



## Pressemitteilung

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# Future Award: The European Beer Star Sustainability Award Brauerei Schützengarten, Braucommune in Freistadt and Plzeňský Prazdroj combine highest beer quality with sustainable management

**Nuremberg, November 29, 2023:** *Following its premiere last year, the European Beer Star Future Award was presented for the second time at BrauBeviale 2023 in Nuremberg. This sustainability award recognizes breweries that manage to combine highest beer quality with sustainable business practices. The evaluation focuses on the ecological, economical, social and cultural commitment of breweries in accordance with the pillars of sustainability. The independent expert jury consisting of industry and sustainability experts was most impressed by Brauerei Schützengarten, Braucommune in Freistadt and Plzeňský Prazdroj. These three breweries can look forward to receiving the European Beer Star Future Award 2023.*

Energy efficiency, securing local raw materials and employee satisfaction are no longer trivial matters. Sustainable management has long since become the focus of corporate management. This is why the Association Private Brauereien has been organizing the European Beer Star Future Award since 2022. Participating breweries are assessed in a three-stage model according to the pillars of sustainability - ecology, economy, social and cultural aspects - as well as the sensory quality of the beers submitted.

"Sustainability is an ongoing process. Numerous breweries are already acting sustainably in many areas without being fully aware of it. With the Future Award, the sustainable commitment of breweries will now be objectively assessed by an interdisciplinary jury," says Stefan Stang, Managing Director of the organizer Private Brauereien Bayern.

### Three-stage evaluation model

In order to receive the Future Award, the participating breweries had to go through a three-stage evaluation model.

The first step was an industry-specific questionnaire based on the 17 Sustainable Development Goals (SDGs) of the United Nations. In addition to figures on the use of energy, water and packaging, the breweries were also asked questions about regional value added as well as customer and employee satisfaction.

A team of industry and sustainability experts selected the 8 best applications from all the answers submitted. All questionnaires were anonymized and the submitting breweries were not disclosed to the jury.

In the second discipline, the sensory quality of the beer is also of fundamental importance. In addition to sustainability, the smell and taste of a beer are also important characteristics for consumer acceptance. In accordance with the tasting criteria of the European Beer Star, one beer from each finalist was therefore tasted and evaluated by the final jury.

In the third assessment stage, the way in which the respective brewery communicates its commitment to sustainability to its customers and employees was evaluated. The focus here was on measures taken by the brewery for the social and cultural common good.

### **Jury honors three breweries with the Future Award**

The final round of the Future Award 2023 took place live at the BrauBeviale trade fair in Nuremberg on November 28. An independent jury of industry and sustainability experts assessed the finalists' social and cultural commitment as well as the sensory quality of their beer. In the end, Brauerei Schützengarten from Switzerland, Braucommune in Freistadt from Austria and Plzeňský Prazdroj from Czech Republic were the most convincing. The three breweries were presented with the Future Award at the European Beer Star 2023 awards ceremony on November 29.

Further information: [www.european-beer-star.com](http://www.european-beer-star.com)

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#### **About the European Beer Star:**

The European Beer Star has been organized by the Association Private Brauereien since 2004 and has long since become one of the most important beer competitions in the world. The European Beer Star honors beers that are unadulterated, full of character and of high quality. Most of the beer styles considered are those that have their origins in Europe. All breweries worldwide are eligible to participate: local, regional, supraregional, and internationally active breweries, not only from Europe, but from all countries on all continents. The European Beer Star is supported by BarthHaas, BrauBeviale, Brauwelt, Fermentis, Kalea, Kaspar Schulz, Micro Matic and Rastal.

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## **About the Association Private Brauereien**

As a national and regional trade organization, the Association Private Brauereien represents the interests of several hundred small and medium-sized breweries. Member breweries include one-man operations as well as companies with more than a hundred employees; pub breweries that offer their beer exclusively in their own pubs, microbreweries whose beers are sold around the chimney, and breweries that export their beers worldwide. Members include newly established breweries as well as traditional breweries where beer has been brewed for centuries. All of these establishments, in addition to great beers, have a common denominator that can also be found in the name of the association: They are privately operated.

Further information: [www.private-brauereien.de](http://www.private-brauereien.de)