



Press Kit

World Cup of Beersommeliers

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Background Information

World Class Beersommeliers

During the past several years, the position of Beersommelier has become well established within the brewing industry. Next to the classic wine sommelier, it has become the most popular training choice in the sommelier branch. It's no wonder, then, that the number of Beersommeliers has steadily increased in recent years. The tasks of a Beersommelier are extensive: in the food services sector, he/she prepares the beer menu, advises the chef on dishes that incorporate beer and handles the purchasing of beer brands for the restaurant. In other words, he/she does whatever it takes to help ensure that any beer served to the guests is of optimum quality, preserving and enhancing its overall value. These special abilities have been honored since 2009 in the form of a World Cup, which takes place bi-annually at varying venues, organised and managed by Doemens Academy, Inc. of Gräfelting. In 2017, a champion will be crowned from among the ranks of more than 3,000 trained Beersommeliers, this time in Munich in the run-up to the drinktec, the world's leading trade fair for the beverage and liquid food industry. More than 60 Beersommeliers from various nations will be selected to attend the event and have their knowledge and skills put to the ultimate test.



Game Plan of the World Cup

Participants will be assessed and evaluated in various stages as their know-how is put to the test. In the preliminary phases, basic theories are explored and knowledge of beer styles and flavors are evaluated. In a knockout competition, the best competitors present a selected beer in the semi-final phase and are expected to compete directly against their competitors. Participants who qualify themselves for the final must face a high-caliber jury. Every finalist must convince the expert jury that he or she is knowledgeable on all topics related to beer. The one who is most persuasive and best encapsulates the story of brewing culture and beer diversity wins and is crowned the new World Champion of Beersommeliers



The World Cup of Beersommeliers in numbers

	1st WCBS	2nd WCBS	3rd WCBS	4th WCBS	5th WCBS
Dates	April 17-19, 2009	April 8-9, 2011	September 14-15, 2013	July 18th, 2015	September 10th, 2017
Event locations	Sonthofen (Germany)	Anif/Salzburg (Austria)	Munich (Germany)	São Paulo (Brasil)	Munich (Germany)
Participants	48	50	55	53	ca. 60
World Champions	Karl Schiffner (Austria)	Sebastian B. Priller-Riegele (Germany)	Oliver Wesseloh (Germany)	Simonmattia Riva (Italy)	
Runners-up	Sebastian B. Priller-Riegele (Germany)	Fabio Nalini (Italy)	Tatiana Spogis (Brasil)	Frank Lucas (Germany)	
Jury	<ul style="list-style-type: none"> • Dr. Wolfgang Stempf, Managing Director, Doemens • Dr. Christina Schönberger, Technical Sales, Joh. Barth & Sohn • Dr.-Ing. Karl-Ullrich Heyse, Publisher, <i>Brauwelt</i> • Hubert Hanghofer, Brewery and Beverage Sensor Technologies Expert • Michael Weiß, Managing Director and Chairman, Meckatzer Löwenbräu 	<ul style="list-style-type: none"> • Dr. Wolfgang Stempf, Managing Director, Doemens • Dr. Christina Schönberger, Technical Sales, Joh. Barth & Sohn • Axel Kiesbye, Managing Director, Kreativbrauerei Obertrum • Karl Schiffner, Owner, Biergasthaus Schiffner • Dr.-Ing. Karl-Ullrich Heyse, Publisher, <i>Brauwelt</i> • Dipl.-Ing. Dr. Günther Seeleitner, President, Bund Österreichischer Braumeister and Brauereitechniker (Association of Austrian Brewers and Brewery Technicians) • Kersten Albert Wetenkamp, Editor, <i>Der Feinschmecker</i> 	<ul style="list-style-type: none"> • Dr. Wolfgang Stempf, Managing Director, Doemens • Dr. Christina Schönberger, Technical Sales, Joh. Barth & Sohn • Petra Westphal, Project Manager, drinktec, Messe München • Bernd Arold, Managing Director, Der Gesellschaftsraum • Cilene Saorin, Master Brewer and Beersommelier, Brasil • Karl Schiffner, Owner, Biergasthaus Schiffner, Austria • Urs Willmann, Editor, <i>Die Zeit</i>, Redaktion Wissen 	<ul style="list-style-type: none"> • Dr. Wolfgang Stempf, Managing Director, Doemens • Dr. Elisabeth Wiesen, Technical Sales, Joh. Barth & Sohn GmbH & Co. KG • Petra Westphal, Project Manager, drinktec, Messe München • Oliver Wesseloh, Owner, Kehr wieder Kreativbrauerei • Tatiana Spogis, Beersommelier Trainer, Brasil • Manoel Beato, Winesommelier, Brasil 	<ul style="list-style-type: none"> • Dr. Wolfgang Stempf, Managing Director, Doemens • Dr. Christina Schönberger, Technical Sales, Joh. Barth & Sohn GmbH & Co. KG • Petra Westphal, Project Manager, drinktec, Messe München • Cilene Saorin, Master Brewer and Beersommelier, Brasil • Simonmattia Riva, World Champion of Beersommeliers, 2015 • Christoph Kämpf, Managing Director, Karmeliten Brauerei • Steffen Jost, Food- und Travel-Blog "Feed me up before you go-go" • Johannes Einzenberger Certified Sommelier and Owner of wein4senses

