID, 29 MAY – 01 JUNE 2022</b> – PRESIDENTS’ INTERVIEW .....	33
<b>100TH ANNIVERSARY OF CERVECEROS DE ESPAÑA – INTERVIEW OF DEMETRIO CARCELLER ARCE, PRESIDENT OF CERVECEROS DE ESPAÑA</b> .....	<b>40</b>
<b>SUPPORTING RECOVERY</b> .....	<b>44</b>
GREETING THE SUMMER SEASON – ROMANIA .....	44
THE SLOVENIAN CHAMBERS OF AGRICULTURE AND FOOD ENTREPRISES, OF TOURISM AND HOSPITALITY AND OF CRAFTS LAUNCH A PROMOTIONAL VIDEO TO SUPPORT RECOVERY OF THE SECTOR .....	45
<b>DRINK-DRIVING PREVENTION CAMPAIGNS</b> .....	<b>46</b>
ACTIVITIES IN ROMANIA .....	46
ACTIVITIES IN GERMANY .....	47
<b>BEER’S PLACE AND PERCEPTION AROUND THE WORLD</b> .....	<b>48</b>
DISMANTLING MYTHS AROUND BEER IN ROMANIA .....	48
BEER BREWING RECOGNISED BY UNESCO AS GERMANY’S CULTURAL HERITAGE ....	49
SLOVENIAN BEER AWARDS 2021 .....	50
INTERNATIONAL BEER DAY 2021 IN SLOVENIA .....	52





# FOREWORD

Dear Brewers,  
Dear Friends,

Whilst the first edition of BrewUp Magazine focused on the challenges associated with the reopening of the economy and hospitality after the lockdowns, this second edition will address a number of other issues facing the industry in the short and medium-term.

Over the last months and weeks, many of us have witnessed how difficult it has been for the hospitality to hire experienced staff. In addition to this, rising energy prices will have impact on profitability of the entire beer value chain, either directly – the energy bill is likely to increase for many of us individually – or indirectly – there are knock-on effects on the price of raw materials as well as packaging materials widely. In this edition, we will have preliminary reports by Euromalt, the European maltsters association, on the barley harvest, and by the hop growers on the hop harvest. Whilst these reports will not dwell in the details of the economics and mechanisms of price settings (lots of elements enter into account, not just the harvest), they will already provide an indication on expected quantity and quality for two of the main ingredients in beer.

On our list of challenges, sustainability in the broad sense remains a top priority. We will hear the views of Metal Packaging Europe, as well as FEVE, the association of glass manufacturers, on the ongoing review of the EU Packaging and Packaging Waste Directive, which could have important implications at Member State level regarding collection systems and recycling targets. Making the world and Europe more sustainable is not just a matter of environmental durability. Other parameters enter into account, such as diet and lifestyle. The European Union is currently reflecting on how alcoholic beverages including beer should be labelled, namely with regards to the list of ingredients and nutrition values. Whilst more than 90% of consumer-facing beer packaging sold in Europe already carries the list of ingredients and more than 86% the energy values, the picture is a bit different for the nutrition declaration and this edition will look into what may change and the impact on the brewing sector.

We will also read about developments in certain countries, where initiatives to support the hospitality sector are going on in addition to wider initiatives aimed at promoting beer and the beer culture. National brewers' associations are actively helping their members to promote a culture of moderation and responsibility. Highlights on concrete actions will be presented.

Last but not least, this edition will provide some exciting outlooks. 2022 coincides with the 100th anniversary of Cerveceros de España, the Spanish Brewers Association. We interviewed Demetrio Carceller, current President of the Spanish association and also one of my distinguished predecessors as President of The Brewers of Europe. 2022 will also mark the physical return of the Brewers Forum and EBC Congress, this time in Madrid, Spain (not a coincidence, as you might have guessed), from the 29th of May to the 1st of June. We will thus all be offered a chance to finally meet again around a few glasses of beer, discuss with each other, meet our business partners in the trade show and get inspiration from colleagues during the conference sessions. On the subject, the current and past EBC Presidents and Presidents of The Brewers of Europe were interviewed to exchange views on how such landmark events can assist the brewing sector in moving forward and embracing the many challenges addressed in this second, buoyant edition of BrewUp Magazine.

Cheers!

Lasse Aho  
President  
The Brewers of Europe



THE BREWERS OF EUROPE

# LABELLING

## LABELLING DISCUSSION IN BRUSSELS: BEERS TO SOON LABEL THE FULL NUTRITION DECLARATION?

BY THE EDITOR

THE EUROPEAN COMMISSION IS CURRENTLY CONSIDERING BRINGING ALCOHOLIC BEVERAGES OF MORE THAN 1.2% ABV INTO LINE WITH OTHER FOODS AND DRINKS, INCLUDING NON-ALCOHOL BEER, AND INTRODUCING ON A MANDATORY BASIS THE FULL NUTRITION DECLARATION. IF THIS MEASURE IS IMPLEMENTED, IT WOULD MEAN BREWERIES WOULD HAVE TO CALCULATE THE NUTRITIONAL VALUES (ENERGY, FAT, SATURATED FAT, CARBOHYDRATES, SUGAR, PROTEINS AND SALT) OF THE BEERS THEY BREW AND DISPLAY THEM TO CONSUMERS, EITHER ON THE LABEL OR ONLINE. SHARING SOME OF THIS INFORMATION IS NOT NEW TO BREWERS AS MANY OF THEM HAVE TAKEN THE COMMITMENT TO LABEL INGREDIENTS AND THE CALORIES PER 100 ML UNDER THE UMBRELLA OF THE BREWERS OF EUROPE "PROUD TO BE CLEAR" CAMPAIGN. SO, HOW IS THE IMPLEMENTATION GOING? WHAT LESSONS CAN BE DRAWN FROM THE EXPERIENCE OF LARGE AND SMALL BREWING COMPANIES WHO ARE ROLLING OUT THIS VOLUNTARY COMMITMENT?



Ingredients:  
Water/ **Barley**/ Hops/ Yeast

Energy	172KJ/41KCAL
--------	--------------

Brewed by The Brewers of Europe,  
Rue Caroly23-25, 1050 Ixelles, Belgium\*

best before end 03/2020.  
PLEASE KEEP AWAY FROM THE SUN  
AND STORE IN A COOL AND DRY PLACE

8 600102 672253

Ingredients:  
Water/ **Barley**/ Hops/ Yeast

Energy values (per 100ml):  
172KJ/41kcal

Brewed by The Brewers of Europe,  
Rue Caroly23-25, 1050 Ixelles, Belgium\*

best before end 03/2020.  
PLEASE KEEP AWAY FROM THE SUN  
AND STORE IN A COOL AND DRY PLACE

8 600102 672253

## A CHANGING REGULATORY SITUATION FOR BREWERS?

Since 2016, every European consumer witnessed on the labels of almost all foodstuffs the appearance of the nutrition declaration where the number of calories and the grams of fat, saturated fat, carbohydrates, sugars, proteins and salt were presented per 100ml or 100g (and sometimes per portion as well, as defined by the food producer). However, very few consumers could see those facts on alcoholic beverages as the Food Information to Consumers Regulation (Regulation (EU) 1169/2011) exempts alcoholic beverages of more than 1.2% from the obligation to provide the list of ingredients and the nutrition values. Whilst this information is not mandatory, brewers (and other alcoholic beverage producers) are free to provide them on a voluntary basis with a bit of flexibility with regards to the nutrition declaration, as they can limit the declaration to the energy values only (i.e. the calories). Many brewers, under the umbrella of The Brewers of Europe, the EU trade associations of brewers, made the commitment in 2017 to label the ingredients and the calories per 100ml. This commitment, entitled "Proud to Be Clear" ([www.beerwisdom.eu](http://www.beerwisdom.eu)), went a step further in September 2019 when it was formalised through a Brewers' Ambition 2022 and a Memorandum of Understanding whose signature amongst brewers was witnessed by EU Health Commissioner Vytenis Andriukaitis. As part of the EU Beating Cancer Plan unveiled on the 3<sup>rd</sup> of February 2021, the European Commission is proposing to change the rules and remove the exemption, thereby making it mandatory for alcoholic beverages of more than 1.2% abv to provide both the list of ingredients and the full nutrition declaration. An Impact Assessment has been launched which is firstly looking at three possible scenarios: 1) maintaining the status quo (i.e. keeping the exemption and the possibility to share this information on a voluntary basis), 2) making the ingredients list and full nutrition declaration mandatory, but with some flexibility regarding where the information should be shared with consumers (a mix, as yet undefined, of on-label and off-label solutions) and 3) making ingredients lists and the full nutrition declaration mandatory on the label as is the case for all other foodstuffs. Once the European Commission has completed the Impact Assessment, it will put forward a proposal (by end 2022) which should then be discussed and agreed by both the European Parliament and the EU Member States through the Council of the European Union (the two Chambers needing to agree on Regulations and Directives at European level). This initiative follows a report the European Commission

### THE NUTRITION DECLARATION FOR ALCOHOL BEVERAGES: THE WHATS AND THE HOWS

Alcoholic beverages up to 1.2% abv must label the full nutrition declaration per 100ml. The following information must be provided: Calories (kJ/kcal), Fat (g), of which saturated fat (g), carbohydrates (g), of which sugars (g), Proteins (g) and Salt (g). The information can be provided in a tabular format though may be provided in a linear format if space does not allow for the table to appear. For nutrients under a certain threshold, the presence in the table can be replaced by the statement "Contains negligible amounts of...". The declarations per 100ml can be complemented with declarations per portion (it is up to the producer to define what a portion size is).

Alcoholic beverages of more than 1.2% abv currently do not have to label the nutrition declaration. However, if they wish to share the information on a voluntary basis, they can do this on-label or off-label but have to follow the rules prescribed in the Food Information to Consumers Regulation. This means:

- Either providing the full nutrition declaration (same rules, except for presence on the label, as for alcoholic beverages up to 1.2% abv)
- Or only providing the energy values (the calories in kJ/kcal) per 100ml

In case a nutrition claim is made, the full nutrition declaration on label becomes mandatory.

published in March 2017 that had "*not identified objective grounds that would justify the absence of information on ingredients and nutrition information on alcoholic beverages or a differentiated treatment for some alcoholic beverages*".

## A SUCCESSFUL IMPLEMENTATION OF THE "PROUD TO BE CLEAR" COMMITMENT AMIDST THE COVID-19 CRISIS

The brewing sector had not waited for the European Commission's report or the more recent EU Beating Cancer plan to proactively share with consumers information that is not mandatory for alcoholic beverages, such as displaying the list of ingredients on bottles and cans which has been a common practice amongst brewers (although not mandated by EU law,

\* [https://ec.europa.eu/food/system/files/2017-03/fs\\_labelling-nutrition\\_legis\\_alcohol-report\\_en.pdf](https://ec.europa.eu/food/system/files/2017-03/fs_labelling-nutrition_legis_alcohol-report_en.pdf)

# LABELLING

## PROUD TO BE CLEAR

The Proud to Be Clear commitment is a commitment by The Brewers of Europe made in 2017 and transformed into a Memorandum of Understanding whose signature has been witnessed by the European Commission. The brewing sector has committed to label both the list of ingredients and the energy values (kJ/kcal) per 100ml for all beers sold to consumers according to the rules laid down by the Food Information to Consumers Regulation. The Ambition for end 2022 is to reach a 100% coverage on both fronts.

The Memorandum of Understanding has been signed by The Brewers of Europe (the EU trade association for brewers), several national associations and a dozen individual beer companies (from multinational to local breweries). Signatories have to report on progress on a yearly basis and can set their own targets fitting into the general ambition. Brewing companies who have not yet signed the Memorandum but wishing to do so can always sign at any time.

The Proud to Be Clear commitment was submitted in July 2021 as a sectoral initiative to the EU Code of Conduct on Responsible Food Business and Marketing Practices\*, one of the first deliverables of the EU Farm To Fork Strategy.

\* [https://ec.europa.eu/food/horizontal-topics/farm-fork-strategy/sustainable-food-processing/code-conduct\\_en](https://ec.europa.eu/food/horizontal-topics/farm-fork-strategy/sustainable-food-processing/code-conduct_en)

though sometimes in national law). Building upon this tradition of transparency towards consumers, The Brewers of Europe unveiled in 2015 the intention of the brewing sector to voluntarily (and according to the EU law) share the calorie information for beers. This ambition was then upgraded in 2017, following the release of the Commission's report, through the launch of the "Proud to be Clear" commitment whereby the brewing sector committed to labelling the calories per 100ml (this is the mandatory reference volume for all beverages sharing nutrition information). This decision was founded on consumer research performed by GfK in 2016 that showed that 86% of consumers were expecting to receive the same nutrition information for alcoholic beverages as they receive for all other foodstuffs. In 2019, this commitment was further formalised and transformed into a Memorandum of Understanding whose signature was witnessed by the EU Health Commissioner, Vytenis Andriukaitis. As part of the Memorandum of Understanding,

the brewing sector submitted an ambition of full coverage in 2022 as well as intermediary targets for 2020 (70% coverage for calorie information). As everyone knows, the last year has been particularly tough for the world, citizens and for many businesses. On the economic side, brewers in particular have been severely exposed to the crisis, with shrinking consumption and production, postponed investment and a hard push to survive the crisis and accompany the reopening of the hospitality in the early summer before a second wave of restrictions over the autumn and winter. Nevertheless, good progress in terms of implementation of the Proud to be Clear commitment has been made. Despite the huge impact Covid-19 had on the brewing sector, brewers exceeded their interim labelling ambitions. Already, 86% of beers sold to consumers in bottles or cans in the European Union carry the calorie information per 100ml, whilst 93% of beers label ingredients. It's a huge success that shows brewers walk the talk and keep their promises. In June 2021, the current EU Health Commissioner, Stella Kyriakides, met with The Brewers of Europe and welcomed the results, noting that "Industry has a key role to play in protecting the health of our citizens and empowering them to choose healthy lifestyles".

## A LOT OF EFFORTS BY THE BREWING INDUSTRY FOR A POSITIVE IMPACT ON REPUTATION AND BEER KNOWLEDGE AMONGST CONSUMERS

Exceeding the target set by the brewing sector in difficult times does not mean things were easy for the brewing companies who signed the Memorandum of Understanding and are implementing the commitment. First of all, there is quite a mix of profiles amongst signatories: large companies active and exporting in several markets and managing dozens of brands, national or regional actors trying to innovate but also smaller breweries with less capabilities and resources. All of them have however managed to deliver the ambitions set under the umbrella of The Brewers of Europe.

In addition to respecting its word by delivering, it seems the brewing sector has achieved more than just simply adding calorie numbers on its bottles and cans. First of all, the sector's





reputation improved amongst many policy-makers who sometimes considered industry as a blocking party towards better informed consumers. By witnessing the commitment being announced and more and more labels carrying the calorie information, decision-makers now consider the brewing sector as a trusted partner in informing consumers, providing objective data that help them to take informed decisions about their diet and health. Both the former and current EU Health Commissioner have praised The Brewers of Europe and brewers more generally for their efforts and support towards a healthier Europe. The positive impact does not limit itself to the political world. Recent surveys focused on reputation have witnessed the image of the sector improving. Meanwhile, consumers who had a knowledge gap about beer – in 2014, only 6% of consumers knew the correct amount of calories in a regular strength beer (with most respondents over-estimating the calorie content when compared to other beverages) – have an improved perception of the product. However, there is still room for improvement. As Rick Keen, Vice-President EMEA at RepTrack, mentioned during the [Brewers Forum 2021](#): “[...] *industry underperforms on some of the most important factors that drive reputation for brewers in Europe, and that includes [...] perception of being fair, open and transparent on how it does business [...]*”. Providing factual information on what beer contains as nutrients, just as any other foodstuff does, can certainly help positively change this perception and bring beer under the wider food and drink umbrella.

