

# **World Beer Challenge**

## **VII International Brewery Awards 2017**

**27, 28, 29 e 30 de Junho**

**Estoril – Portugal**

Estoril, July 12, 2017, the 7th edition of the prestigious World Beer Competition was held in Estoril, Portugal, on 27, 28, 29 and 30 June.

This event was created seven years ago and promoted by the Group Menu Magazine, which has been in the Estoril line since 1990.

It was attended by 150 members of the jury from 29 countries, over 600 beers were tested for the 490 final, having won only 124 beers (approximately 20%), 36 gold medals, 81 Silver and 7 Bronze.

This year the competition had more participating companies, more jurors, more countries represented: Germany, Austria, Sweden, China, Japan, Russia, Spain, Northern Ireland, Belgium, Holland, Portugal, Panama, U.S.A., Italy and France.

One negative note: the companies that took part from outside the European Union had a difficult time getting a clear customs clearance with very high additional costs. We call the attention of those who govern this serious matter, as we are a service export company where we raise companies that invest in PORTUGAL.

In the next edition of the World Beer Challenge 2018, a new way of promoting beers will be circulated in the contest with an acquisition reserved only for medallions, which will make the difference to the less attentive consumer in the national and international market, with advantages and recognition to use on the export of each product.

A little story about the beautiful Estoril Village, where in 1953 was devised by the writer Ian Fleming, "James Bond" also known by the code 007, is a fictional secret agent of the British spy service MI-6.

A village that welcomed thousands of refugees and exiles during World War II, among them the Jewish People, as it served to move to freedom.

Royal Houses, from all over Europe came here to live their exile, as example the Counts of Barcelona, parents of the former and Grandparents of the current King of Spain, Kings of Italy, Romania, Greece, Bulgaria, the Dukes of Windsor, Edward Windsor and Wallis Simpson, in addition to the royal houses also presiding as Fulgencio Batista, a Cuban dictator since Brazil and the United States of America refused asylum, writer Stefan Zweig also sought Estoril in the 1930s to escape the Nazi regime.

In the same region we recommend to visit, Cascais, Guincho, the mysterious Sintra, Heritage of Humanity and also, Mafra with its Imperial Monastery, ordered to be erected by Dom João V, King of Portugal, in 1717.

Thank you for the release of this statement.