

LAUNCH OF "WORLD BEER NEWS"

One of the major announcements for 2027 is the creation of "World Beer News", an official international media and promotional platform connected to the competition.

Designed to operate year-round, the platform will provide international exposure for participating breweries through:

- Medal-winning beer showcases
- Brewery profiles and interviews
- Global beer industry trends
- Brewing innovation reports
- Gastronomy and beer pairing features
- International distribution opportunities
- Historical competition archives
- Digital promotional campaigns
- Consumer engagement initiatives

The new platform aims to strengthen commercial visibility for breweries while creating stronger international connections between producers, distributors, hospitality professionals, and beer enthusiasts worldwide.

INTERNATIONAL AMBASSADOR & JURY PROGRAM

Applications will officially open for.

- International Jury Members
- Official World Beer Challenge Ambassadors
- Beer Merchants and Industry Consultants
- Strategic International Partners

The organization seeks highly experienced professionals with strong international industry experience backgrounds and recognized expertise within the brewing sector.

Selected ambassadors will help represent and promote the World Beer Challenge globally through industry events, tasting experiences, market development initiatives, and international networking activities.