



September 12, 2016

Contact: Philip Hafstad

FOR IMMEDIATE RELEASE

philip@852beer.com

HK BEER CHAMPIONSHIP: HONG KONG'S FIRST LOCAL BEER COMPETITION

HONG KONG - Organized as a part of Beertopia this year, the HK Beer Championship is Hong Kong's first beer competition for local breweries only. Run according to the the international Beer Judge Certification Program (BJCP) guidelines and standards, the judging panel will consist of professional, internationally recognized, non-Hong Kong head brewers and craft beer experts. With over 20 craft brewing operations currently in the city, the time is ripe for the industry to have its own competition.

The goal of the HK Beer Championship is to showcase the best beers that the city has to offer, while also providing objective and valuable practical feedback to the breweries via the professional judging panel. The competition is open to all licensed breweries in Hong Kong, and the competition judging will be held on November 17 at The Bottle Shop Central. The awards will then be presented on the Beertopia main stage the following night, Friday, November 18 at 9:00PM.

The HK Beer Championship distinguishes itself from other competitions in the city by its panel of professional overseas judges. Taking advantage of the fact many industry professionals come to Hong Kong to attend Beertopia, the competition committee has been able to put together a judging panel unprecedented in its breadth and experience for such competitions in the city. The panel consists of nine head brewers from breweries across Korea, Japan, Taiwan, China, New Zealand, Vietnam, a professional beer historian and beer writer, and the global brand ambassador for one of the largest craft breweries in the world.

About the HK Beer Championship

This is the first year of the competition, which is co-organized by 852beer, a company focused on professional craft beer education in Hong Kong, and Beertopia, along with support from the newly formed HK BJCP organization.

###