

## ProWein 2023 – Trend text “Craft Beer” / March 2023

### **Beer & Craft Beer – where does the international world of beer stand?**

by Peter Eichhorn, Berlin

Germany is a country with a rich brewing tradition – made possible by regional beer culture, outstanding hop-growing regions, best-of-breed brewing malt, exemplary education curricula and extensive yeast banks. The craft beer segment, in particular, is constantly developing and also making inroads in high-end food service. Numerous sommeliers select exciting beer styles to present their wine-loving guests with sensory surprises. It seems that brewing styles like Geuze, Barley Wine, Imperial Barrel Aged Stout or Doppelbock do inspire and stimulate wine lovers.

It therefore comes as little surprise that a handsome number of breweries from countries generally considered wine nations will be presenting their beers at this year’s ProWein from 19 to 21 March. It is well worth taking a closer look at these specialty brews. Though the per-capita beer consumption in 2021 in Spain (50 litres), Italy (35 litres), France (33 litres) or Greece (32 litres) lags far behind that of the Czech Republic (129 litres), Austria (102 litres) and Germany (89 litres), other statistics prove that the consumers in these wine nations are prepared to spend more money on their beer.

A highlight at this year’s ProWein is Brasserie Meteor from France (Hall 7/ D 30). As France’s oldest brewery, it looks back on a family history spanning eight generations dating back to 1640. Tradition meets innovation as their beers tastefully cover the spectrum from Pilsner to India Pale Ale. Add to this, seasonal beers for Christmas or currently at the beginning of



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spring, Blanche wheat beers with delicate spice and fruity notes or the full-bodied Wendelinus Blonde with touches of caramel and muscat. Needless to say, the most French of all brewing styles is also part of the game: Bière de Garde. A powerful, matured wheat beer with a 7.2% alcohol content that combines sweetness and a nutty flavour with vanilla and great complexity that fascinates the palate when paired with food.

Brasserie Alaryk in Béziers has only been making craft beer since 2016 (Hall 7/ D 34). Inspired by the Languedoc wine-growing region, their beers reflect their homeland and are also produced organically – unfiltered, without any additives or additional CO2. Another brewery is Brasserie Gôde – run by a charming couple from Flanders and Champagne who each inject a little something from their homeland into their special beers (Hall 9/C 40). With bottle ageing, a hop embellished Fleur de Lys emblem and presentation in a suitably elegant bottle this is a beer for champagne drinkers.

The bandwidth of Spanish brewing craft will be presented by the Association of Spanish Brewers, Cerveceros de España (Hall 7/ D 45). This brewers' association wants to demonstrate what the high-quality beers brewed between Bilbao and Malaga have to offer in a diverse and multi-faceted presentation.

Food pairing is also centre stage for the brewers at Birra Flea from the Italian town of Gualdo Tadino, in Umbria – yet another tradition-rich wine-growing region. Here the beers are brewed meticulously and without any additives, drawing on international inspirations. Presented in beautiful bottles we find India Pale Ale, Imperial Red Ale, smoked beer or Blanche (Hall 7/ D 43). Interbrau (Hall 7/ D 39) from Villafranca presented by a renowned Italian distributor showcases an impressive assortment of brewing specialties from around the world. The portfolio includes classics such as Sierra Nevada, Schneider Weisse, St. Bernardus, Uerige, Mikkeller, or Guinness. And



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from their Italian homeland they bring Birra Antoniana from Padua.

Thanks to Greece's Pineios Brewery (Hall 7/ C 33) and Septem Microbrewery (Hall 7/ D 32) visitors will also be able to taste the craft products of two modern Hellenic creative beer "think tanks". Septem is a vintner's beer that treats the hops in beer like grapes in wine. And Pineios, a friendly micro-brewery from Larisa, lays itself open to the discerning German "beer palate". Their numerous creations also include typical German beer styles such as wheat beer, Bock and Dortmunder Export.

### **Note for editors:**

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