The Beer Ambassadors



World champion 2009:
Karl Schiffner
(© Dr. Werner Schiffner)

Four champions have already been crowned at previous competitions. The first World Cup, selected in the German city of Sonthofen in 2009, was the Austrian *Karl Schiffner*. The restaurateur lives the beer culture most passionately in his Biergasthaus Schiffner in Aigen-Schlögl. More than 100 different beers from all over the world are available for tasting while dining at his inn. As the first world champion, Schiffner sees that it has become his duty to represent beer culture to the outside world. "**I became a Beersommelier because it satisfies my passion to offer creatively crafted brews to people who enjoy exploring new tastes,**" says Schiffner when asked to comment on his responsibilities as a Beersommelier.

The second World Cup took place in Anif near Salzburg. *Sebastian B. Priller-Riegele* from Augsburg - the 2009 runner-up - was able to best his 49 competitors to take the title in 2011. He runs the family brewery Riegele in Augsburg, now in its 28th generation. There he celebrates beer culture in its pure form with his own beer brewery and a beer academy, which has everything to offer from brewmaster training to professional development seminars for beer experts. In addition to everyday life in the brewery, Priller-Riegele represents the wider beer culture enthusiastically and with great enthusiasm. "**The ability to convey my passion for beer - and I do enjoy ALL the world's beer styles - is one of my primary tasks as Beersommelier,**" says Priller-Riegele.



World champion 2011:
Sebastian B. Priller-Riegele
(© Foto Bernhard)



World champion 2013:
Oliver Wesseloh
(© Julia Schwendner)

In 2013, the World Cup took place during the run-up to drinktec, the world's leading trade fair for the beverage and liquid food industry, also one of the two main sponsors of this initiative alongside Joh. Barth & Sohn. 54 participants from ten nations entered the race and fought for the coveted title. In the end, the creative brewer and qualified brewing engineer from Northern Germany - *Oliver Wesseloh* - was able to persuade the jury that he deserved the championship title. **"Living beer culture means sharing the beer experience to surprise and inspire. Beer represents diversity and offers something for everyone and every situation. Beer is not just beer; It is my goal, therefore, to encourage constant exploration and discussion."** emphasizes *Oliver Wesseloh* as he outlines his clear mandate as Beersommelier.

At the fourth World Cup in 2015, *Simonmattia Riva* of Italy took the title. Riva gave both jury and audience a perfect show. He persuaded his audience, first and foremost, with his professional and sovereign presentation of the beer style he had chosen. On top of that, his highly emotional and compelling performance elicited standing ovations. **"I hope I can help the brewing industry catapult brew culture and beer knowledge into the world,"** said the freshly crowned world champion of Beersommeliers. He has a clear vision of what beer culture means to him: **"Beer and beer culture are my passion and my life. Beer culture is, for me, the enjoyment of a good beer and to understand how, where and when it was crafted, to know the brewer, to recognize his craft and to experience the taste of his home region with every sip."**



World champion 2015:
Simonmattia Riva (© Doemens)

Sponsors for 2017

Major Sponsors: drinktec and Barth-Haas Group

drinktec.com

September 11–15, 2017
Messe München, Germany

drinktec, the world's leading trade fair for the beverage and liquid food branch, is our industry's most important event. Around 1,600 international exhibitors present the latest technologies used in production, bottling and packaging of all kinds of beverages, including handling of liquid food raw materials as well as logistics. The topics "beverage marketing" and "packaging design" round out the offerings. drinktec 2017 expects to welcome 70,000 visitors from over 180 countries and take place in Munich from September 11th to 15th.

