

MEDIA RELEASE

Immediate Release

Beers from 33 Countries to be Judged at Australian Awards

The 19th annual Australian International Beer Awards (AIBA) will see more than 1,100 of the world's finest lagers, ales, stouts and porters from 33 countries including Germany, Belgium, Japan, Brazil, Laos and Australia, judged in Melbourne this month.

With 17 Champion Trophies on offer including a new Champion Low Alcohol Beer award, the Australian International Beer Awards is recognised as the pre-eminent showcase of beer and brewing excellence in the Asia Pacific region and is conducted by the Royal Agricultural Society of Victoria (RASV) in conjunction with the University of Ballarat (UB) each year.

AIBA Chairman, Mr Peter Manders, said the Awards, which celebrate world class brewing and beer craftsmanship on an international stage, grow in reach each year.

"The truly international competition has seen an increase in both the South-East Asian and Scandinavian regions; a 15 per cent increase from United States breweries; and a first time entry from a Kazakhstani brewery. On home soil, entries have increased from West Australian and Tasmanian breweries," Mr Manders said.

202 entries were received from Victorian breweries in 2011. In addition, 130 entries were received from New South Wales, 126 from Western Australia, 64 from South Australia, 50 from Tasmania, 35 from Queensland, and 16 from the Australian Capital Territory.

"Success at the AIBA is highly sought-after and increased entries from breweries in countries including Brazil, Denmark, China and Chile is a testament to industry recognition of the Australian International Beer Awards," he said.

The AIBA's global reputation has been further strengthened by the inclusion of some of the world's most respected industry personnel joining Australian beer experts to extensively assess the brews.

The 2011 AIBA will be presided over by forty-four judges, including thirteen international judges, the largest number of internationals in the history of the Awards. Judges will include Mr Isara Khaola-lead of Bangkok's Boonrawd Brewery and Dr Fritz Briem of Germany, as well as representatives from New Zealand, the UK and the US.

The truly international competition has this year received more than 550 international entries and a strong 600 entries from Australian breweries. Next to Australia, the largest number of entries came from the US, with 218 beers entered followed by New Zealand with 61, Brazil with 41 and Germany with 34.

The judging panel will consist of Australian brewers who along with the international judges will evaluate all the submitted samples for judging at the Melbourne Showgrounds.

An awards presentation evening, on Friday, 20 May 2011 is the pre-eminent celebration of premium beer and brewing excellence in the Asia Pacific Region and will be held at the Melbourne Convention and Exhibition Centre. The successful 17 Champion Trophies winners will be announced, recognising the most outstanding brews in the competition. For further information please visit www.beerawards.com.

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