## A HURDLE FOR SMALL BREWERIES? SOLUTIONS EXIST

The Proud to Be Clear commitment has been signed by a large variety of breweries, ranging from large multinational companies – which may have larger capabilities to calculate the nutritional values of their beers but for whom implementation is very complicated due to the large packaging mix, the hundreds of Stock-Keeping-Units (SKUs) and the dozens of brands managed – to smaller breweries.

It has been noted by many smaller brewers that providing the nutritional values is a particularly complex exercise for them for a series of valid reasons. First, they don't have the in-house capabilities of calculating the calorie or the full nutritional values. Outsourcing this exercise has a cost: that of a laboratory performing an analysis. Another argument relates to the variation of a beer's recipe from one brew to the next, which some

brewers believe would impact the nutrition values, leading to differences between what the analysis of a previous batch would have shown and the reality of a new batch. The concern is that a control by food authorities would spot these differences and lead to fines for misleading declarations. Also, many micro-breweries are also experimental breweries who brew one-off specials and seasonal beers, which may appear once on their portfolio, before disappearing again for many months, if not permanently. Performing an analysis for these one-offs would be very burdensome for the brewery. A final argument

### GOING FURTHER:

To help you navigate with the nutrition declaration, The Brewers of Europe has published:

- A Guidance on Nutrition Labelling
- A Toolkit to help calculate the nutritional values, listing all methods that exist to calculate the nutritional values

These tools are available for members of The Brewers of Europe only.

The Beer Wisdom ([www.beerwisdom.eu](http://www.beerwisdom.eu)) website contains all the information relating to the “Proud to Be Clear” commitment (Memorandum of Understanding, Ambition for 2022, Implementation report, consumers survey...).

often heard is the logistics and costs of labelling, as labels could be printed only once the nutritional values were known, therefore jeopardizing the launch, with the logistical challenges and costs to the brewery increasing. Whilst many of these concerns are valid, solutions exist to ease the life of brewers.

Discussing with Dr. Nils Rettberg, Head of the Research Institute for Beer and Beverage Analysis at VLB Berlin (Germany), he confirms the parameters for the full nutrition declaration can be obtained using different analytical methods and that this test can be made at the VLB for approximately 350€ [Note from the editor: Other institutes across Europe offer this type of service at different rates. A non-exhaustive list is available on [BrewUp](#)]. Alongside the results determined by analysis, laboratories should provide brewers with a recommendation on how to translate analytical results into a valid nutritional declaration according to Regulation (EU) 1169/2011, Annex XIII Part

# LABELLING

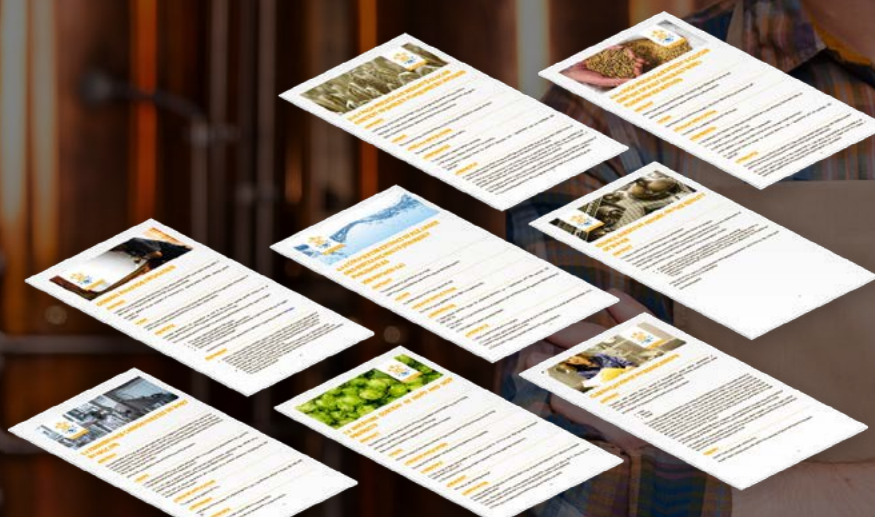
B. The latter, for example, includes a consideration of the rules for rounding up values and a calculation of nutrient reference values. Dr. Rettberg explains that carbohydrates and alcohol are the two parameters making the most important contribution to the energy value of a (non-alcoholic) beer while the other parameters (protein, fat, salt) only make a limited contribution. Hence, *"The effect of a recipe change can be estimated using standard quality control equipment (density meter combined with anear infrared spectrometer) as these instruments calculate the energy values from extract and ethanol content. Brewers can therefore easily check whether a reformulation changed the energy value and can then decide if further steps, i.e. analyses for the full nutrition declaration are to be considered"*, indicates Dr. Rettberg, suggesting a full analysis is not always necessary if the recipe is slightly adjusted. Yiannis Paraskevopoulos, from Santorini Brewing Company, a microbrewery on the island of Santorini, in the Aegean Sea in Greece, confirms the cost of analysis is not expensive. He paid 120€ and got the results within 15 days. Yiannis believes consumers have the right to know in detail

what they are drinking *"exactly as it is happening for any foodstuff. I don't see why beer should be an exception. On the other hand, if brewers resist in doing so it looks as if we are trying to hide something dangerous or suspicious, to say the least. Why would we wish to give this unreal impression?"*. Santorini Brewing Company has signed the Memorandum of Understanding back in September 2019 and would recommend all brewers to follow. It currently provides the full nutrition declaration online and calls on the European Commission to embrace the digitalization of consumer information: *"I'm all for a European legislation that is simple and clear. All beers should have a QR-code that will direct consumers to an official centralised data bank (or the brewer's website) where all those nutritional facts will be listed"*, he says. This option is currently considered by the European Commission in its Inception Impact Assessment (Scenario 2). This may represent the way forward for brewers and consumers to access the full nutrition information for beer and indeed other drinks and foodstuffs in the future.



## ANALYTICA - EBC

THE EUROPEAN REFERENCE ANALYTICAL METHODS FOR BREWERIES BY EBC  
EXCLUSIVELY AVAILABLE ON [BREWUP.EU](https://brewup.eu)



Price Scheme	Price (excl. VAT)
Yearly subscription	109€
Multi-users account (2-5 users)	69€
Multi-users account (6-10 users)	59€
Multi-users account (11+ users)	54€
Individual methods	29€

# “PROUD TO BE CLEAR” – IMPLEMENTATION PROGRESS IN ROMANIA

BY BERARII ROMÂNIEI / BREWERS OF ROMANIA



## BREWERS OF ROMANIA LABELLING ALL THEIR BEERS WITH INGREDIENTS AND ENERGY VALUES

Brewers of Romania Association announces that it has reached the target of 100% of the beers in its members' portfolios carrying on the label the energy values for 100 ml of product. If, in the case of Romania, the labeling of ingredients is mandatory by law for several years, the energy value has been progressively included on the label.

*„We are pleased that we have already reached the maximum percentage of labeling with ingredients and energy values of beers, more than a year before 2022, the deadline self-assumed by the memorandum „Proud to be clear” signed at European level to achieve this goal,”* said Julia Leferman, General Director of the Brewers of Romania Association.

This approach reaffirms the respect that local beer producers have for the right to information of the Romanian consumers, given the fact that EU Regulation 1169/2011 does not oblige beverages with an alcoholic strength of more than 1.2% to label either ingredients or nutrition information.



## BERARII ROMÂNIEI ÎȘI ETICHETEază TOATE BERILE CU INGREDIENTELE ȘI VALOAREA ENERGETICĂ

Asociația Berarii României anunță că ținta de 100% din berile aflate în portofoliile membrilor săi care au menționată pe etichetă valoarea energetică corespunzătoare pentru 100 ml de produs a fost atinsă. Dacă, în cazul României, etichetarea ingredientelor este obligatorie prin lege de mai mulți ani, valoarea energetică a fost inclusă progresiv pe etichete.

*„Suntem bucuroși că am atins deja procentul maxim privind etichetarea cu ingrediente și valori energetice a berilor, cu mai bine de un an înainte de 2022, termenul auto-asumat prin memorandumul „Proud to be clear” semnat la nivel european pentru atingerea acestui obiectiv”,* a declarat Julia Leferman, Director general Asociația Berarii României.

Acest demers reafirmă respectul pe care producătorii locali de bere îl au pentru dreptul la informare al consumatorului român, având în vedere faptul că Regulamentul UE 1169/2011 nu se aplică băuturilor cu o concentrație alcoolică de peste 1.2%, ceea ce înseamnă că nu este obligatoriu pentru berea cu alcool comercializată în România.





## FUTURE OF PACKAGING INTERVIEW WITH FEVE PRESIDENT – VITALIANO TORNO

***With the Green Deal, the European Union is looking at a whole set of measures to limit climate change and promote green growth based on a sustainable production and consumption model at the same time. How did the European glass bottle manufacturers embrace that ambition?***

Glass is a fit for purpose packaging material, that's inert, reuseable, infinitely recyclable into food contact packaging over and over again – a perfect closed loop. Glass protects product quality, extends shelf life, and is consumers' favourite packaging. We work with a material that is perfect for the circular economy – a key pillar of the green deal. We also have a clear vision for a climate neutral future through several sectoral and individual company initiatives. Switching to carbon neutral energy will tackle 80% of our emissions from the furnace. The Furnace for the Future is one concrete example of what we do at sector level to switch to green electricity and dramatically reduce CO2 emissions. The other 20% of our furnace emissions comes from melting virgin materials; we are working with communities and other stakeholders to improve collection systems for used glass containers so that we have more recycled glass available which will lower emissions. We can do all this by never compromising on the fundamental role of packaging which is to deliver the product to consumers to be enjoyed at its best.

***The EU Green Deal contains a lot of measures, some of them being specifically targeted at the review of the packaging and packaging waste directive. Can you tell us what is your position on this review and where you think the European Union should be heading to?***

Container Glass manufacturing is a genuine circular model, which perfectly fits with the EU's ambition to build a circular economy. Our industry therefore fully supports the Commission's intention that all packaging placed on the EU market shall be reusable or recyclable in an economically viable way. As a matter of fact, glass packaging is already recyclable and reusable. The review will address many topics – reuse, recyclability, recycled content, packaging waste reduction, hazardousness, etc. – and it is of utmost importance that the policy measures reflect the complexities and dynamics of the packaging market and duly consider packaging functionalities, which should be acknowledged and protected. We must ensure that qualities such as infinite recyclability, reusability, and inertness are recognized, elevated and expanded. It would be rather foolish to compromise these qualities for a one-dimensional focus on weight alone. Overall functionalities and environmental performance should be the determining factors.







***Glass bottles have been used for a long time by the brewing industry and constitute one of the packaging materials most appreciated by consumers. What are the upcoming innovations that are likely to both contribute to a greener world and appeal to consumers?***

***Increasing the collection rate and improving the recyclability of packaging material is one of the important targets of the European Union. You unveiled the “Close the Glass Loop” a year ago. How does it fit into the global European ambitions on circularity?***

We've been collecting and recycling glass packaging for over 40 years and have achieved a collection for recycling rate of 76%. Now, we want to go even further. Together with our partners in the value chain (brand owners, Extended Producer Responsibility schemes, municipalities, recyclers, etc.), we're setting out to boost collection rates to 90% by 2030. Closing the glass loop is key for the environment: glass recycling means saving energy, virgin raw materials and reducing CO2 emissions so it makes perfect business sense, too. There are several national platforms working on how to improve collection rates of glass in their countries and we work at the EU level with the European associations. We hope we can welcome the European brewers to this partnership one day. Brewers are our biggest customer industry.

There is a healthy competition among the container glass industry and each member has its own innovation pipeline. In general, I think you can expect to see more value chain collaboration, packaging with higher post-consumer recycled content as “Close the Glass Loop” aims to get 90% of glass back. You can expect lower environmental footprints as companies try, test, and roll out decarbonization strategies, and continue to invest every year in energy efficiency measures, and plant upgrades. The industry as a whole invests over 10% of production costs annually. You can expect design innovations and reduced weights, for example, in line with customer requirements. The world's lightest beer bottle weighs today 155 g for a 330 ml container while retaining its quality and strength. It's still inert and 100% recyclable. In addition, we created the glass hallmark to support brands to communicate to consumers these unique properties of glass: endless recyclability and quality preservation benefits. If any of your readers would like to use the hallmark, get in touch with FEVE. We'd love to work with you.



# SUSTAINABILITY FUTURE OF PACKAGING

## A CONTRIBUTION BY METAL PACKAGING EUROPE

BY MS VERONIQUE CURULLA, MARKETING DIRECTOR AT CROWN BEVCAN EMEA AND  
CHAIR OF THE BEVERAGE EXECUTIVE COMMITTEE AT METAL PACKAGING EUROPE





Aiming at accelerating the transformational changes required by the Green Deal, the new EU Circular Economy Action Plan 2.0 for a cleaner and more competitive Europe, published in March 2020, establishes a sustainable product policy framework along the entire life cycle of products. Within this new Action Plan, the European Commission will take on some policy and legislative measures specifically targeted at the packaging with the review of the Packaging and Packaging Waste Directive (PPWD).

In this context, the aluminium beverage can is best placed at the core of a resource-efficient and circular economy. It is a metal packaging product made from a permanent and high-value material with outstanding inherent properties: lightweight while strong, durable, impermeable, versatile, a resource and carbon emission saver, and endlessly recyclable based on an innovative and customisable design.

Most importantly, after consumer use, aluminium cans are easy to sort as there is no need to physically separate from other materials such as labels and lids. Moreover, the recycling process is incredibly simple and straightforward, which means it

will always be recycled once collected, guaranteeing true closed loop recyclability – indeed it can be recycled over and over again without losing quality. Thanks to its inherent permanent material properties, it offers high recycling yields: the overall recycling rate for aluminium beverage cans in the European Union (EU-28, including UK as a full Member State in 2018), Switzerland, Norway and Iceland increased to a new record level of 76.1% in 2018!

Protecting the environment and its resources responsibly for the next generations, while embracing corporate climate action for a zero-carbon economy, is of the utmost importance to our industry. The sustainability performance of our production facilities is continuously measured and actively improved upon. In this



Metal  
Packaging  
Europe



# SUSTAINABILITY FUTURE OF PACKAGING



and improving the recyclability of packaging material is one of the European Union's most important targets. Therefore, our industry puts great effort in that direction with the latest initiative being our commitment to support the set-up of real separate collection of aluminium cans in households and on-the-go in partnership with Packaging Recovery Organisations and local authorities, to put in place well-designed, modern and well-integrated Extended Producer Responsibility and/or Deposit Return Schemes making use of current and

context, we manage and monitor energy consumption, water usage and CO2 emissions. In this regard, we have already taken bold action - all non-used or scrap metal is being 100% recycled and light weighting programmes are part of our continuous improvement in manufacture processes. At the same time, we are developing optimal packaging solutions preventing resource depletion while we are driving the uptake of innovative packaging design for portion control, increased recycling and contributing to the development of new sorting, collection, and recycling technologies.