"The World Cup of Beersommeliers and drinktec is just a good fit. We attract breweries from all over the world, big conglomerates as well as small and medium-sized enterprises. And our new 'place2beer' is the perfect meeting point for all brewers. Thus, drinktec is the ideal platform for this World Cup program and we are happy to be a major sponsor", says Petra Westphal, project group leader drinktec, Messe München

BARTH-HAAS GROUP
FOR YOUR SUCCESS

Barth-Haas Group is the world's largest supplier of hop-related products and services. Active on all continents, this Nuremberg institution guides its customers and partners along the entire value chain: from breeding and cultivation to processing and marketing of hops and hop products. Research and development in hops and related materials are core activities within the Barth-Haas Group, in line with their motto: "Because your beer is our passion!"

"From the beginning, we have supported the World Cup of Beersommeliers. Many of our own employees have successfully completed their sommelier training. One thing's for sure: who could better describe the wonderfully aromatic contribution of hops and who could make beer more desirable than a Beersommelier?", proclaims Stephan Barth, Managing Director, Barth-Haas Group



The Bayerische Brauerbund eV is one of the oldest economic associations in Bavaria. Its main purpose is to promote the common interests of the entire Bavarian brewing industry. The association has also set itself the goal of protecting the unique structure of the brewery system in Bavaria and is committed to preserving the 500-year-old Bavarian tradition of purity, the reputation of Bavarian beer in particular and the reputation of beer in general. The Brauerbund is home to nearly 400 members and sponsors. It represents more than 80 percent of Bavarian beer production and advocates for breweries of all sizes.

"The Beersommelier movement has enhanced the Bavarian brewing industry, which has always been characterized by its diversity. These days, when beer and its various styles are so prominently featured, when discussions about beer and a widespread willingness to sample various brews has increased enormously, the sommelier's value is clearly apparent. Through our support of this World Cup, we would like to contribute to giving this movement a further boost", says *Dr. Lothar Ebbertz, Chief Executive Officer, Bayerischer Brauerbund*



BrauKon supplies high quality turnkey breweries worldwide, especially for medium-sized breweries. More than 25 master brewers and brewery engineers design and build custom facilities for high demand, flexibility and profitability without compromising quality. At BrauKon everything revolves around brewers and their beer: to help them create unique brews - Beer with Character.

"As a brewing facilities provider, we focus on beer. We live our principles and are therefore happy to support the World Cup of Beersommeliers, which, like us, are dedicated to the innumerable complex nuances of the most beautiful drink in the world", says *Markus Lohner, Managing Director of BrauKon*



Since its founding in 1871, the Deutsche Brauer-Bund has been the voice of the German brewer. There are twelve members in the federation, five of whom are regional associations, one professional association and six corporations as direct members. The five regional associations include small and medium-sized breweries from all federal states and their interests are represented by the Brauer-Bund irrespective of size and business model.

"Germany is experiencing a renaissance with beer and brewing. More and more people are interested in beer diversity and brewing skills. Beersommeliers are ambassadors who convey beer culture with great competence and passion. That's why we like to support the World Cup of Beersommeliers", according to *Holger Eichele, Chief Executive Officer Deutsche Brauer-Bund*



The diversity of beer culture has a long tradition in Europe. It is the aim of the "Freien Brauer", an association of 40 leading independent family breweries in Germany, Austria, Luxembourg and the Netherlands, to uphold this tradition. In doing so, Die Freien Brauer focus on their collective purchasing power and on the exchange of ideas within this supportive community. The seven values which they espouse include highest quality, unique diversity and loyalty to the region in which they operate.

