



XXX.
INTERNATIONAL
BEER FESTIVAL
BUDWEIS
2020

Dear Friends,

You are cordially invited to XXX. INTERNATIONAL BEER FESTIVAL 2020 to participate in the tasting competitions for the award of the **GOLD BREWER'S SEAL 2020**, the **GOLD CIDER SEAL 2020** and the **WORLD BEER SEAL 2020** .

30th INTERNATIONAL BEER FESTIVAL 2020 will be held from **17th – 22nd February 2020** at the Exhibition Grounds in České Budějovice.

INTERNATIONAL BEER FESTIVAL has for more than a quarter of a century maintained a reputation as the most prestigious event of its kind in the Czech Republic. Measured by the number of participating breweries, the Festival has gradually become one of the largest events of its kind in Europe.

The city České Budějovice (Budweis) isn't only South Bohemian capital, but it is also an important center of brewing. The beer has a huge tradition here and a large fan base. The growing importance, international popularity and respect for our "brewing championships" shows in the numbers. In 2019 for the demanding quality test 245 breweries from 21 countries submitted entries: the Czech Republic, Slovakia, Germany, Austria, Great Britain, Spain, Kazakhstan, Belgium, the Netherlands, Russia, Belarus, Poland, Hungary, Ukraine, Israel, Ireland, USA, Armenia, Japan, Mexico and Chile.

Tasters assessed the quality of 1205 products, there were more than 90 prizes awarded.

The **GOLD BREWER'S SEAL 2020** will be awarded in **36 specialized categories**. The winners will compete for WORLD BEER SEAL. Expert tasting will be carried out anonymously with the participation of trained sommeliers and brewing experts. The tasting will be held under the supervision of renowned certificate authorities Bureau Veritas, TÜV SÜD, 3EC International, Czech Agriculture and Food Inspection Authority. The winners are entitled to use the symbols of the competition for their promotion.

The **degustations** will take place at **Hall R2** at the Exhibition Grounds in České Budějovice from **17th – 21st February 2020**.

INTERNATIONAL BEER FESTIVAL also provides the producers with an opportunity to present and offer their products to all their visitors. This will take place in **Hall T1** where the public part of the festival will be held from 20th – 22nd February 2020.. In 2019, 80 beer producers presented their products to the general public. The Festival visitors could taste samples of 350 products from 15 countries.

It will be our pleasure to welcome you as our guests to the festival in the best case as an active participants in the tasting competition. We will be delighted if you enter your products into some of our tasting competitions or just simply offer them for sampling. Or you can offer your products to thousands of visitors during the three days. The professional tasting competition will be held under the auspices of the Ministry of

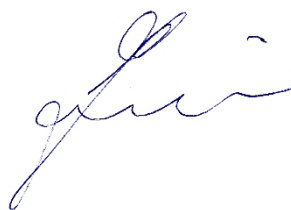
Agriculture of the Czech Republic, the Ministry of Regional Development, the Region of South Bohemia, the Statutory City of České Budějovice, Czech Chamber of Commerce, the Federation of the Food and Drink Industries of the Czech Republic, Mendel University in Brno, University of Chemistry and Technology Prague, University of South Bohemia in České Budějovice, Institute of Technology and Business in České Budějovice and Czech University of Life Sciences Prague.

If you are interested in participating, please find attached the basic information.

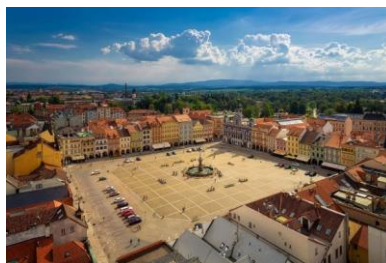
Yours sincerely,



Alois Srb
Festival Director



Ing. Mojmír Severin
Director General
Výstaviště České Budějovice a.s.



Further informations: www.pivofestival.cz , www.beersecal.com, www.vcb.cz

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