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WORLD BEER CHALLENGE 2027 ENTERS A NEW GLOBAL ERA

XVII International Brewery Awards to debut expanded categories, global industry platform, and the launch of "World Beer News".

World Beer Challenge 2027 officially announces its most ambitious edition ever, taking place from February 23rd to 27th, 2027, in Estoril, Portugal.

Celebrating its historic 17th edition, the internationally recognized competition unveils a major strategic expansion designed to strengthen its position among the world's leading beer industry events.

The 2027 edition introduces:

- Expanded international beer categories
- Increased global industry participation
- New ambassador and jury recruitment programs
- Enhanced worldwide digital promotion
- International business networking opportunities
- And the official launch of "World Beer News"

The transition to February strategically positions the World Beer Challenge as one of the first major international beer competitions of the year, offering breweries and producers the opportunity to maximize award exposure and commercial impact throughout the global market calendar.

"The World Beer Challenge is evolving beyond a traditional competition model.

Our objective is to create an international platform connecting breweries, professionals, distributors, media, and consumers through recognition, visibility, education, and global promotion," stated the organization.

#### EXPANDED COMPETITION STRUCTURE FOR 2027

Reflecting the rapid transformation of the brewing industry, the XVII International Brewery Awards will feature a broader range of beer styles and categories, including craft innovation, premium international beers, specialty brewing, experimental productions, and emerging global trends.

All evaluations will continue to follow rigorous blind tasting standards conducted by an international panel of brewmasters, certified sommeliers, merchants, importers, technical specialists, and respected beer professionals from multiple countries.