"Trained Beersommeliers are an integral part of our far-flung community. They contribute in significant ways to our beer culture. We value this very much and therefore support this World Cup. And, of course, we are particularly keen to support our own contestants!"
Jürgen Keipp, Managing Director of Die Freien Brauer

Founded in 1900, Sahn - an owner-operated business - is one of the world's leading suppliers of drinking glasses to the beverage industry. The high level of competence and in-depth advice on brand positioning as well as modern and innovative glass design, combined with outstanding service and logistics systems, make Sahn a favorite among their many satisfied customers. Custom designed drinking glasses for the beverage industry is their hallmark. SAHM has been working on the theme "TasteDesign®" - the analysis of the composition of a beverage - for more than ten years, together with sommelier world champion Markus Del Monego. Matching the perfect glass to a certain brand can be achieved by considering the sensory properties of glass shapes.

"The increasing variety of tastes is an enrichment for our brewing culture. With TasteDesign®, we offer the right glass for the tasting of every beer. That is why it is our special privilege to sponsor the World Cup for Beersommeliers again."
Paul Goller, Managing Director, Sahn

The company is one of the world's leading manufacturers of multi-use container solutions (kegs) for the beverage industry and, as the industry's leading innovator, offers a wide range of products for all specifications. All-steel barrels, PU-coated, kegs with colored head and foot rings - Schäfer Container Systems offers purpose-built kegs! The best indicator of quality and competence in reusable technology is the more than 20 million Schäfer kegs being currently used worldwide.

"Schäfer reusable kegs have been an integral part of beer culture for almost four decades now, and we are therefore very pleased to be back in 2017 as co-sponsor of the World Cup of Beersommeliers. Increasing variety in the world beer market and our own product line diversity, in accordance with our motto: More Keg - More Diversity, is a good fit", explains *Guido Klinkhammer, Sales Director Keg, Schäfer Container Systems*



Schweizer Brauerei-Verband
Association suisse des brasseries
Associazione svizzera delle birrerie
Associazion svizra da bierarias

The Schweizer Brauerei-Verband (SBV) is the leading association of the Swiss brewing industry and was founded on April 19th, 1877. Members brew more than 95 percent of all Swiss beer. The Swiss brewing industry generates around 48,000 jobs directly and indirectly linked to beer production and marketing. The SBA actively promotes Beersommelier education in Switzerland. On the last Friday in April, Switzerland celebrates the day of Swiss beer.

"Our motivation to help sponsor the World Cup of Beersommeliers?: Beer is a thousand-year-old cultural heritage, whose diversity, nuances and facets is worth rediscovering. Beersommelier training – including the World Cup – is a valuable contribution."

Marcel Kreber, Director of the Swiss Brewery Association



"Der Verband der Brauereien Österreichs" represents Austria's commercial brewing industry. Within the association, elected officials and employees of the Chamber of Commerce cooperate in the service of the brewing industry. The common goal is an economic, legal and sociopolitical environment in which member breweries operate under favorable conditions for their entrepreneurial activity. The main task of the Verband is to represent the interests of the industry within the Austrian Chamber of Commerce and beyond.

"Austria is a country which revels in its brew culture and beer diversity. Austria's brewers contribute to this through their joint interest representation, the Verband der Brauereien Österreichs, which has offered certification training for prospective Beersommeliers since 2006. Naturally, we wish to support the World Cup of Beersommeliers with great enthusiasm!"

Sigi Menz, Chairman of the Austrian Brewers Association



Sabine Weyermann and Thomas Kraus-Weyermann have guided Weyermann® Malz toward becoming the world's leading manufacturer of specialty malts. From 85 different varieties of brewing, roasting and caramel malt, brewers from 135 countries select just the right malt flavor, which then becomes the soul of their beer. Since 1879, they have trusted the quality of the raw materials, the open exchange with experienced professionals and the reliability of the more than 190 employees at sites in Bamberg, Haßfurt, Leesau and Clingen.

"We love beer diversity and want to share our passion for brewing, caramel and roast malts. The right combination of hops, yeast and malt results in a unique taste experience which the connoisseur appreciates. Beersommeliers are the best ambassadors for our complex industry. We've got 23 Beersommeliers on the Weyermann® team."
Sabine Weyermann, Managing Director, Weyermann®

Jury for 2017



Dr. Wolfgang Stempf

Dr. Wolfgang Stempf has been Managing Director of the internationally renowned Brauakademie Doemens and the "intellectual father" of its Beersommelier training program since 2001, also bringing forth the Savor Academy - the place where all consumer experience-related topics around beer and mineral water are conveyed. He is a lecturer and head of theory and practice for Beersommelier education. He is also an expert in brewing and beverage technology in the consulting and training world, as well as organizer and judge at various national and international beer competitions (European Beer Star, Japan Beer Grand Prix and World Beer Cup). Stempf, a doctor of food chemistry, has been working for Doemens Academy since 1987.