As part of our ambitious sustainability plan for the next decade, we work relentlessly to decarbonize our can production processes by converting to renewable energy sources, increasing the use of recycled materials, light-weighting, heat recovery projects etc. We aim to elevate our sustainability commitment by establishing measurable goals to be achieved within the next decade. In this regard, the momentum created in 2018 by the adopted ambitious EU 2025 and 2030 recycling targets for aluminium packaging as well as the new EU methodology for the calculation of these targets, was the opportunity for us to set out our ambitious vision of a 100% recycling rate for the aluminium beverage can in Europe by 2030. To achieve this goal, we collaborate with all key stakeholders across the packaging value chain, from local authorities and municipalities, public and private waste collectors, packaging recovery organisations, sorting and recycling operators, material and packaging suppliers to brands, retailers, to consumers and regional and national governments. Thus, increasing the collection rate

novel digital technologies.

At the same time, we are convinced that if we are to achieve more ambitious recycling rates on-pack messaging and promotion of on-the-go recycling to encourage consumer recycling is of high relevance.

In this regard, we launched the Metal Recycles Forever logo in 2014, a vital tool in informing consumers and helping them to better understand their key role in keeping metal in the material loop by recycling their empty packaging. The logo, Metal Recycles Forever, available in multiple languages helps brands and retailers to engage and inform consumers clearly, accurately, and consistently about the sustainability credentials of metal packaging. Furthermore, one of the best efforts to create awareness on the need to recycle beverage cans outside homes, workplaces or while on-the-go is the Europe-wide Every Can Counts (ECC) programme. ECC is a joint industry initiative we launched together with the aluminium can sheet suppliers, in partnership with other stakeholders such as drink brands, Producer Responsibility Organisations and festivals organisers. Present in 19 European countries, the programme is highly visible at music festivals, sporting events, parks, universities, shopping centres and offices







across Europe where staff working for the programme together with volunteers collect the cans and - through activities with an innovative approach to recycling communications - encourage on-the-go recycling and offer recycling packs.

Concerning the upcoming review of the Packaging and Packaging Waste Directive, we believe it can represent a real milestone in the transition towards a sustainable packaging supply chain in Europe. To succeed, ambitious policy goals must be supported by robust legislation, a future-proof regulatory framework driving investment in innovation must be provided and stronger enforcement and harmonisation across the EU to be ensured.

Considering the afore-mentioned outstanding sustainability properties of the beverage can, it comes as no surprise that the

beer industry uses cans to pack hundreds of different beers, making the can one of the most preferred packaging options for beer across Europe. The can chills faster, delivers 100% protection against oxygen, light, moisture, and other contaminants which could negatively impact taste, and with customizable printing designs, its large, printable surface area serves as a 360-degree metal canvas and a way of differentiation particularly for the small craft brewers. Overall, brewers see the can as a perfect solution: it is an infinitely recyclable, versatile beverage packaging that delivers top quality fresh beer in a wide range of sizes which, compared to other types of packaging is easily portable and ideal for on-the-go consumption, thereby being the optimum packaging option for sustainable lifestyles!



# THE PRELIMINARY 2021 MALT REPORT – HARVEST AND COVID IMPACT

## TOGETHER WITH EUROMALT

WITH THE VARIOUS LOCKDOWNS STILL ON IN THE FIRST HALF OF 2021 (IMPACTING NEGATIVELY BEER CONSUMPTION AND PRODUCTION) AS WELL AS THE HARSH WEATHER CONDITIONS THROUGHOUT EUROPE (WITH EXTREME RAINFALLS IN GERMANY AND BELGIUM, DROUGHT IN OTHER PLACES), QUESTIONS ARISE AS TO WHETHER BREWING CEREAL AND MALT PRODUCTION HAS BEEN AFFECTED AND THE IMPACT IT MAY HAVE ON THE BEER VALUE CHAIN. THIS REPORT, DEVELOPED JOINTLY WITH EUROMALT AND INPUTS FROM ITS MEMBERS, HELPS SHEDDING SOME LIGHTS ON THE MALT MARKET FOLLOWING THE 2021 HARVEST.

## GERMANY – DECREASED PRODUCTION AND VARIABLE QUALITY

In **Germany**, the area under cultivation for spring malting barley has decreased by around 15% to only 300,000 hectares. The latest estimation suggests around 1 million tons of spring malting barley will be available. The qualities are likely to vary depending on the growing regions and some quality issues are to be expected. German malt production in 2021 is likely to be around 1.8 to 1.9 million tons (barley malt and wheat malt) of which 1.57 million tons from barley malt. Of these 1.57 million tons of barley, only 1 million seems to be of malting and brewing quality (this will need to be confirmed by a later and deeper assessment).

Despite a cool and rainy spring in Germany which benefited the crop's development, waterlogged soils, low sunshine rate and a difficult harvest often interrupted by heavy rainfalls led to quantitative and qualitative problems, including on the plumpness rating (percentage of kernels with a diameter  $\geq 2.5$  mm) which is of only 86.7% (compared to 93.2% in 2020) and an average protein content of 10.6% (but still within malting specifications). Because of the precipitation during the harvest, the moisture content is high compared to the 2020 crop. The increased use of more sophisticated and rapid harvest equipment helped to minor the negative impact caused by the weather. The practice of sowing spring barley varieties in fall already also helped as the crop ripened before the heavy rains started to fall.

The main varieties cultivated and harvested in 2021 are Avalon, Leandra, Solist, Accordine as well as two new varieties, Amidala and KWS Jessie. All are recommended by the Berlin Program. This has been complemented by cultivation of RGT Planet and some older varieties.

The reduction in the area under cultivation for spring malting barley cannot be linked to Covid-19 only (and the impact it had on brewery demand for malt). There is great competition from other crops less sensible to quality issues which may explain the switch and the reduction of the area dedicated to growing malting barley.

## UNITED KINGDOM – RETURN TO NORMAL

At the time of writing (late September) just about all malting barley has been harvested and is safely in store, just in time as the weather turns increasingly autumnal across the **United Kingdom**. There were generally good conditions during the

main harvest period, with many areas ahead of schedule for the time of year; particularly noticeable in Scotland where spring malting barley was harvested several weeks early. Yields of both winter and spring malting barley have been reasonable (early estimate 5.8-6.2 t/ha), providing a good supply of barley for both brewing and distilling markets. Grain quality is acceptable with generally lower nitrogen which is especially good for distilling markets. A good 2021 harvest in the UK is a relief following the impact of Covid. As with elsewhere in Europe the closure of hospitality had a detrimental impact on malt sales, with high stocks resulting after the 2020 harvest. The industry adjusted rapidly to the Covid restrictions imposed following the initial outbreak and many processes were adjusted to allow online transactions, remote audits, and home working for many. The United Kingdom hospitality sector also responded with changing routes to market, using online and direct to consumer sales, as well as switching to increased packaging in bottle and can. Reopening of hospitality has progressed and this has lifted malt sales to near normal levels for most companies. It has shown the resilience of the UK malting sector in dealing with events beyond its control.

## SCANDINAVIA, THE BALTICS AND NORTH EASTERN EUROPE

Crop outcome in the Scandinavian, Baltic and Polish region has been a very mixed bag this year, mainly due to weather patterns throughout the whole season. In **Denmark**, there is an overall good quality. Barley has had a reasonable growing season but still not optimal and farmers managed to harvest most of the malting barley before major rains came in August. What is observed is yields are down by five to seven percent versus the five-year average, protein is okay with a usable





range, overall health is good, there is virtually no dormancy, screenings are somewhat more mixed this year both on total percentage above 2.5 mm but also the distribution between 2.8 and 2.5 mm. **Sweden** needs to be split into two: firstly South Sweden ( Skaane ) had a similar start to Denmark but a drought period was experienced in May/June which was not seen in Denmark and that had an effect on multiple parameters. Just like in Denmark, yields are down and screenings are similar, with also no dormancy. However, protein levels that are much more mixed with a lot of barley being in the protein range of 12–12.5% and also some barley below, i.e. in the range of 11.4–11.7% which represents a challenge. In Mid Sweden the spring was extremely wet and, in some areas, sowing was only possible end May / early June, which of course had an influence on yields just like in South Sweden. Protein level tends to be a little lower, screenings are acceptable, dormancy is still there but barley seems to be healthy and should be ready shortly for process. In **Poland**, a mixed harvest is also witnessed. Weather was delaying the harvest of both winter and spring barley. During the season, the mixture of a rainy/cold and hot/dry weather has impacted the crop a lot. This resulted in lower yields (more than seven percent down versus the five-year average) with acceptable protein levels and very mixed screenings (but on very low side for many areas). Finally, the late harvested barley has been rejected because of moulds. **Lithuania** pretty much mirrors Poland with a wet spring that delayed the sowing, followed by good conditions and then a three-week drought in July which all in all affected the crop: yields are lower than the five-year average, with a very wide protein range is (10- 13%). Just like the rest, screenings are closer to ninety percent above 2.5mm which is down by two to three percent compared to the previous average. Also, some harvested barley was rejected due to mouldy kernels.

In **Finland**: such a season has not been witnessed since the mid 1980s, with a very wet spring leading to late sowings and then a warm and dry spell for eight weeks followed by rain during harvest time that stressed the barley to the extreme. Yields are mixed but all on the low side, with some only harvesting fifty percent compared to normal times. Protein levels are above twelve percent in most cases, screenings do not seem to have been affected that much as most samples show ninety percent above 2.5mm. Nevertheless, it will be a challenging season in Finland as most crops have been affected so export will be limited this crop year.



## FRANCE

Winter sowing went well with mild and sunny conditions throughout November, encouraging farmers to sow spring barley in the autumn. The part of spring barley sown in the autumn is on an upward trend.

During winter, temperatures generally remained above the normal levels for the season. Aphid attacks were limited, and despite numerous rainy spells, fungal diseases remained contained. Spring sowing took place in excellent conditions. The emergence and development of the spring barley were fast and uniform, thanks to good rainfall in March. Spring conditions remained cool, limiting the development of fungal diseases.

Filling took place with rather low temperatures, a lack of sunlight and rainfall that delayed ripening, leading to a rather late harvest. Both winter and spring barley were affected by the cold weather, resulting in approximately fifteen days delay in crop development.

Harvesting began in early July and extended into late July due to the incessant rainfall that month. The spring barley, sown in the autumn, was harvested at the same time as the winter barley. Because of the rainy weather in July, harvesting continued until the end of August for spring barley, something that had not occurred for several years. Rain and lodging may have caused some pre-germination.

For both winter and spring barley, quality is good. Average yield is good overall in every region, average protein content is 10.3% for winter barley and 10.7% for spring barley. Despite high ambient humidity at harvest time, there are no significant health problems. The year might be marked by pre-germination phenomena that will have to be controlled by the storage agencies.

## ABOUT EUROMALT

EUROMALT is the trade association representing the malting industry in Europe. Established in 1959, it represents and promotes the interests of the European malting industry at EU and international levels, including issues affecting the supply chain, the manufacturing, distribution and trade of malt. It assists maltsters to source their raw materials and to manufacture, distribute and market their products in a sustainable way.





## The Beer Brewing Guide EBC quality Handbook for small breweries

The new practical book every small brewery should read to improve quality and practices.  
Authored by Chris and Nancy McCreger.

Available on BrewUp at: <https://brewup.eu/publications/ebc-beer-brewing-guide>

- 49,99€ (excl. shipment costs)

- 10% discount for members of The Brewers of Europe (44.99€, excl. shipment costs)



# THE PRELIMINARY HOP REPORT 2021

BY DIPL. ING. WALTER KÖNIG





## HOPFENERNTE 2021

**München, 14.10.2021** Die Hopfenernte 2021 ist abgeschlossen. Bereits bei der offiziellen Hopfenernteschätzung in den deutschen Hopfenanbaugebieten, die von einer neutralen Schätzkommission - bestehend aus je einem Vertreter der Hopfenpflanze, der Hopfenforschung, des Hopfenhandels und der Brauwirtschaft - kurz vor Beginn der Ernte durchgeführt wird, war klar, dass eine große und qualitativ hochwertige Ernte ansteht. Auch die Meldungen zur Ernteerwartung aus anderen Anbauländern an das internationale Hopfenanbau Büro (IHB) lagen in etwa auf dem Niveau des Vorjahres und zeichneten ein positives Bild für die Versorgungssituation mit qualitativ hochwertigem Hopfen.

## FLÄCHENENTWICKLUNG

Trotz des pandemiebedingten Rückgangs der weltweiten Bierproduktion um ca. fünf Prozent in 2020 (Quelle: BarthHaas Bericht 2021) stieg die Anbaufläche für Hopfen weltweit um 561 ha auf 13.658 ha. Während die deutschen Hopfenpflanze auf die gute Versorgungslage aus der Ernte 2020 und den Abschlussrückgang mit einer Flächenreduktion von 86 ha reagierten, weiteten die Pflanzenkollegen in USA ihre Fläche um 657 ha aus. Interessant ist, dass in den deutschen Anbaugebieten ein weiterer Flächenzuwachs im Bereich der Hochalphasorten Herkules und Polaris zu verzeichnen ist, Aromasorten wie Hersbrucker Spät, Spalter Select und Tettnang Tettnanger hingegen aus der Produktion genommen wurden. US-amerikanische Hopfenpflanze haben hingegen die Produktion der Hochalphasorte CTZ noch weiter zurückgefahren und dem Trend der letzten Jahre folgend weitere Mengen von Citra, Mosaik und Cascade in den Anbau genommen.

## WITTERUNGSVERLAUF

Verglichen mit den relativ warmen Vorjahren, in denen der Klimawandel in den Hopfenanbaugebieten auf der nördlichen Erdhalbkugel deutliche Auswirkungen zeigte, lagen sowohl die Temperaturen als auch die Niederschläge bis zum März dieses Jahres im langjährigen Mittel. Ungewöhnlich waren dagegen die niedrigen Temperaturen im April und Mai, welche zu einem verspäteten Austrieb der Hopfenpflanzen und zu einem Wachstumsrückstand von ca. zwei Wochen führte. Die Verzögerung

der arbeitsintensiven Frühjahrsarbeiten, zu denen zahlreiche Saisonarbeitskräfte in die Hopfenanbaugebiete kommen, stellte sich unter den strengen Auflagen, die die Corona-Pandemie mit sich brachte, für viele Hopfenbaubetriebe als sehr herausfordernd dar. Insbesondere Hopfensorten wie Perle, Polaris und Mandarina Bavaria, die im Frühjahr viel Wärme brauchen, wiesen im Juni einen Wachstumsrückstand von bis zu 20 Tagen auf.



*Bild 1: Erheblicher Wachstumsrückstand im Juni: Die Hopfenpflanzen sollten zu diesem Zeitpunkt im langjährigen Vergleich ihre volle Wachstumslänge erreicht haben.*

Der Juli gilt bei den Hopfenpflanze sprichwörtlich als „Hopfenflickermonat“. Diese Eigenschaft konnte er wieder einmal unter Beweis stellen und sorgte mit moderaten Temperaturen und ausreichenden Niederschlägen für eine regelrechte Aufholjagd des Wachstums der Hopfenpflanzen hinauf bis zur Spitze der sieben bis acht Meter hohen Gerüstanlagen. Eine gute natürliche Wasserversorgung der Hopfengärten sowie hochsommerliche Temperaturen, ohne nennenswerte Hitzetage (über 30 °C) im August förderten einen üppigen Behang der Hopfenpflanzen mit Dolden und boten optimale Voraussetzungen zur Bildung der braurelevanten Inhaltsstoffe.



