

## **5 year anniversary beer festival**

For the fifth time, the consumer organisation Danish Beer Enthusiasts is hosting the Danish beer festival in Copenhagen.

Formed in 1998 by five beer enthusiasts, the organisation now has 11,000 members making it the largest beer organisation in the World measured in members per capita. In other words, Danish Beer Enthusiasts has made Denmark the country in the World with most beer enthusiasts compared to the country's size.

The beer festival underlines the recent development in the Danish beer culture, which has moved from a pure pilsner market dominated by few, larger players, towards an extremely diversified market with many small and some large players. At the festival we have 62 exhibitors and look forward to present 1,000 different beers, another record number. No beer festival in continental Europe is able to present the same variety of beers.

Many come from the new microbreweries popping up in Denmark. As a country with only 5 million inhabitants, it is remarkable to see a new brewery starting up every month. When Danish Beer Enthusiasts was founded in 1998, Denmark had a total of 13 breweries. By the end of 2005 the number will be approx. 50. The beer festival will present the new beers from all the new Danish breweries.

At the beer festival the guests have the opportunity to taste a wide range of beers, as we serve small 1 decilitre tasters in specially designed glasses. At the entrance each guest receives a catalogue including the full range of beers, a glass and two tokens to buy tasters. More tokens can be bought. Armed with program, glass and tokens the guest is ready to explore the world of beers.

A series of events occur during the festival. The main event will be the National Home Brewing Championship taking place on Saturday, May 21<sup>st</sup>, with a celebration at 7 pm for the champion brewer and his brew. The day after the winner will participate in the Scandinavian Home Brewers Championships to select the best home brewer in Scandinavia.

The festival takes place at:

Valby Hallen, Julius Andersens Vej 3, 2450 København SV (see <http://www.trekanten.org/signup/valbyhallen/>). The festival can be reached by car, bus and train.

Car/taxi:

Many parking lots are available just outside the entrance – but please use the bus or the train, if you feel like tasting beers!

A taxi from central Copenhagen to Valby Hallen is approx. 100 Danish kroner (14 Euro).

Bus:

Take line 10 from Town Hall Square (Rådhuspladsen) towards Flintholm and get off at Ellebjerg Station.

Take line 18 from Nordhavn Station towards Avedøre Holme and get off at Ellebjerg Station.

S-train:

Ellebjerg Station is unfortunately closed during the beer festival.

The nearest S-train is Sjælør Station and Ny Ellebjerg Station approx. 15 min. walk to Valby Hallen.

In the day time there will be S-train from Copenhagen H to Sjælør Station every 10 min. and from Hellerup/Klampenborg to Ny Ellebjerg Station every 20 min.

No metro train stops are close to the festival.

Entrance fee is 75 DKr (10 Euro).

The opening hours are:

Friday, May 20<sup>th</sup> 2005, 16 - 23

Saturday, May 21<sup>st</sup> 2005, 12 - 23

Sunday, May 22<sup>nd</sup> 2005, 12 - 18

For the press we will be hosting a press event at Brewpub, Vestergade 29, 1456 Copenhagen V. ([www.brewpub.dk](http://www.brewpub.dk)). For the press event the following speakers have been invited:

Anders Evald, author, beer enthusiast, and co-founder of Danish Beer Enthusiasts

Ritt Bjerregaard, Klaus Bondam and Søren Pind, candidates to new Lord Mayor of Copenhagen.

Claus Meyer, famous master chef with expertise on matching beer and food

A podium with 5-6 brew masters from new Danish breweries

A podium with 3-4 internationally renowned brewers to give their views on the development in Denmark

Contact information:

For further information about the festival, please contact festival secretariat manager Kirsten Mejholt at [kirsten.mejholt@ale.dk](mailto:kirsten.mejholt@ale.dk).

For specific information regarding Danish Beer Enthusiasts, please contact chairman Klaus Seiersen at [klaus.seiersen@ale.dk](mailto:klaus.seiersen@ale.dk).

Press should contact festival information director Søren Houmøller at [soren.houmoller@ale.dk](mailto:soren.houmoller@ale.dk).