Petra Westphal

Since 2010, Petra Westphal has been leading the project group IV at Messe München, Inc. In addition to drinktec, the world's leading trade fair for beverage and liquid food technology, she is also responsible for "drink technology India" in Mumbai as well as "food & drink technology Africa" in Johannesburg. In addition, the China Brew & China Beverage (CBB) in Beijing is co-organized by Messe München under her leadership. Petra Westphal has had many years of experience in event management. The qualified hotel manager has been working for Messe München since 1993, six years as project consultant and ten years as project manager of drinktec. Together with her entire project team, she learned to brew beer at Doemens and even created her own beer brand: "Orange Spirit made by drinktec Biermanufaktur". Petra Westphal also has experience as a juror: Since 2001 she has served in this capacity at the prestigious European Beer Star competition.



Dr. Christina Schönberger

After studying brewing and beverage technology at the Technical University (TU) Munich-Weihenstephan, Dr. Christina Schönberger submitted her thesis titled "The Importance of Non-Volatile Flavoring in Beer". Until January 2005, Schönberger was an instructor for the German Brewery Association in Bonn in the areas of raw materials, technology and the promotion of science. Since 2005, she has been responsible for international customer technical consultation as Technical Sales Manager at Joh. Barth & Sohn. Dr. Schönberger's specialties are biosensorics and hops research and she has been a regular contributor to numerous trade journals.



Johannes Einzenberger

Sommelier Johannes Einzenberger is the owner of the wine trading company wein4senses, has been in the wine business for 20 years and consults for the specialist restaurant trade. He has also been a lecturer and dean for the sommelier diploma program at WIFI Salzburg (Austrian Federal Commerce Development Academy) for the past 20 years as well as a lecturer at the Secondary Education College of Austria. He has been a certified authority for the wine and spirits trade since 2006. With his in-depth knowledge and years of experience, he is one of the most popular and sought-after speakers in the country on the topics of cheeses & wines.



Steffen Jost

Steffen Jost is an historian and historical monument educator and, since 2011, has been responsible for the Munich food and travel blog "Feed me up before you go-go" (www.feedmeupbeforeyougogo.de) along with his wife, Sabrina Kiefer. Recipes, culinary travel reports and the latest trends from the world of eating and drinking are shared with their readers. On several journeys through the USA, Steffen Jost enjoyed the wide variety of craft beer styles first-hand, searching for the most exciting beers, even those that did not adhere to the Beer Purity Law of 1516. At beer tastings he has been organizing, he likes to present unusual beer styles, he writes regularly on the blog about a variety of beer issues and even prepares meals using beer.



Christoph Kämpf

Christoph Kämpf has been Managing Director of the Karmeliten brewery since 2008 and President of the Verband der Diplom Biersommeliers (Association of Beersommeliers) since 2013. In that year, he received the Federal Prize for outstanding innovative services in craftsmanship of the Federal Ministry of Economics and Technology for the project "Energy-Efficient Brewery with Optimal Use of Raw Materials". He is currently implementing the concept of energy-efficient breweries in the Karmeliten brewery and has thus already reduced his CO2 footprint by 40 percent. The brewery currently produces 20 different beer styles and has eight barrel-ripened beers, all brewed according to the Bavarian Beer Purity Law of 1516.