*Bild 2: Ende August, kurz vor Erntebeginn der frühreifen Aromasorten, zeigten die Reben einen üppigen Behang. Erst die trockene und warme Witterung während der gesamten Erntezeit brachte bei vielen Sorten die volle Ausreife, das ausgeprägte sortentypische Aroma und die hervorragenden Gehalte an Alphasäuren und Hopfenölen.*

Vor dem Hintergrund der sich stetig reduzierenden Palette an wirksamen, chemischen Pflanzenschutzmitteln in der EU und unter Ausschöpfung aller Möglichkeiten des integrierten Pflanzenschutzes, war die Gesunderhaltung der Hopfenpflanzen im Anbaujahr 2021 eine große Herausforderung. Die feuchtwarme Witterung begünstigte die Ausbreitung der für die Hopfenpflanzen gefährlichen Pilzkrankheit *Peronospera* (falscher Mehltau) sowie die Vermehrung von tierischen Schädlingen. Die notwendigen Pflanzenschutzmaßnahmen, welche nur bei der Überschreitung von Schwellenwerten der etablierten Monitoringsysteme ausgebracht werden, konnten aufgrund der vielen Niederschläge und der damit verbundenen schlechten Befahrbarkeit der Hopfengärten oft nicht zum optimalen Zeitpunkt appliziert werden.



*Bild 3: Wo Pflanzenschutzmaßnahmen insbesondere gegen *Peronospora* nicht rechtzeitig oder unzureichend ausgeführt wurden, waren Dolden vom Pilz befallen. Der Befall ist ertragsmindernd und wirkt sich auf eine schlechte optische Qualität der Hopfenpartien aus.*

## ERNTEERWARTUNG

Die Hopfenernte ist zwar abgeschlossen, dennoch gibt es noch keine endgültigen Ergebnisse zur Abwaage der Erntemenge. Die Ertragsschätzungen liegen jedoch in allen Anbauregionen über den Ergebnissen der Abwaage des guten Vorjahresergebnisses. So schätzt die Kommission für die deutschen Anbaubereiche einen Gesamtertrag von 49.000 t (46.879 t Vorjahr). Auch aus USA, Tschechien und Polen werden Erntemengen über dem Vorjahresniveau geschätzt. Lediglich in Slowenien bleibt die Erntemenge mit rund 1900 t hinter dem Vorjahr (2723 t) zurück. Während die alten Landsorten wie Hallertauer Mittelfrüh, Hersbruck Spät, Spalt Spalter und Tettanang Tettananger in den vergangenen Jahren teilweise unter Frühblüte und Einbußen in Ertrag und Brauqualität litten, bot das kühle und wechselhafte Wetter im Anbaujahr 2021 nahezu optimale Bedingungen für diese Sorten. Neuere Züchtungen, die bereits klimatolerant sind und eine breite Resistenzausstattung gegenüber Krankheiten und Schädlingen besitzen, liefern aber auch in diesem ungewöhnlichen Jahr hohe Erntemengen und überdurchschnittliche Qualitäten.



	Erträge (t)			Alpha (t, erntefrisch)		
	2019	2020	2021	2019	2020	2021
USA	51.275	48.038	<b>50.000</b>	5.755	5.500	<b>5.775</b>
Deutschland	48.472	46.879	<b>49.000</b>	5.260	5.450	<b>6.300</b>
Tschechien	7.145	5.950	<b>8.000</b>	285	265	<b>350</b>
China	(5.500)	(5.500)	<b>(5.500)</b>	(400)	(400)	<b>(400)</b>
Polen	3.765	3.417	<b>3.500</b>	317	354	<b>350</b>
Slowenien	2.572	2.723	<b>1.900</b>	131	213	<b>110</b>
Rest	11.371	11.893	<b>11.100</b>	1.052	968	<b>915</b>
<b>Welt</b>	<b>130.100</b>	<b>124.400</b>	<b>129.000</b>	<b>13.200</b>	<b>13.150</b>	<b>14.200</b>

Bild 4: Ernterwartung von erntefrischem Hopfen im Vergleich zu den tatsächlichen Erntemengen in den Vorjahren. Quelle: IHGC Berichte vom 16. August 2021 (plus aktuelle Einschätzungen, erstellt von HVG Germany)

Die Alphasäurewerte der Hopfensorten sind insgesamt überdurchschnittlich bis rekordverdächtig. So wurden bei den meisten Hopfensorten erntefrische Alphasäurewerte gemessen, die in den vergangenen zehn Jahren nicht erreicht wurden. Trotz der leicht gesunkenen Anbaufläche wird somit in Deutschland eine nie erreichte Rekordernte an Alphasäure erwartet, was natürlich auch am Umbau des Sortenspektrums hin

zu mehr Anbaufläche mit Hochalphasorten liegt. Die gute Ausstattung der Hopfensorten mit Hopfenölen bedingt auch eine ausgezeichnete, sortenspezifische Aromausprägung der einzelnen Sorten im Anbaujahr 2021.

## Entwicklung von Angebot und Bedarf in Tonnen Alphasäure

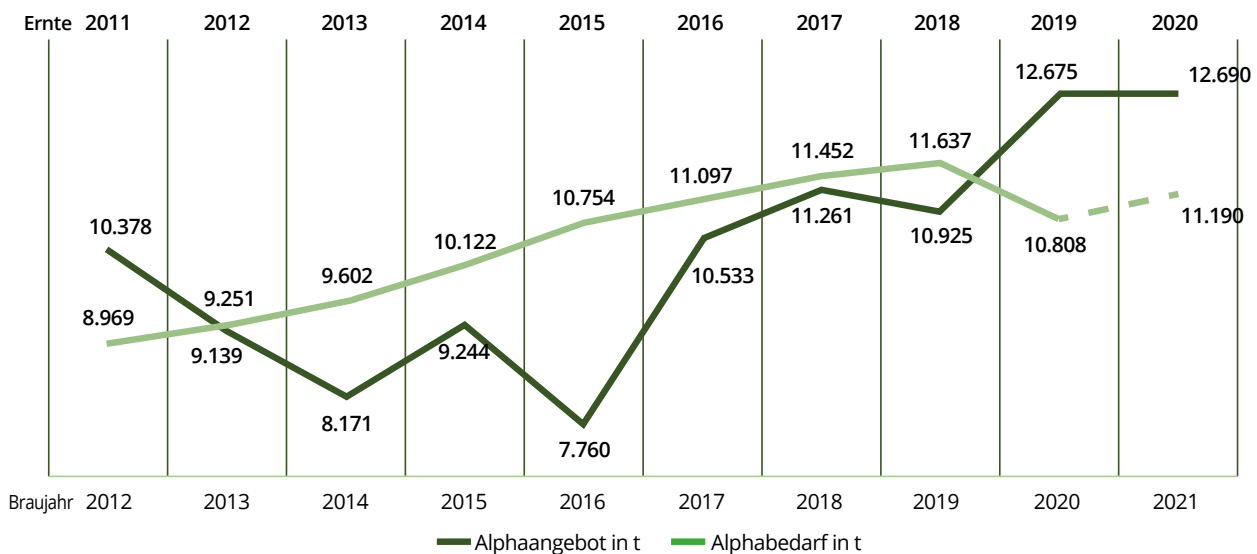


Bild 5: Die Versorgungsbilanz aus dem BarthHaas-Bericht 2021 zeigt einen deutlichen Überschuss in der weltweiten Alphasäureproduktion aus den Ernten 2020 und 2021.

## HOPFENMARKT

Vor dem Hintergrund der großen und qualitativ hochwertigen Ernte im Vorjahr und der sich abzeichnenden Rekordernte im Jahr 2021 wäre zu erwarten, dass sich aufgrund des üppigen Angebots und der leicht gesunkenen Nachfrage ein attraktiver Hopfenpreis für die Brauwirtschaft ergeben müsste.

Tatsächlich sind über 90 % der Hopfenproduktion bereits im Vorfeld der Ernte zu Festpreisen unter Vertrag. Lediglich die über die sortenspezifischen unbedenklichen Vertragsmengen hinaus produzierten Hopfenmengen können als „Freihopfen“ zum sich bildenden Marktpreis vermarktet werden. Hierfür haben die Hopfenhandelsfirmen sogenannte „Pools“ eingerichtet, in die die Hopfenpflanzer ihre Freihopfenmengen abgeben können. Die Anzahlungspreise für „Freihopfen“ richten sich nach den Marktaussichten für die einzelnen Sorten und sind deshalb sehr unterschiedlich: Für Hochalphasorten wie Herkules, Polaris und Magnum wird der Markt als stabil eingestuft. Die rückläufige Fläche für Hochalphahopfen in den USA sowie die gute Nachfrage auch im vergangenen Jahr stützt die Preise trotz des hohen Angebotes. Auch der Markt für die Aromasorten Perle, Hallertauer Mittelfrüh und Hersbrucker Spät gelten aufgrund der hohen Vorvertragsmengen in Richtung Brauwirtschaft und der anhaltenden Nachfrage für stabil.

Bei den Sorten Spalter Select, Saphir, Northern Brewer, Tettnanger und den neuen Aromasorten Mandarina Bavaria, Hallertau Blanc, Hüll Mellon, Callista und Ariana wird der Markt unter Druck kommen, so dass die Hopfen mit Preisen unter dem Vorvertragsniveau im Markt angeboten werden.

Grundsätzlich bieten die Hopfen aus der Ernte 2021 aufgrund der hohen Erntemenge und der hervorragenden Qualitäten die Möglichkeit, Hopfenmengen unter besten Voraussetzungen ins Lager zu nehmen. Gegebenenfalls sind Erntejahre wie das Jahr 2021 auch dafür geeignet, das Vorratsmanagement in Brauereien zu überdenken, denn Wetterextreme und unvorhergesehene Ereignisse können den weltweiten Hopfenmarkt in kürzester Zeit wieder umkehren.

## AUSBLICK

Auch wenn uns die Hopfenernten der Jahre 2020 und 2021 eine hochwertige Hopfenversorgung in allen Hopfensorten zu guten Preisen bieten, steht die Hopfenproduktion in Europa vor enormen Herausforderungen. Der sichtbare, fortschreitende Klimawandel, politisch verordnete Reduktion von Pflanzens-

chutzmittelwirkstoffen, Anwendungshäufigkeiten und Düngemengen, mehr Biodiversität und Artenvielfalt sowie erhöhte Anforderungen im Bereich wirtschaftlicher, ökologischer und sozialer Nachhaltigkeit können nur im Schulterschluss zwischen Hopfenwirtschaft und Brauwirtschaft gelöst werden. Die Züchtung klimatoleranter Hopfensorten mit einer breiten Resistenzausstattung gegen Krankheiten und Schädlinge ist der wichtigste Ansatz, um diesen Herausforderungen zu begegnen. Damit diese Hopfen jedoch auch nennenswerte Marktrelevanz erreichen, müssen Sie zeitnah in den Rezepturen der Brauereien Eingang finden. Hilfestellung erfahren Braumeister bei den Hopfenforschungszentren Hüll und Žalec sowie beim technischen Support der Hopfenhandelsfirmen.



*Bild 6: Der Erdflöhe (im Bild oben links) durchlöchert Blätter und Dolden. Frisst er die Spindel in der Dolde ab, vertrocknet der untere Teil der Dolde in wenigen Tagen. Pflanzenschutzmittelanwendungen gegen den Erdflöhe konnten nur durch Notzulassungen erreicht werden. Dies ist nur ein Beispiel für die aktuellen Herausforderungen in der Hopfenproduktion.*

*Fotos: Dipl.-Ing. Walter König, Bayerischer Brauerbund e.V.*

## HOP HARVEST 2021

**Munich, 14.10.2021.** The hop harvest 2021 has come to an end. The first official hop harvest assessment which was performed in the German hop growing region by a neutral evaluation commission (composed of representatives of hop growers, hop researchers, hop merchants and brewers) just before the harvest started, had already flagged that the harvest would be of high value in terms of both quantity and quality. Equally, signals from other hop growing countries and from the International Hop Growers Bureau pointed to a harvest that would reach the levels of the past year and this has painted a positive picture as far as supply was concerned with high quality hops.

## HOP GROWING SURFACE DEVELOPMENT

Despite the 5% decrease in beer production worldwide in 2020 linked to the pandemic (Source: BarthHaas report 2021), the surface dedicated to hop growing increased worldwide by 561 ha to reach a total 13.658 ha. Whilst the German hop growers decreased their growing surface by 86 ha as a reaction to the good supply situation inherited from the 2020 harvest and the beer production decrease, the American hop growers increased the surface dedicated to hop growing by 657 ha. Interestingly, the surface dedicated in Germany to growing high-alpha varieties like Herkules and Polaris increased, whereas aroma variety such as Hersbrucker Spät, Spalter Select and Tett nang Tett nanger witnessed a decrease in production. US hop growers have continued with the production of high-alpha variety CTZ and built upon the trend from the past year with additional quantity from Citra, Mosaic and Cascade in production.

## CLIMATIC DEVELOPMENT

Compared to the previous years which were relatively hot and in where climate change had clear consequences for the hop growing regions in the Northern hemisphere, the temperature as well as the rainfall figures recorded up until March this year were within the longtime average. Indeed, the low temperatures of April and May were quite unusual and this has led to a delay in shoot of the hop plant and to a growth delay of about two weeks. The delay of the work-intensive early year for which many seasonal workers come into the hop growing regions, took place under the difficult situation brought on by

the pandemic and has been very challenging for the hop sector. In particular hop varieties which require elevated temperatures in the early part of the year like Perle, Polaris and Mandarina Bavaria showed a growth delay of about 20 days.



*Picture 1: Considerable growth delay in June: the hop plant should by that time, compared to longtime average, already have reached their full growth length.*

July goes proverbially as „the month that reveals the hop“. This characteristic has proven right once again and, with moderate temperature and enough rainfall, allowed for catching up with growth of the plant reaching the summit of the 7 to 8 m in height. A good natural water supply added to high summer temperatures, without any noticeable days of extreme heat (>30°C). In August, this supported an abundant vegetative growth of the hop plant with umbels and offered the optimal condition for the formation of brewing relevant resins and aroma substances.





*Picture 2: End August, just before the harvest beginning of the early maturity aroma varieties, the hop bines are showing an abundant vegetative growth. Only the dry and warm weather condition during the entire harvest time have managed to bring many varieties to maturity, the characteristic aroma of the varieties, as well as an excellent concentration in alpha acid and hop oil content.*

Keeping in mind the ever-reducing amount of authorised efficient chemical pesticides in the European Union and the exhaustion of all possible integrated plant protection measures, ensuring that the hops remains in good health in 2021 was a huge challenge. The humid climate prepared the ground for the proliferation of the dangerous downy mildew *Peronospora*, as well as the multiplication of pest damage. The implementation of the necessary plant protection measures – which can only be brought up once the crossing of quantitative threshold value based on the established monitoring system has been observed – was often not applied at optimal moment because of the high rainfall and the resultant impeded accessibility on hop farms.



