

INTERNATIONAL BEER CHALLENGE PRESS RELEASE

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RECORD NUMBER OF GOLDS AT INTERNATIONAL BEER CHALLENGE

The International Beer Challenge 2017 has awarded 46 gold medals, 171 silvers and 292 bronzes after a blind tasting by some of the industry's leading experts.

More than 700 beers from 30 countries entered the competition, which celebrates its 20th year this year. The beers were judged by UK beer experts including: retailers, importers, publicans, brewers, writers and flavour analysts. Each brew was tasted blind by the expert panel and medals were awarded to the exceptional entries.

Chairman of the judges Jeff Evans said: "Having been chairman of the judges for 15 years, it's great to see the competition continue to grow and to welcome entries this time from more than 30 countries. It proves that the IBC is a truly international competition that is respected around the world, thanks in many ways to the knowledge, expertise and integrity of our brilliant judges, who come from right across the brewing industry. They always make sure that any medal is hard won and fully deserved – there are no handouts in this competition – and so I congratulate all the medallists and particularly the 46 gold medallists who really shone."

In September each of the 46 gold medal winners will be re-tasted by IBC chairman Jeff Evans and a panel of captain judges to award trophies for champion beers in each style group and an overall supreme champion.

The trophy winners will be announced at an awards evening at Tanner & Co in London on September 4.

Evans said: "That final round of judging takes place just a couple of hours before the trophy winners are revealed to the world at our grand presentation evening in September. It's a nail-biting occasion for everyone concerned. At the IBC, the excitement continues right up to the last minute."

In the Design & Packaging, judges were really impressed with the originality, execution and overall creativity from beer packaging entries in particular the craft beers. The judging panel led by Paul Foulkes-Arellano said "we were really encouraged by the way the category is moving. We were impressed by the canned entries and next year I think even more cans will be entered into these awards". Overall, the judges awarded 6 golds, 4 silvers and 13 bronzes. The Supreme Champion for Design & Packaging will be announced at the awards presentation on September 4.

To find the full list of medal winners visit www.internationalbeerchallenge.com

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