Simonmattia Riva



Simonmattia Riva has been a beer lover ever since a Chimay Grand Reserve changed his life on a memorable summer's night in a remote mountain village. It was 1995, when the difference between the dark, frothy beer that smelled of dried figs, dates and dark chocolate and the light, thirst-quenching beverage he had become used to, prompted him to say: "If these two drinks are both beer, I'd like to try all kinds of beer." While studying philosophy at the University of Milan, he traveled to Belgium, the Czech Republic, England and Germany to get to know the local beer styles and beer cultures. In 2007, he graduated from Unionbirrai in Italy, then in 2014 completed his training as Beersommelier at Doemens Academy. Since 2012, Simonmattia has been organizing tastings and taking part in Italian home-brew competitions. In 2015, he won the Sommeliers' World Cup in São Paulo. Since then, Simonmattia has been a member of the Board of Directors of MoBI - Movimento Birrario Italiano and participated in tasting contests at numerous competitions (such as European Beer Star, Brussels Beer Challenge, Mondial de la Bière, Birra dell'Anno, Concurso Brasileiro da Cerveja). He gives advanced courses for the Doemens Italia, MoBI, Fermento Birra and Unionbirrai Tasters and writes for well-known beer magazines and guides in Italy. Mostly, however, he is a lover of great beers and can be found every day tending bar and brewing beer at the Beer Garage Pub in Bergamo.

Cilene Saorin



Cilene Saorin is from Brazil, where she studied food engineering as graduation and marketing as post graduation. In addition, she completed her training as a master brewer at the Universidad Politécnica de Madrid – Escuela Superior de Cerveza y Malta in Spain and her education as beer sommelier at the Doemens Academy in Germany. She has more than 24 years of professional experience in beer production, supplier development, brewing research, beer tasting and sensory management, having worked to some of the world's major brewing companies. She has worked for Brahma, Petrópolis, Antarctica and AmBev in Brazil (1992-2001) and FlavorActiV in the UK (2001-2006). Currently she is an independent brewmaster and beer sommelier and works in consulting. Since 2002, she teaches sensory management in the brewing industry at the Escuela Superior de Cerveza y Malta in Spain. In addition, since 2008, she serves as a representative for the Doemens Academy in Latin America and Iberian Peninsula, which offers beer sommelier training. She is a jury member at both the World Beer Cup in the USA and the European Beer Star in Germany.

Fact sheet

Organiser	Doemens
Initiator	Dr. Wolfgang Stempf, Doemens' Managing Director
2017 Sponsors	Messe München, Joh. Barth & Sohn (Major Sponsors) Bayerischer Brauerbund, BrauKon, Deutscher Brauer-Bund, Die Freien Brauer, Sahn, Schäfer Werke, Schweizer Brauerei-Verband, Verband der Brauereien Österreichs, Weyermann® Malzfabrik
Dates	5th World Cup: September 10th, 2017, Munich, Germany 4th World Cup: July 18th, 2015, São Paulo, Brasil 3rd World Cup: September 15th, 2013, Munich, Germany 2nd World Cup: April 9th, 2011, Anif (Salzburg), Austria 1st World Cup: April 18th, 2009, Sonthofen, Germany
Participants	More than 60 Beersommeliers, all of whom have been trained either at Doemens Academy or at one of the Doemens registered international partners or belong to the Sommelier-Union
Past World Champions	<p><i>World Champion, 2015</i> Simonmattia Riva, Centro di formazione professionale, Florence, Italy</p> <p><i>World Champion, 2013</i> Oliver Wesseloh, Kehrwieder Kreativbrauerei, Hamburg, Germany</p> <p><i>World Champion, 2011</i> Sebastian B. Priller-Riegele, Brauhaus Riegele, Augsburg, Germany</p> <p><i>World Champion, 2009</i> Karl Schiffner, Biergasthaus Schiffner, Aigen-Schlägl, Austria</p>

<p>Contacts</p>	<p><i>Organisation</i> Doemens Academy, Inc. Dr. Michael Zepf Head of Division, The Savor Academy Stefanusstraße 8, 82166 Gräfelfing Tel: 089/85 805 82, Fax: 089/85 805 26 E-Mail: zepf@doemens.org</p> <p><i>Press</i> kommunikation.pur Candy Sierks Sendlinger Straße 35, 80331 Munich Tel: 089/23 23 63 52 E-Mail: sierks@kommunikationpur.com</p> <p><i>Doemens Academy, Inc.</i> Public Relations Andreas Hofbauer Stefanusstraße 8, 82166 Gräfelfing Tel: 089/85 805 85 E-Mail: hofbauer@doemens.org</p>
<p>Internet</p>	<p>www.worldcup-beersommeliers.com www.doemens.org</p>

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