*Picture 3: Where protection measures against *Peronospora* had not applied in time or not in sufficient quantity umbel infestation by mildew and fungi was evident. The infection has a bearing on the yield and negatively impacts on the optic quality of the hop.*

## HARVEST EXPECTATION

Although harvesting is finished, there are so far no final results in terms of harvested hop quantities by weight. The estimates are currently based on the weight collected during the early part of the harvest in all growing regions. In Germany, the evaluation commission estimates the harvest at 49,000 t (46,879 t in the previous year). In the USA, Poland and Czech Republic the harvest appears also be above the level of last year. Only in Slovenia the harvest level, with 1,900 t, will be below the level of the last year (2,723 t). Whilst the old varieties such as Hallertau Mittelfrüh, Hersbrucker Spät, Spalt Spalter and Tettnang Tettnanger suffered over the last years from early blossoming and both a quantity and brew quality decrease, the cool and changing weather in 2021 resulted in almost perfect growing conditions. New varieties, which are already climate resistant and benefit from a strengthened resistance to diseases and pest, also delivered well in this unusual year, with high yield and quality above average.

The value in alpha-acids are generally seen to lie above average to almost record levels. The alpha-acid values (of freshly harvested hop) that were measured in most hop varieties have reached concentrations not recorded over the last ten years. Despite the reduced area dedicated to hop growing in Germany, a record harvest in measured alpha-acids is expected, which is also to be explained by the expansion of the surface dedicated to the cultivation of high-alpha varieties. The good enrichment of the hop varieties with hop oils presupposes it to be also an excellent year for said aroma varieties, which developed particularly well in 2021.



	Yield (t)			Alpha (t, freshly harvested)		
	2019	2020	2021	2019	2020	2021
USA	51.275	48.038	<b>50.000</b>	5.755	5.500	<b>5.775</b>
Germany	48.472	46.879	<b>49.000</b>	5.260	5.450	<b>6.300</b>
Czech Republic	7.145	5.950	<b>8.000</b>	285	265	<b>350</b>
China	(5.500)	(5.500)	<b>(5.500)</b>	(400)	(400)	<b>(400)</b>
Poland	3.765	3.417	<b>3.500</b>	317	354	<b>350</b>
Slovenia	2.572	2.723	<b>1.900</b>	131	213	<b>110</b>
Rest	11.371	11.893	<b>11.100</b>	1.052	968	<b>915</b>
<b>World</b>	<b>130.100</b>	<b>124.400</b>	<b>129.000</b>	<b>13.200</b>	<b>13.150</b>	<b>14.200</b>

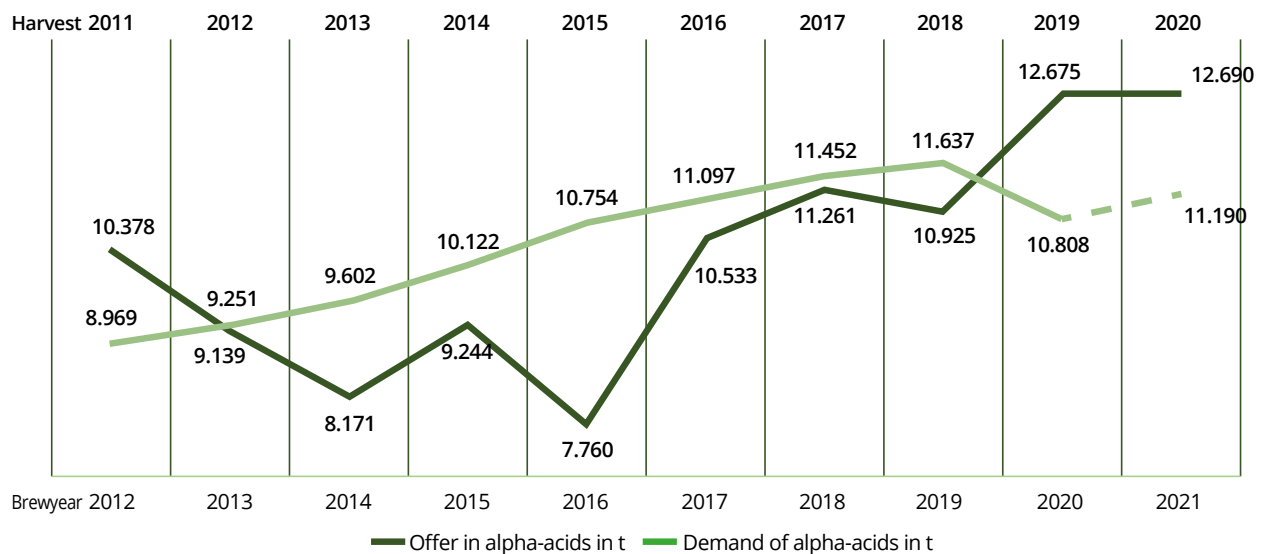
Picture 4: Harvest expectations from freshly harvested hops compared to the corresponding harvested quantity of the previous year. Source: IHCG Report from 16 August 2021 (plus current evaluation, collated by HVG Germany)

## HOP MARKET

Considering the big and qualitative high-value harvest of last year, the apparent record harvest 2021 as well as the abundant offer and the slightly decreased demand, it is to be expected that an attractive hop price for the beer industry will be an achievable result.



### Development of offer and demand in tons of alpha-acids



Picture 5: The supply balance from the BarthHaas Report 2021 shows a significant in the worldwide alpha-acid production surplus from the harvest 2020 and 2021.

In fact, the price of over 90% of the hop production is contractually set before the harvest. Only the varieties for which there is a surplus, will be able to be marketed according to the price set by the market as "free hops". The hop trading companies have to this effect created "Pools" where the hop growers can drop their amount of "free hops". The selling price of these "free hops" is set according to the market variety per variety which explains the differences found. For the high-alpha varieties such as Herkules, Polaris and Magnum, prices are rated as steady. The decreased growing surface for these hops in the US as well as the good demand, including last year, support the prices despite a high availability. The prices for the aroma varieties Perle, Hallertauer Mittelfrüh and Hersbrucker Spät are estimated to remain stable because of the high contracted quantity for the brewing industry, as well as their stable demand.

For the varieties Spalter Select, Saphir, Northern Brewer, Tettananger and the new aroma varieties Mandarina Bavaria, Hallertau Blanc, Hüll Melon, Callista and Ariana, the market will be under pressure in such a way that these hops may be offered at a price below the contract level.

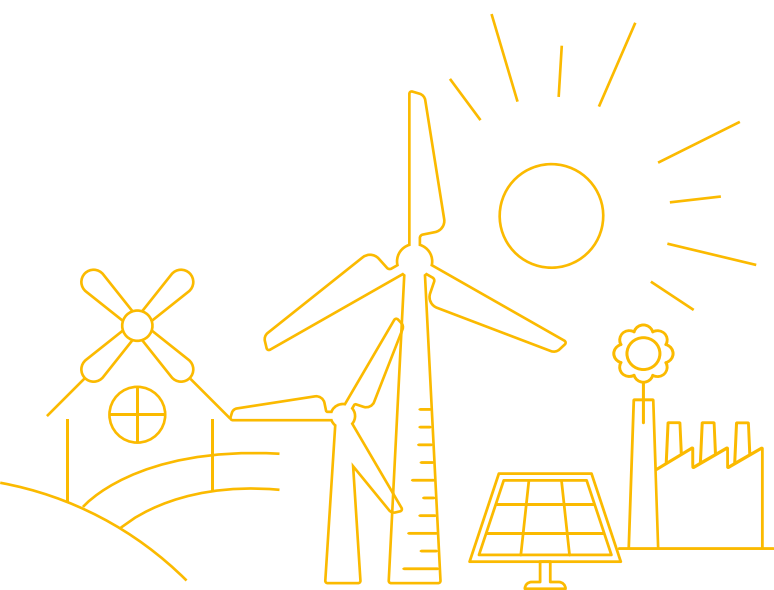
Basically, the hops harvested in 2021 – because of high amounts and exceptional quality – offer the possibility to store quantities of hops under the best conditions. Harvest years like 2021 are meant to let brewery management reconsider, since extreme weather and unforeseeable events can once again turn the hop market all the around at pretty short notice.

## PERSPECTIVE

Although the harvest years 2020 and 2021 have offered us a hop supply of high quality, for all hop varieties, at a good price, the hop production in Europe faces enormous challenges. The visible and ever-progressing climate change, the politically-driven reduction of pesticides, frequency of application and fertilisers, more biodiversity as well as higher expectations in terms of economic, environmental and social sustainability can only be solved if shouldered by the hop sector and the brewing sector in solidarity. The breeding of climate tolerant hop varieties with a strengthened resistance to pests and diseases is the most important parameter to successfully face these challenges. To ensure these hop varieties reach market relevance, they should very soon find their way into brewery recipes and novel products. Brewmasters are encouraged to seek help from the hop research centre in Hüll and Žalec, as well as technical support from the hop trading companies.



*Picture 6 – The beetle (in top picture) makes holes in the leaf and the umbels. If it eats the rachis inside the umbel, then the bottom part of the umbel dries in a couple of days. The application of plant-protecting measures could only be done through emergency approval. This is just one example of the current challenges in hop production.*





## Stainless steel tanks and process systems

More than 50 years of experience in the production of winemaking, beer brewing, and process industry equipment.

Škrlj d.o.o.  
Batuje 90 · SI-5262 Črniče  
Slovenia, EU  
Tel.: 00386 5 364 35 00  
E-mail: sk@sk-skrjlj.com

[www.sk-skrjlj.com](http://www.sk-skrjlj.com)



— Brewhouses

— Beer fermentation and maturation tanks

— CIP stations

— Yeast propagators





# MARK YOUR CALENDAR

## FOR THE BREWERS FORUM AND THE 38<sup>th</sup> EBC CONGRESS

### 29<sup>TH</sup> OF MAY - 01<sup>ST</sup> OF JUNE 2022

#### MADRID, SPAIN - IFEMA MUNICIPAL PALACE



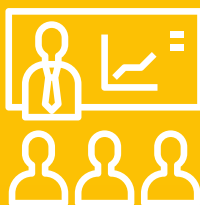
THE BREWERS OF EUROPE



Participate to meet and greet **in person** again, **in Madrid**, and learn about the upcoming trends and innovations of the industry.



Top international  
presenters



Cutting-edge  
presentations



Networking  
opportunities

### Who should attend?

Craft brewers, suppliers, distributors, wholesalers of the brewing industry, professionals of the beer-value chain, researchers or students in the field.

[brewersforum.eu](http://brewersforum.eu)

Information on ticketing and registration will be published  
by the end of 2021.

Scan the QR code to stay tuned:



Follow **#BrewersMadrid2022** on social media





# BREWERS FORUM / 38TH EBC CONGRESS – MADRID 29 MAY – 01 JUNE 2022 PRESIDENTS' INTERVIEW

BY THE EDITOR



NINE MONTHS BEFORE THE BREWERS FORUM / 38TH EBC CONGRESS THAT WILL TAKE PLACE IN MADRID (29 MAY – 01 JUNE 2022), THE CURRENT PRESIDENTS OF THE BREWERS OF EUROPE (LASSE AHO, SINCE 2020) AND THE EUROPEAN BREWERY CONVENTION (BENET FITÉ, SINCE 2020) JOINED THE FORMER PRESIDENTS OF THE BREWERS OF EUROPE (PAVLOS PHOTIADES, 2016-2020) AND TIAGO BRANDÃO (2016-2020) ACCOMPANIED BY PIERRE-OLIVIER BERGERON, SECRETARY GENERAL OF THE BREWERS OF EUROPE) FOR A DISCUSSION ON THE EVENT, WHY BOTH WERE MERGED AND ARE TAKING PLACE TOGETHER EVERY TWO YEARS, ON THE FUTURE OF THE BREWING INDUSTRY AND HOW THE JOINT EVENT CAN HELP BREWERS TAKE ON THE CHALLENGES THEY WILL FACE.

**WHERE DID THE IDEA OF A “2 IN 1” EVENT COME FROM?**

Tiago Brandão: Joining forces was the perfect match between the agenda of The Brewers of Europe to serve all brewers and the legacy of the EBC Congress which is about the scientific side of knowledge. At the time, we agreed with Pavlos and Pierre-Olivier there was a need for an evolution and that instead of organising competing conferences, instead of creating dissonant voices for brewers, we should try to work on a common, bigger, relevant event for all brewers.

Pavlos Photiades: Indeed, the general background for joining forces was to create a home for the growing segment of the industry that are small brewers, together with all European brewers. We wanted to offer all brewers an occasion to come together and offer networking opportunities, trade and business chances, but also – and that’s the big part of the event – the possibility to share knowledge and experience. Sharing knowledge and information is at the core of our strategy that is materialised by both the Forum and BrewUp ([www.brewup.eu](http://www.brewup.eu)) and integrating the EBC Congress was the next natural step of that process.

**YOU MENTIONED SHARING KNOWLEDGE WITHIN THE INDUSTRY AND BRINGING PEOPLE TOGETHER WERE THE PURPOSE OF THE “2 IN 1” EVENT. TO WHAT EXTENT DID YOU ACHIEVE THIS?**

Pavlos Photiades: Numbers talk for themselves. The targets have been achieved. It is a pity we had to cancel the 2020 edition and not have a physical edition since with these two difficult years. But it has become a place to be, even in 2021 when the Forum was moved fully online. When I took over the Presidency of The Brewers of Europe in 2016, I was not feeling comfortable with seeing European brewers fly to the US to attend a beer conference where we, in Europe, the birthplace of beer, had nothing.

Tiago Brandão: Obviously, the EBC was concerned with keeping its Congress relevant to today’s world. When the first Forum took place in 2018, we stepped in with an EBC workshop enshrined in the programme and we realized the Forum was a platform very relevant to organise the EBC Congress with and that it would widen the scope of the Forum through the scientific elements provided by the Congress. Therefore, in 2019, we

held the first joint event in Antwerp as a first attempt to get all the different streams together (the scientific stream from the EBC, the brewing, business, marketing stream from the Forum). It also helped the Congress whose attendance was lowering.

**HOW DO YOU ASSESS THE FIRST JOINT EDITION OF 2019? DID IT MATCH YOUR EXPECTATIONS?**

Pavlos Photiades: The results of the evaluation survey that was shared with participants of the 2019 are very clear and telling!

Tiago Brandão: It was successful because we were bringing together two different events. It was not easy, though – it is always easier to keep things separate – but we worked hard and we succeeded. And we also clearly identified points of improvement. Next year coincides with the 75th anniversary of the EBC. It is an important date that marks a momentum in brewing history where brewers and the entire supply chain seated together post World War to save the industry. Nowadays, we are also facing challenging times and we need to continue this legacy of collaboration and joined forces. I am sure next year’s event will be even better than the first joint edition in Antwerp.



**BENET, YOU WERE THE VICE-PRESIDENT OF EBC BACK THEN AND NOW YOU ARE PRESIDENT, ACTIVELY INVOLVED IN THE PREPARATION OF THE EVENT. YOU ARE ALSO SPANISH, AS IT HAPPENS. HOW ARE PREPARATIONS GOING?**

Benet Fité: We are really excited about this and putting our hands into it, very seriously. As Tiago mentioned, it will be the 75th anniversary of the EBC, but also the 100th anniversary of Cerveceros de España, the Spanish Brewers Association. That will also be the first time that the Brewers Forum travels outside of Belgium and the first post-pandemic event by The Brewers of Europe and the EBC. I encourage everyone to join us in Madrid! We are all actively working and very excited: be it Kenes, our Professional Conference Organiser, the team of Cerveceros de España, The Brewers of Europe and the EBC. Mid-September, we visited nice places where the networking event will take place as well as breweries in and around Madrid that can host the technical tours.

LASSE, BENET, THE FORUM AND THE CONGRESS BRING TWO SIDES OF THE SAME COIN TOGETHER, FOR THE BENEFIT OF THE ENTIRE BREWING COMMUNITY, OFFERING BOTH A TRADE SHOW AND A CONFERENCE. HOW SPECIAL WILL THE 2022 EDITION BE?

Lasse Aho: I see the Brewers Forum not just as an annual conference, but as a process. It constitutes a learning process for The Brewers of Europe to better develop the programme and its content year-on-year. When it first took place in 2018, designed as an event for the entire sector, it was directly successful

of the attendees. Moreover, with the 75th anniversary of the EBC and the 100th anniversary of Cerveceros de España, there are so many reasons to come to Madrid.

From the conference side of things, the Programme Team is currently working on defining the topics and inviting the speakers. The programme will provide a very promising mix of practical sessions, for example on marketing strategies, brewing education (for example, how to brew a non-alcoholic beer when you're a small brewer, and how to develop a business plan around it; or how to use the kveik yeast for brewing

different beers and differently), how to set up a brewpub, how to deal with "diversity and inclusion" in the brewery and throughout the value chain, beer export management. Sustainability is also to be on the agenda. Key notes will also be given to inspire the audience about the future of beer.

The Forum and EBC Congress will also host an exhibition that will allow for meeting suppliers and discovering their products. The discussions will also continue in the evenings, where events will be organised, be it on the Sunday evening (the Opening Ceremony) or the Tuesday (networking event at the end of the day) and on the Wednesday (Closing Ceremony).

Attendees will also be able to join for technical tours of breweries and suppliers' factories outside Madrid after the official programme. Really, after 18 months without events and without much possibility of engaging, the joint Forum/Congress will offer such opportunities.

Benet Fité: Lasse covered it all! It is a great summary of what will happen in Madrid! From the science side, we want to bring quality to the attendees. And that desire is boosted by the bigger audience the joint event brings! The industry has always relied on science to overcome the challenges and if we look at the current situation, with climate change and the crisis, there are still issues from a process point-of-view. The science that will be presented at the EBC Congress will certainly help iden-

ful gathering 1000 attendees and popularity has grown, as we were able to attract 2000 attendees with the online edition in 2021. Half of the success is about careful planning and the other half is about perfect execution. The team has carefully analysed the 2019 edition and we will deliver a much better 2022 edition, that many people look forward to after the pandemic.

Madrid is a wonderful, vibrant city with lots of sun and good food in a country which is witnessing a boom in small and micro-breweries. That offers the perfect combination for our sector! And it will also be one of the first fully-fledged beer physical event since the pandemic started and it will offer great opportunities to meet people for real around a good beer! The facilities at the IFEMA Palacio are large and offer guarantee for the



From top left to top right: Mathieu Schneider (Editor), Pavlos Photiadis (The Brewers of Europe President, 2016-2020), Benet Fité (EBC President, since 2020)

From bottom left to bottom right: Lasse Aho (The Brewers of Europe President, since 2020), Tiago Brandão (EBC President, 2016-2020), Pierre-Olivier Bergeron (Secretary-General, The Brewers of Europe)



tifying solutions for the sector. Sustainability is certainly the highest challenge for the industry and covers many issues: use of water, energy, raw materials production... The industry needs to find solutions to these problems without compromising the quality. In addition to these external challenges, we need to recognize the impact small, creative breweries have. The newcomers are developing new recipes and science has a role to ensure quality of these new brews keep up.

The programme of the EBC Congress is put together through a Call for Abstracts (Note from the editor: the Call for Abstracts for oral presentation closed on 24 October). I encourage every researcher from breweries, universities, institutes and other scientific institutions to submit an abstract for the Call for Posters. Submissions will be assessed by our team of reviewers and can cover topics such as ingredients, the brewhouse, the fermentation process (including dry-hopping) and also the packaging step. I am pretty sure new products such as non- and low-alcoholic beers and barrel-aged beers will be covered by the abstracts submitted, as these products are gaining in popularity

**AFTER 18 VERY DIFFICULT MONTHS, WITH THE LOCKDOWNS, RESULTING IN A VERY TOUGH ECONOMIC SITUATION FOR MANY BREWERS, IT IS THE FIRST TIME EUROPE'S BREWERS AND THEIR SUPPLIERS WILL BE MEETING UP AGAIN. WHAT DO YOU THINK THE BREWERS FORUM AND THE EBC CONGRESS HAVE TO OFFER TO HELP HEALING AND BRIGHTLY LOOK AT THE FUTURE?**

Lasse Aho: How can the Forum and the EBC Congress help? I would be delighted if the event is able to inspire its participants and give them positive ideas that they would bring back home. First, the joint Forum and EBC Congress will be a strong manifestation of the brewing community coming back together sharing positive news and mood turned into the future, short-term and long-term. I hope participants will take benefit of all the data, education, experience and trends shared during the event to become more innovative, develop their brewery, embrace sustainability. I see the Forum and the EBC Congress as the tip of an iceberg where knowledge and ideas are shared before flowing into the base of the iceberg – the entire brewing industry across Europe, at all levels. The Forum and the Congress offer a lot of opportunities to embark for a glorious booming brewing sector: face-to-face meetings, with knowledge transfer and the outlook for a unique, memorable and fruitful edition 2022!

Pavlos Photiades: I believe the beer market will be booming in 2022. Brewers, when joining us in Madrid at the end of May, will

be optimistic although there will still be some concerns. They will be keen to innovate, and we need to make sure sustainability will not be left behind. The Brewers of Europe is the home of all brewers and the Forum and Congress will be a very good example of this!

Tiago Brandão: This is exactly what I believe! Next year's event will be the first big event gathering a community which has been set apart for months. It has been very contra-nature for us as our industry is all about meeting and sharing! What I look for is celebrating our ability to meet again, look for information and innovation and enjoy this sense of togetherness. I will be cheering with all of you going out of our forced cocoon again!

Benet Fité: Fully agree! I would put it in my words, though: the joint Brewers Forum and EBC Congress will help to reconnect. Not with our customers, but with the brewing community, the business, the science, the technical sides. If we want consumers to reconnect, we also need to reconnect. Online is fine, but we cannot really reconnect online, we cannot share a beer! That is why we need to do it physically to show beer is ready to face the future! Let's all join together again in Madrid on 29 May – 01 June!







# BREWERS FORUM

MADRID 2022

38<sup>th</sup> EBC  
CONGRESS



## BREWERS FORUM/38<sup>th</sup> EBC CONGRESS MADRID, 29 MAY – 1 JUNE 2022

### SPONSORSHIP AND EXHIBITION OPPORTUNITIES

The **Brewers Forum/EBC Congress** offers a wide range of individual sponsorship opportunities, all which highlight your company's branding and make a high impact impression on attendees.



THE BREWERS OF EUROPE



500  
More than 500  
**BREWERIES**

**CONSUMPTION**

In 2019, there were favourable factors for total beer **consumption** to continue the upward trend of previous years, exceeding **41 million hectolitres (up 3.4%)**

3,4%

**EXPORT**

350%

Exports have grown by 350% in the last **ten years**

**OUT OF HOME CONSUMPTION**

Out-of-home consumption grew by one percentage point in 2019, nearly **70%** and accounted for 86% of the value of beer in Spain in 2019

**3<sup>RD</sup> LARGEST BEER PRODUCING COUNTRY IN THE EUROPEAN UNION**

**DRINK WITH FOOD**

Consumption data reveal that Spaniards drink beer with food: more than 30% of beer consumption takes place during **lunch or dinner**, 30% in the **aperitif** and 32% in the afternoon or before dinner; precisely in these last two moments, **tapas or pinchos** are also very present, either on demand or as a courtesy of the establishments.

90%

The Spanish brewing sector uses 90% of national raw materials

6000

and generates 6,000 direct jobs in the Spanish countryside

1

Leading consumer and producer of **non-alcoholic beer** in the EU

11<sup>th</sup> largest beer producer in the world in 2019  
10<sup>th</sup> largest beer producer in the world in 2020

# BREW MARKET (2019-20)



**EXPORTS**  
**3.1 MILLION**

Almost 3.1 million hectolitres of beer were exported in 2019, an increase of 3% compared to 2018. The main destinations for Spanish beer were Portugal, China, the United Kingdom and Equatorial Guinea



↑ 2019

**Per capita consumption** remained at similar levels to the previous year with 52 l (0.5 more than in 2018) This consumption pattern is representative of the Mediterranean diet, which was declared Intangible **Cultural Heritage of Humanity by UNESCO in 2010**

In the context of out-of-home consumption, 41% of spending on **COLD BEVERAGES** was on beer

↓ Overall beer **consumption fell by double digits**, down 12% from the previous year to 36 million hectolitres in 2020

↓ 2020

Per capita consumption among the Spanish population fell by 2 litres, to 50 litres per year



70% of beer **drinking occasions** occurred during lunch or dinner



Beer generated almost 9,500 direct jobs and contributed to the creation of more than 420,000 indirect jobs, almost 90% in the hospitality sector. In 2020, direct jobs fell by 11% and indirect jobs by 36.5%, especially in bars and restaurants

- 1 GERMANY
- 2 POLAND
- 3 SPAIN

At European level, according to the latest available data, Spain ranked third in terms of beer production, after brewing 39.5 million hectolitres, behind only Germany and Poland.

## 2020

While up to 2019 around 70% of beer was consumed outside the home, generating 86% of the value, in 2020 these figures were significantly altered. **Home consumption (56%) overtook on-trade (44%)**, where the total value of beer was 70%

The positive figure was **exports**, which managed to grow by 19%, reaching 3.7 million hectolitres





**100TH  
ANNIVERSARY OF  
CERVECEROS DE  
ESPAÑA  
INTERVIEW  
OF DEMETRIO  
CARCELLER ARCE,  
PRESIDENT OF  
CERVECEROS DE  
ESPAÑA**

DEAR DEMETRIO, NEXT YEAR, CERVECEROS DE ESPAÑA IS CELEBRATING ITS CENTENARIO (100TH ANNIVERSARY). CAN YOU TELL US MORE WHY THE ASSOCIATION WAS FUNDED AND WHAT IT ACHIEVED OVER ITS CENTURY-LONG EXISTENCE?

Cerveceros de España was born out of the aim of the producers to promote the development of the Spanish brewing sector, which was becoming increasingly important. Thanks to its foundation, the union between producers strengthened, which also allowed them to move forward regardless of the economic, political or social issues the country was going through.

An example of this was the shortage of raw materials during the World War II. This was the trigger for the creation of the "Sociedad Española de Fomento del Lúpulo" (Spanish Society for the Promotion of Hops), which was committed to evolving from other traditional crops to cultivate a product that would provide the key ingredient for the beer brewed in Spain with great added value for the farmers (the so-called "green gold"). In the same way, thanks to the founding of our sister association, Malteros de España, which integrated the work of the Ibercebadas Foundation, in collaboration with the Ministry of Agriculture and the different agriculture regional authorities where its trial fields are located, we achieved the availability in variety and quantity of a beer-quality barley of Spanish origin, which provides great added value to its farmers and producers and is even exported in the form of malt.

Given this trajectory, it is not surprising that Cerveceros de España is nowadays the voice of the sector and a point of reference in the Spanish socio-economic panorama. In fact, Cerveceros de España currently represents multiple brewing companies, being the voice of a diverse and united sector with a nationwide presence, promoting responsible beer consumption within a lifestyle deeply rooted in the Spanish society and based on the standards of the Mediterranean diet. In this sense, the brewing sector is a socially active agent leading numerous prevention initiatives focused on minors, young adults, pregnant women, breastfeeding women, road safety and drivers. What's more, in 1995 Cerveceros de España signed the Advertising Self-Regulation Code, a pioneering commitment in the beverage sector which represents a step forward in the commitment acquired by the brewing sector with its consumers, adapting to new social needs, reinforcing the limitations and situations envisaged and perfecting the mechanisms for action and monitoring compliance.

The association is also a member of FIAB (Spanish Federation of Food and Drink Industries). Likewise, the brewing sector



actively participates in Ecovidrio, an association that promotes and manages the recycling of glass packaging waste throughout Spain and which is also chaired by Cerveceros de España, whose objective is to preserve the environment by reducing the impact of packaging waste; and Ecoembes. At the international level, in addition to The Brewers of Europe and EBC, we are also closely involved in the activities developed by other international bodies such as the WBA (World Brewing Alliance) and we keep a good relationship with Cerveceros Latinoamericanos (Latin American Brewers Association).

SPAIN IS A VERY SPECIFIC MARKET IF WE COMPARE TO EUROPE, WITH THE VAST MAJORITY OF BEER BEING CONSUMED IN THE HOSPITALITY SECTOR. THE LAST 18 MONTHS HAVE BEEN QUITE HARD FOR THE INDUSTRY AND CERVECEROS DE ESPAÑA HAS BEEN PROVIDING ACTIVE SUPPORT TO ITS MEMBERS AND ALSO NON-MEMBERS. WHAT ARE YOU THE PROUDEST OF DURING THIS DIFFICULT PERIOD?

The brewing sector is strongly linked to the hospitality sector, which is why brewing companies have been accompanying the hospitality sector in this difficult situation through different actions. These included the development of various hospitality transformation action plans, as well as action guides that some companies made available to hoteliers with all kinds of recommendations. Once the restrictions began to be lifted and Spaniards could gradually return to bars and restaurants, the beer companies undertook several initiatives to inject cash to the hospitality sector and to refurbish the terraces. They also launched advertising partnerships and sponsorships to encourage traffic and consumption.

# 100<sup>TH</sup> ANNIVERSARY OF CERVECEROS DE ESPAÑA



Through all these actions, in 2020 alone, the Spanish beer sector invested more than 400 million euros to support and help the hospitality sector, continuing along these lines in 2021. As a sector, Cerveceros de España joined projects at both national and international level. On the one hand, 'Juntos por la hostelería' ('Together with the hospitality'), with the aim of working together to serve one of the engines of the economy and employment in Spain and to encourage, especially during the toughest months of the pandemic, all related institutions to promote measures to strengthen it. On the other hand, the association also joined #Reconnect, the campaign launched by The Brewers of Europe to support the hospitality sector after the impact of the crisis and the closure of bars and restaurants.

Also, internally, we met with the various competent institutions to convey to them the real situation in the brewing sector and share our proposals with them. At this moment, the Next Generation Funds are in action, so we have also made available to our partners all the information and help they may need to apply for them.



**THE SPANISH BREWING SECTOR HAS RECENTLY WITNESSED AN EXPLOSION OF SMALL BREWERIES AND CERVECEROS DE ESPAÑA TURNED INTO A HOME FOR THEM. WHILST COVID HAS NOT COMPLETELY VANISHED, PERSPECTIVES SEEM BRIGHTER, BUT MANY CHALLENGES ARE STILL AHEAD OF THE BREWING INDUSTRY. WHAT ARE ACCORDING TO YOU THE BIGGEST THREATS, BUT ALSO OPPORTUNITIES, BREWERS WILL BE FACING OVER THE NEXT 10 YEARS?**

If the pandemic has taught us something, it is the importance of diversifying distribution channels. It is precisely the smaller breweries that felt the impact of the crisis the most because they do not have easy access to so many distribution channels. So, due to this exceptional situation, we offered a labour consultancy service to help those breweries that do not have enough resources. We also carried out an exhaustive follow-up on regulations of interest and social and economic measures generated as a result of COVID-19. All this information was compiled and shared with the entire sector, showing unity, and helping breweries to be informed at a time when it was more necessary than ever.



Another thing we have learned in recent months is the importance of exports. In such a complicated year and with the sharp fall in consumption in our country, they managed to grow by 20%, reaching 3.7 million hectolitres. For this reason, Cerveceros de España will continue to work and support our member companies to boost their internationalisation. In fact, we have a working group made up of several members of Cerveceros de España who promote the presence of Spanish brewing companies abroad, facilitating the marketing of our beers beyond our borders.

**ARE THERE ANY CELEBRATIONS PLANNED FOR THE CENTENARIO IN ADDITION TO MADRID HOSTING THE BREWERS FORUM/38TH EBC CONGRESS?**

It is not every day that you turn 100 years old and for us it is a milestone in the history of the association. So, without a doubt,

being able to host such important events is a source of pride for us and encourages us to continue working even harder to strengthen the prestige of our beers and brewing companies both nationally and internationally.

At the moment we are still working on the activities we will carry out. But we can reveal that at the same time there will be social activities and technical visits to brewery production centers in our country. We are also working on the drafting and publication of a book about our centenary, in which we will compile the most important milestones of the association.

Nonetheless, the most important thing for us is not our 100 years old, but the next 100 years. We still have a long way to go together.



**EBC MANUAL  
OF GOOD PRACTICE**

**BEER FILTRATION  
AND STABILISATION**

(completely revised edition)

**AVAILABLE FOR SALE ON  
[WWW.CARLLIBRI.COM](http://WWW.CARLLIBRI.COM)**



# SUPPORTING RECOVERY



ROMANIA

## GREETING THE SUMMER SEASON – ROMANIA

By Berarii României / Brewers of Romania

ROMANIAN BREWERS WELCOME THE BEER REUNION SEASON WITH A DEDICATED CAMPAIGN INSPIRED BY THE EXPECTATION AND UNCERTAINTY OF THE LAST YEAR! #BEEReady #BEERightBack

The Brewers of Romania Association welcomes the long-awaited season of relaxed summer outings and speaks to the souls of friends who cherish clinking their draft glass or bottle of beer, at home or on the terrace, at sea or in the mountains, on the terrace or their balcony. Regardless of the location, certain things remain constant, even when today's reality is much different from the reality of previous years, and the message of the campaign perfectly captures this - Beer. The sparkling drink of the new relaxation!

Regardless of character, passions or context, people are ready to learn new things, to laugh with their loved ones and to celebrate with the witness of their joy, beer. The narrative of the campaign is supported by the [video manifesto](#) #BEEReady #BEERightBack, in which the analogy between the brewing process and the people growth process who open up to new experiences captures the joy of being able to see each other again over a beer.

Beyond the goal of celebrating the #beeready season with friends, the Brewers of Romania aims to continue to promote responsible beer consumption for a lifestyle without excesses.

BERARII ROMÂNIEI SALUTĂ SEZONUL REVEDERILOR LA BERE PRINTR-O CAMPANIE DEDICATĂ ȘI INSPIRATĂ DIN AȘTEPTAREA ȘI INCERTITUDINEA ULTIMULUI AN! #BEEReady #BEERightBack

Asociația Berarii României salută sezonul mult așteptat al ieșirilor relaxate de vară și vorbește pe sufletul prietenilor care prețuiesc să ciocnească împreună draftul sau sticla de bere, acasă sau la terasă, la mare sau la munte, pe terasă sau balcon. Indiferent de locație, anumite lucruri rămân constante, chiar și atunci când realitatea de astăzi este mult diferită de realitatea anilor trecuți, iar mesajul Asociației Berarilor Români surprinde perfect acest lucru - Berea. Băutura spumoasă a noii relaxări! Indiferent de caracter, pasiuni, context sau oră, oamenii sunt gata să învețe lucruri noi, să se revadă, să râdă cu cei dragi, să se simtă bine împreună și să celebreze cu martora bucuriei lor, berea. Narativul campaniei este susținut de [video manifesto](#) #BEEReady #BEERightBack, în care analogia dintre procesul de fabricare al berii și procesul de dezvoltare al oamenilor care se deschid spre experiențe noi surprinde bucuria de a ne puteam revedea din nou la o bere.

Dincolo de obiectivul de celebrare a sezonului #beeready între prieteni, Asociația Berarii României își propune să continue să încurajeze consumul responsabil de bere pentru un stil de viață fără excese, printr-o comunicare susținută pe toate canalele de comunicare integrate în această campanie.





SLOVENIA

## THE SLOVENIAN CHAMBERS OF AGRICULTURE AND FOOD ENTERPRISES, OF TOURISM AND HOSPITALITY AND OF CRAFTS LAUNCH A PROMOTIONAL VIDEO TO SUPPORT RECOVERY OF THE SECTOR

By the Association of Slovenian Breweries

The current period has led to completely new situations and new struggles for the existence of many companies. New challenges revealed to many companies that the way out of the crisis will be much easier with cooperation and through partnership building. On the 16<sup>th</sup> of March 2021, upon signing the Memorandum of Cooperation between the three Chambers (the Chamber of Agricultural and Food Enterprises ZKŽP – the Association of which the Slovenian Breweries is a member, the Slovenian Chamber of Tourism and Hospitality – TGZS and the Chamber of Crafts of Slovenia - Section for Hospitality and Tourism- OZS-SGT), they all committed to joint activities for the benefit of their company members, to help a sustainable, quick and healthy recovery and further growth of the sectors. One of the first activities was the preparation of a joint video film “Open Until further notice”, which is directed at everyone, from participating companies and partners to the end consumer with a common slogan and message: *“We support Slovenian agriculture, the food processing industry, catering and tourism. Only together can we create unforgettable every day and special moments.”*

This is the first partnership project prepared by the three Chambers after the signing of this year’s Memorandum of Cooperation and the establishment of a cross-sectoral value chain in the food processing sector, catering and tourism. It represents one of the important steps of the three Chambers for the earliest possible revival and sustainable development of related industries, it represents and illustrates the reconnection and the desire for recovery as well as an active response to the new situation in which we find ourselves in today’s new reality.

Of course, brewers and their proactive actions also play an important role in this regard. Without healthy ties, activities and respect



for all stakeholders in the value chain, a quick, safe and reliable recovery cannot be imagined.

### Združenje slovenskih pivovarn

Obdobje popolnoma nove situacije in novih bojev za obstoj podjetij. Novi in novi izzive usmerjajo v podjetja tudi v zavedanje, da bo izhod iz krize mnogo lažji ob sodelovanju in graditvi partnerstev. 16. marca 2021 so se ob podpisu Memoranduma o sodelovanju treh Zbornic, Zbornice kmetijskih in živilskih podjetij ZKŽP (katere član je tudi Združenje slovenskih pivovarn), (Gostinsko turistične zbornice Slovenije - TGZS, Obrtno zbornice Slovenije-Sekcije za gostinstvo in turizem- OZS-SGT) tri Zbornice zavezale k skupnem, povezanim aktivnostim v dobro svojih podjetij, v pomoč zelenemu, čim prejšnjem in zdravem okrevanju in nadaljnji rasti povezanih sektorjev. Ena od prvih aktivnosti je bila priprava skupnega video filma »Do nadaljnjega odprti«, ki nagovarja vse od sodelujočih podjetij, partnerjev do končnega potrošnika s skupnim sloganom in sporočilom:

*»Podprimo slovensko kmetijstvo, živilsko predelovalno branžo, gostinstvo in turizem. Samo povezani lahko ustvarjamo nepozabne vsakdanje in posebne trenutke.«*

To je prvi partnerski projekt, ki so ga 3 Zbornice pripravile po letošnjem podpisu Memorandum o sodelovanju in vzpostavitvi medsektorske verige vrednosti živilsko predelovalnega sektorja, gostinstva in turizma. Predstavlja enega izmed pomembnih korakov treh Zbornic za čim prejšnje obujanje in zeleni razvoj povezanih panog, predstavlja in ponazarja ponovno povezovanje (reconnect) in željo za povezano obnovo (recover) in aktiven odgovor (respond) na novo situacijo v kateri smo se znašli, v novi sedanosti.

Seveda v tej zvezi igrajo pomembno vlogo tudi pivovarji in njihove proaktivne akcije. Brez zdravih vezi, aktivnosti in spoštovanja vseh udeležencev v verigi vrednosti si hitrega, varnega in zanesljivega okrevanja ni mogoče predstavljati.



Video link: <https://youtu.be/fOyWbSkgzUU!~OMSelectionMarkerStart~!!~OMSelectionMarkerEnd~>



## DRINK-DRIVING PREVENTION CAMPAIGNS



ROMANIA

### ACTIVITIES IN ROMANIA

By Berarii României / Brewers of Romania

#### 0% ALCOHOL! 100% DRIVING! - A CAMPAIGN TO PREVENT ALCOHOL CONSUMPTION AMONG DRIVERS

Brewers of Romania Association and Romanian Police launched the prevention campaign "0% ALCOHOL. 100% DRIVING.", aiming to raise awareness among drivers about the negative consequences of driving under the influence of alcohol. Romanian brewers remind drivers that there are safe alternatives to driving, one of them being non-alcoholic beer.

"Promoting a responsible alcohol consumption is a constant concern for Brewers of Romania Association. That is why we toast a non-alcoholic beer with drivers, for safer roads, to remember that, no matter where we want to go, our lives and those of our loved ones are the most important destinations." says Julia Leferman, General Manager of the Brewers of Romania Association.

The campaign included a traffic activation component that took place on Friday, August 6, 2021, on the International Beer Day, on the highway to the seaside, where police and representatives of the Brewers of Romania Association sent a warning message to drivers and passengers in traffic.

#### 0% ALCOOL! 100% VOLAN!, O CAMPANIE DE PREVENIRE A CONSUMULUI DE ALCOOL ÎN RÂNDUL CONDUCĂTORILOR AUTO

Asociația Berarii României și Poliția Română lansează campania de prevenire „0% ALCOOL. 100% VOLAN.” Aceasta are ca obiectiv conștientizarea **șoferilor** cu privire la consecințele negative ale conducerii unui vehicul sub influența băuturilor alcoolice. Berarii României reamintesc **șoferilor** faptul că există alternative sigure pentru consumul la volan, una dintre acestea fiind berea fără alcool.

„Promovarea unui consum responsabil de alcool este o preocupare constantă a Asociației Berarii României. De aceea, ciocnim o bere fără alcool alături de conducătorii auto, pentru drumuri mai sigure, ca să ne amintim că, indiferent de locurile în care ne dorim să ajungem, viața noastră și a celor dragi nouă sunt cele mai de preț destinații.” spune Julia Leferman, Director General Asociația Berarii României.

Campania a cuprins o componentă de activare în trafic vineri, 6 august 2021, de Ziua Internațională a Berii, pe autostrada spre mare, unde polițiștii și reprezentanții Asociației Berarii României au transmis mesajul preventiv **șoferilor și** pasagerilor din autoturisme.





## ACTIVITIES IN GERMANY

By Deutscher Brauerbund / German Brewers Association

### DON'T DRINK AND DRIVE – A SUCCESSFUL PREVENTION CAMPAIGN

For more than 25 years, the DBB is supporting the DON'T DRINK AND DRIVE campaign, which is run by all alcohol industry associations in Germany. In recent years, efforts have been increased and the campaign is currently the focus of German brewers' fight against alcohol abuse. With wide-reaching activities, they actively warn of the risks of drink-driving. This year the DBB and its members are continuing their work by spreading memorable messages, especially in social media and with a nationwide poster campaign under the patronage of the drug commissioner of the federal government.

The popular campaign message "No excuses" works with funny and creative, sometimes absurd, but absolutely useless excuses that some could come up with if they were caught drunk behind the wheel. Together with the association for outdoor advertising as a partner for the out-of-home campaign, several thousand posters were hung in German metropolitan areas in this

context. With new accents in social media, the overall commitment will be strengthened this year and the range of the messages expanded.

The campaign's record so far is impressive with several hundred million contacts.

With the "DON'T DRINK AND DRIVE Academy", the messages of the prevention campaign are disseminated every year, primarily to vocational schools. Young peer teams use a driving simulator to demonstrate the consequences of driving under the influence of alcohol.



### DON'T DRINK AND DRIVE – EINE ERFOLGREICHE PRÄVENTIONSKAMPAGNE

Seit mehr als 25 Jahren unterstützt der DBB die von allen Verbänden der Alkoholwirtschaft in Deutschland getragene Kampagne DONT DRINK AND DRIVE. In den vergangenen Jahren wurden dabei die Anstrengungen vergrößert und so steht die Kampagne aktuell im Mittelpunkt der Präventionsbemühungen der deutschen Brauer gegen Alkoholmissbrauch. Mit reichweitenstarken

Aktionen wird aktiv vor den Risiken von Alkohol am Steuer gewarnt. Dabei haben der DBB und seine Mitglieder einprägsame Botschaften insbesondere in den Sozialen Medien und mit einer bundesweiten Plakatkampagne unter der Schirmherrschaft der Drogenbeauftragten der Bundesregierung verbreitet. Die beliebte Kampagnenbotschaft „KEINE AUSREDEN“ arbeitet mit witzigen und kreativen, teils absurden, aber absolut unbrauchbaren Ausreden, die mancher sich einfallen lassen könnte, wenn er alkoholisiert am Steuer erwischt wird. Gemeinsam mit dem Verband für Außenwerbung als Partner der

Out-of-Home-Kampagne wurden in diesem Zusammenhang mehrere tausend Plakate in deutschen Metropolen gezeigt.

Mit neuen Akzenten in den sozialen Medien wird auch in diesem Jahr das Engagement insgesamt gefestigt und die Reichweite der Botschaften erweitert.

Die bisherige Bilanz der Kampagne ist mit mehreren hundert Millionen Kontakten beeindruckend.

Mit der „DON'T DRINK AND DRIVE“ Academy werden die Botschaften der Präventionskampagne jedes Jahr vor allem an Berufsschulen verbreitet. Junge Peer-Teams zeigen hierbei die Folgen des Fahrens unter Alkoholeinfluss u.a. mit einem Fahr-simulator auf.

# BEER'S PLACE AND PERCEPTION AROUND THE WORLD



ROMANIA

## BEER'S PLACE AND PERCEPTION AROUND THE WORLD DISMANTLING MYTHS AROUND BEER IN ROMANIA

By Berarii României / Brewers of Romania

### ROMANIAN BREWERS DISMANTLE THE MYTHS ABOUT BEER! #BEREPEBUNE

The Romanian Brewers continued the beer celebration campaign with a new stage #BerePeBune and with the message **Together we dismantle the myths about beer**. Beer brings back not only great experiences with loved ones, but also extraordinary benefits for a balanced lifestyle, for caressing the senses, in the most pleasant social circumstances.

The campaign aims to debunk, on a relaxed, funny and friendly tone, preconceptions about beer. Although we live in a modern society where every statement can be sustained by scientific data, people are still influenced by popular opinion and myths about what we eat and drink. Therefore, brewers say clearly that beer is very suitable for a balanced lifestyle as long as it is consumed in moderation, it is a drink loved by both men and

women and thanks to its versatility, beer goes perfectly with any culinary preparation. It is the perfect choice for relaxing moments with friends or family, at home or on the terrace, at sea or in the mountains, at selected parties, concerts or sporting events.

### BERARII ROMÂNIEI DEMONTEAZĂ MITURILE DESPRE BERE! #BEREPEBUNE

Asociația Berarii României a continuat în vara lui 2021 campania de celebrare a berii cu o nouă etapă #BerePeBune și cu mesajul **Împreună demontăm miturile despre bere**. Berea ne aduce înapoi nu numai experiențele grozave alături de cei dragi, ci și beneficii extraordinare pentru un stil de viață echilibrat, pentru alintarea simțurilor, în circumstanțe sociale dintre cele mai plăcute.

Campania își propune să demonteze, pe un ton relaxat, amuzant și prietenos, preconcepțiile despre bere. Deși trăim într-o societate modernă în care fiecare afirmație poate fi susținută de profesioniști avizați cu date științifice, suntem în continuare influențați de opinia populară și de miturile cu privire la alimentele pe care le consumăm. De aceea, spunem clar și răspicat că berea este foarte potrivită unui stil de viață echilibrat atâta vreme cât este consumată moderat, este o băutură iubită deopotrivă de către bărbați și de către femei și grație versatilității ei, berea merge perfect alături de orice fel de preparat culinar. Este alegerea perfectă pentru momentele de relaxare alături de prieteni sau de familie, acasă sau la terasă, la mare sau la munte, la petreceri selecte, concerte sau evenimente sportive.







GERMANY

## BEER BREWING RECOGNISED BY UNESCO AS GERMANY'S CULTURAL HERITAGE

By Deutscher Brauerbund / German Brewers Association

### BEER BREWING IS PART OF UNESCO'S CULTURAL HERITAGE IN GERMANY

Artisanal beer brewing is part of the intangible cultural heritage in Germany. A committee of ministers of culture decided on this at the request of the German Brewers' Association (DBB) and other organizations and on the recommendation of the expert committee of the German Commission for UNESCO in 2020. Four years earlier, Belgian beer culture had been declared a worldwide intangible cultural heritage by UNESCO.

According to the decision-making body, artisanal beer brewing in Germany is recognized because it has proven to be "very versatile" in recent years, including a renaissance in home and hobby brewing: "Newly founded breweries fall back on old knowledge and develop new recipes from it." The excellent networking among German brewers and the numerous professional contacts abroad should also be positively emphasized. "Above all, the regional roots of beer brewing lead to a close bond between people, which is reinforced by communal celebrations and cultural associations."

In Germany today, over 1,500 mostly small and medium-sized breweries represent traditional artisanship and a great variety of flavours with over 7,000 different brands.

### BIERBRAUEN IST TEIL DES UNESCO-KULTURERBES IN DEUTSCHLAND

Das handwerkliche Bierbrauen gehört zum Immateriellen Kulturerbe in Deutschland. Dies beschloss ein Kulturministerausschuss auf Antrag des Deutschen Brauer-Bundes (DBB) und anderer Organisationen sowie auf Empfehlung des Expertengremiums der Deutschen UNESCO-Kommission in 2020. Vier Jahre zuvor war die belgische Bierkultur sogar von der UNESCO zum weltweiten immateriellen Kulturerbe der Menschheit erklärt worden.



*Brewer Alfred Schimpf, Kronenbrauerei, filling tanks. Credit: Markus Raupach*

Das handwerkliche Bierbrauen in Deutschland sei dem Entscheidungsgremium zufolge anerkannt, da es sich gerade in den letzten Jahren als „sehr wandlungsfähig“ erwiesen habe, unter anderem durch eine Renaissance des Haus- und Hobbybrauens: „Neugegründete Brauereien greifen auf altes Wissen zurück und entwickeln daraus neue Rezepturen.“ Auch die hervorragende Vernetzung der deutschen Brauer und Brauerinnen untereinander und die zahlreichen fachlichen Kontakte ins Ausland seien positiv hervorzuheben.

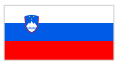
„Vor allem die regionale Verwurzelung des Bierbrauens führt zu einer engen Bindung der Menschen, die durch gemeinschaftliche Rituale wie Feste, Stammtische sowie durch Vereine noch verstärkt wird.“

In Deutschland stehen heute über 1.500, überwiegend kleine und mittelständische Brauereien sinnbildlich für das tradierte Handwerk und die riesige Geschmacksvielfalt mit über 7.000 verschiedenen Marken.



*Master brewer Wehle. Credit: Braumanufaktur Welde*

# BEER'S PLACE AND PERCEPTION AROUND THE WORLD



SLOVENIA

## SLOVENIAN BEER AWARDS 2021

### EXCELLENT BEER OF SLOVENIA 2021 AND EVENT BEST BEER OF SLOVENIA 2021

By Slovenian Brewers Association / Združenje slovenskih pivovarn

In this very turbulent year, the Association of Slovenian Breweries under the umbrella of the Chamber of Agricultural and Food Companies together with the Institute of Hop Growing and Brewing of Slovenia prepared the first new model Slovenian beers competition. The competition tasting took place in Žalec at the location of the Institute under the auspices of an expert commission in June.

The award ceremony took place on the 18<sup>th</sup> of June in Žalec at the very famous "Green Gold Beer Fountain" as part of the "Best Beers of Slovenia 2021" event. In addition to 19 awards for beers of excellent quality, 13 national professional qualifications of brewer were also awarded. The national qualification of brewers is an education that has been carried out for several years by the Institute of Hop Growing and Brewing of Slovenia (IHPS) in cooperation with the National Examination

Centre of the Republic of Slovenia. This is an important activity from the point of view of the staff of the future and the development of the brewing sector. Organized by the Žalec Institution for Culture, Sports and Tourism, the favourite beer of the Green Gold Fountain was also announced, based on the choice of consumers and journalists. At the event, the message to always drink in moderation and responsibly was of course repeated.

The project is set as part of a regular annual program, which is meant to be upgraded in partnership, to improve the professionalism of the sector and to set up a serious national sensory platform. This activity is also related to regular sensory training, which takes place at the Institute of Hops and Brewing with the support of the Association of Slovenian Breweries with the idea of building a national professional sensory panel. This is just one of the activities that encourages and enables the development and high quality of Slovenian beers in the future. The event was one of the first in-real-life events taking place in 2021 and represents a great introduction to the 2021 beer season and is an inclusive project aimed at all brewers regardless of their size.

Beers of excellent quality are presented in more detail in the brochure available here, available only in Slovene: [https://www.gzs.si/Portals/220/Vsebine/brosura-pivo-2021\\_web.pdf?timesamp=1624262182505](https://www.gzs.si/Portals/220/Vsebine/brosura-pivo-2021_web.pdf?timesamp=1624262182505)





## ODLIČNA PIVA SLOVENIJE 2021 IN DOGODEK NAJ PIVA SLOVENIJE 2021

V tem zelo razburkanem letu je Združenje slovenskih pivovarn pod okriljem Zbornice kmetijskih in živilskih podjetij skupaj z Inštitutom za hmeljarstvo in pivovarstvo Slovenije pripravili prvo tovrstno ocenjevanje slovenskih piv, ki so ga kot zelo kakovostno in zelo pozitivno promocijsko potezo pozdravili ustvarjalci, partnerji in ljubitelji slovenskega piva. Ocenjevanje se je dogajalo v Žalcu na lokaciji Inštituta pod okriljem strokovne komisije v mesecu juniju.

Podelitev priznanj se je odvijala 18. junija v Žalcu ob zelo znani »Fontani piva Zeleno zlato« v okviru dogodka »Naj piva Slove-

nije 2021«. Poleg 19 priznanih pivom odlične kakovosti je bilo podeljenih tudi 13 nacionalnih poklicnih kvalifikacij pivovar/pivovarka. Gre za izobraževanje, ki ga že nekaj let izvaja Inštitut za hmeljarstvo in pivovarstvo Slovenije (IHPS) je v sodelovanju z Državnim izpitnim centrom Republike Slovenije. Gre za



pomembno aktivnost iz vidika kadrov prihodnosti in razvoja sektorja pivovarstva. V organizaciji Zavoda za kulturo, šport in turizem Žalec je bilo razglašeno tudi najljubše pivo Fontane piv Zeleno zlato po izboru potrošnikov ter po izboru novinarjev. Na dogodku nismo pozabili tudi na vabilo k vedno zmernem in odgovornem uživanju piva.

Projekt je zastavljen kot del rednega vsakoletnega programa, ki ga partnersko želimo nadgrajevati, strokovno izpopolnjevati in postaviti resno nacionalno senzorično platformo. Ta aktivnost je povezana tudi z rednimi senzoričnimi treningi, ki potekajo na Inštitutu za hmeljarstvo in pivovarstvo s podporo Združenja slovenskih pivovarn z idejo graditve nacionalnega strokovnega senzoričnega panela. To je le ena izmed aktivnosti, ki spodbuja in omogoča razvoj in visoko kakovost slovenskih piv tudi v prihodnje. Dogodek je bil eden prvih dogodkov v živo v letu 2021 in je predstavlja odličen uvod v sezono piva 2021 in je projekt vključevanja (inclusion) namenjen vsem pivovarjem ne glede na njihovo velikost.

Piva odlične kakovosti so podrobneje predstavljena v brošuri, ki je na voljo tukaj, na voljo le v slovenščini: [https://www.gzs.si/Portals/220/Vsebine/brosura-pivo-2021\\_web.pdf?times-tamp=1624262182505](https://www.gzs.si/Portals/220/Vsebine/brosura-pivo-2021_web.pdf?times-tamp=1624262182505)





# BEER'S PLACE AND PERCEPTION AROUND THE WORLD



SLOVENIA

## INTERNATIONAL BEER DAY 2021 IN SLOVENIA

### INTERNATIONAL BEER DAY 2021 IN SLOVENIA

By Slovenian Brewers Association / Združenje slovenskih pivovarn

On August 6, 2021, members of the Association of Slovenian Breweries celebrated International Beer Day together. This is the day when the whole of Slovenia talks about beer, this is our day. On this occasion, this year, the Association of Slovenian Breweries prepared a media event appropriate to the situation with presentations of the current state of brewing in Slovenia and the proactive operation and relentless optimism of Slovenian brewing teams and partners. Upgrading the introductory presentations was the voice of the esteemed Pierre-Olivier-Bergeron, Secretary General of the European brewers' association – The Brewers of Europe, who presented the main challenges of the European brewing industry and the most important reasons to celebrate this important day for all brewers: "It's important to celebrate the Beer Festival for at least three reasons. The basic ingredients of beer come from nature, beer can be part of a healthy lifestyle with moderate consumption. Brewers are extremely brave people. The very diffi-



*Pravimno mednarodni dan piva  
Let's celebrate the international beer day*



cult situation of the last eighteen months of the Covid - 19 pandemic has only increased the courage, creativity and solidarity of brewers, who together with their partners are working very tirelessly to recover their and partner companies as soon as possible. And third, beer is a drink of moderation and responsibility is in the genes of its creators. Voluntary commitments to ingredient labelling and energy value are just one of the clear directions of responsibility to the consumer. Sustainable activities are part of the everyday life of brewing companies, be it water optimisation, new energy solutions or solidarity. Brewers connect and lead by example and that is what gives this beer festival a special stamp."

The brewers emphasized the importance of mutual cooperation of all those involved in beer and its consumption: creators, producers of raw materials, creators of brewing equipment, owners of bars and restaurants and all those who love beer. The event ended with a professionally guided beer tasting by Slovenian brewers and a tour of the virtual experience of Pivovarna Laško Union.

Through a guided beer tasting, the diversity of flavours and styles of beers from Slovenian brewers was presented. Brewers have a choice, not only to be able to offer the consumer too many interesting, even non-alcoholic products, but also to choose wisely in their decisions in the renewal and growth of their businesses.

This time, despite the limitations due to Covid-19, the organization of this celebration took place in a solemn manner and once again brought closer the meaning and charm of beer and brewers and continued the traditional celebration of International Beer Day in Slovenia. The Association of Slovenian Breweries wishes that in the coming years, this day can be celebrated together.



*Pierre-Olivier Bergeron, Secretary-General, The Brewers of Europe*



## MEDNARODNI DAN PIVA 2021 V SLOVENIJI

Člani Združenja slovenskih pivovarn so 6. avgusta 2021 skupaj praznovali mednarodni dan piva. To je dan, ko tudi cela Slovenija govori o pivu, to je naš dan.

Ob tej priložnosti smo letos razmeram primerno pripravili medijski dogodek s predstavitvami trenutnega stanja pivovarstva v Sloveniji in proaktivnega delovanja in neizprosnega optimizma slovenskih pivovarskih ekip in partnerjev. Nadgradnja uvodnih predstavitev je predstavljal glas spoštovanega Pierra-Olivier- Bergerona, generalnega sekretarja pivovarjev Evropskega združenja pivovarjev, The Brewers of Europe, ki je zbranim predstavil glavne izzive evropske pivovarke branže in najpomembnejše razloge za praznovanje tega za vse svetovne pivovarje pomembnega praznika: *»Pomembno je praznovati praznik piva vsaj iz treh razlogov. Osnovne sestavine piva prihajajo iz narave, pivo je lahko del zdravega načina življenja ob zmernem uživanju. Pivovarji so izjemno pogumni ljudje. Zelo težka situacija zadnjih osemnajst mesecev pandemije Covid - 19 je le še povečala pogum, kreativnost in solidarnost pivovarjev, ki skupaj s svojimi partnerji zelo neumorno delujejo za čim prejšnje okrevanje svojih in partnerskih podjetij. In tretjič, pivo je pijača zmernosti in odgovornost je v genih njenih ustvarjalcev. Prostovoljne zaveze označevanja sestavin in energijske vrednosti so le ena od jasnih usmeritev odgovornosti do*

*potrošnika. Trajnostne aktivnosti se del vsakdana pivovarskih podjetij pa naj si bo to optimiranje porabe vode, nove energetske rešitve ali solidarnost. Pivovarji povezujejo in vodijo s svojim zgledom in to je tisto, kar daje temu prazniku piva še poseben pečat.«*

Pivovarji so izpostavili pomen medsebojnega sodelovanja vseh, ki so povezani s pivom in njegovo potrošnjo, ustvarjalce, pridelovalce surovin, kreatorje pivovarske opreme, lastnike barov in restavracij in vseh, ki imajo radi pivo. Dogodek se je zaključil s strokovno vodeno degustacijo piv slovenskih pivovarjev in ogledom virtualnega doživetja Pivovarne Laško Union Union Experience.

Skozi vodeno degustacijo piv se je predstavila raznolikost okusov in stilov piv slovenskih pivovarjev. Pivovarji imajo izbiro, ne le da lahko potrošniku ponudijo premnoge zanimive, tudi brezalkoholne izdelke temveč in izbirajo modro tudi pri svojih odločitvah v obnovi in rasti svojih podjetij.

Tudi organizacija tega praznovanja je tokrat kljub omejitvam realnega stanja v času Covid-19 potekala slavnostno in ponovno približala pomen in čar piva in pivovarjev in nadaljevala v Sloveniji zdaj že tradicionalno praznovanje mednarodnega dneva piva. Želimo si, da bi v prihodnjih letih ta praznik zares praznovali skupaj.



# BREWUP

MAGAZINE

DO YOU WANT TO ADVERTISE  
IN BREW UP MAGAZINE AND REACH  
**THOUSANDS OF BEER PROFESSIONALS**  
ACROSS EUROPE AND BEYOND?

## RATECARD

1/2 PAGE FULL COLOR: 500€  
1/1 PAGE FULL COLOR: 1000€  
COVER 2 FULL COLOR: 1350€  
BACK COVER FULL COLOR: 1500€

ISSUED TWICE PER YEAR

Please contact [info@brewup.eu](mailto:info@brewup.eu)



THE BREWERS OF EUROPE