

# COMUNICACIONES DE LA E.B.C.



## European Brewery Convention

### EBC HOP SYMPOSIUM 2010 12 - 14 SEPTEMBER 2010 WOLNZACH (BAVARIA)

#### INFORMATION

##### Scientific secretariat:

John Brauer, EBC Executive Officer  
Rue Caroly 23-25 · B - 1050 BRUSSELS, Belgium  
Tel.: +32 2 551 1810 (EBC direct line: 1828)  
Fax: +32 2 660 9402

E-Mail: [jmb@europeanbreweryconvention.org](mailto:jmb@europeanbreweryconvention.org)  
Web: [www.europeanbreweryconvention.org](http://www.europeanbreweryconvention.org)

##### Organisation / Press-Information:

IMAGO87, Agentur für Öffentlichkeitsarbeit und Mediengestaltung  
Alexander Herzog  
Hauptstr. 22 · D-85395 Attenkirchen/Hopfenland Hallertau

Tel.: +49 8168 42 999-50  
Fax: +49 8168 42 999-55

E-Mail: [alexander.herzog@imago87.de](mailto:alexander.herzog@imago87.de)  
Web: [www.imago87.de](http://www.imago87.de)

##### Setting:

Wolnzach is situated at the centre of the world's largest contiguous hop growing area – the justly famed Hallertau in Bavaria. The Hallertau, also known locally as the "Hollledau",

represents 85% of Germany's 17,670 ha under hop cultivation. Another astonishing statistic has it that a full 31.5% of all hops grown globally stem from this area of about the size of Luxembourg situated between Munich and Nuremberg.

EBC Symposia are arranged as small conferences on a particular brewing or malting science related subject. The last EBC Symposium was held under the title Environmental Sustainability in October 2008 in Stratford-upon-Avon in England. The last EBC symposium on hops, however, takes us right back to 1994 when this event was held at Zoeterwoude in the Netherlands. High time, therefore, to quantum leap to 2010 to take an in-depth look at the latest trends, technologies and techniques covering all aspects of hops and its use in the production of our favourite beverage, beer.

#### PROVISIONAL PROGRAMME

##### 12 September 2010

- From 15h00 • Shuttle transfers from MUC International Airport (via train station Freising)
- 18h30 – late • Welcome Evening at the *Deutsches Hopfenmuseum*, Wolnzach.
- Bavarian cuisine served with a selection of authentic beers from the region.

##### 13 September 2010

- 09h00 – 12h30 • Technical Session I (*Deutsches Hopfenmuseum*).  
Programme to be confirmed.
- 12h30 – 14h00 • Buffet lunch and refreshments.
- 14h00 – 17h00 • Technical Session II (*Deutsches Hopfenmuseum*).  
Programme to be confirmed.
- 18h30 • Visit to a local hop picking shed in operation.
- 19h00 – late • Bavarian Evening at „*Landgasthof Rockermeier*“ in Unterpindhart.

##### 14 September 2010

- 09h00 – 12h30 • Technical Session III (*Deutsches Hopfenmuseum*).  
Programme to be confirmed.
- 12h30 – 14h00 • Buffet lunch and refreshments.
- 14h30 • Tour of the facilities at the Hop Research Institute in Hüll (optional).
- 14h30 – 17h00 • Shuttle transfers to MUC International Airport (via train station Freising).

The EBC Hop Symposium 2010 is kindly supported by:



Deutscher Hopfenwirtschaftsverband e.V (Association of the German Hop Trade)



Die deutschen Brauer Wissenschaftsförderung der Deutschen Brauwirtschaft e.V.



Verband Deutscher Hopfenpflanzer e. V. (Association of German Hop Growers)



### EUROPE'S BREWERS CONSIDER EU ALCOHOL REVIEW A "MISSED OPPORTUNITY"

The Conclusions on alcohol and health adopted yesterday by Europe's Health Ministers miss a golden opportunity to develop a sustainable approach against tackling alcohol-related harm.

"Whilst we can welcome the fact that Sweden made tackling alcohol-related harm one of its EU Presidency objectives, the priority areas for action identified today do not put us on the most appropriate course going forward," said the Secretary General of The Brewers of Europe, Rodolphe de Looz-Corswarem. "The text adopted yesterday sends out the message that by simply pushing up the prices and further restricting advertising, Europe can successfully curb alcohol-related harm. Looking to the future, we would question if this is really an effective and sustainable way of tackling the problem."

According to Europe's brewers, if such policies were to be implemented across the EU, the problem of alcohol abuse would not be solved, whilst the ones to suffer would be the overwhelming majority of European beer consumers who consume responsibly, the 2.5 million Europeans who owe their jobs to beer, and the 4,000 breweries already struggling through the current economic crisis.

"Unfortunately, the Conclusions adopted today seem to have prevailed in sending a simplistic message that yet more, tighter regulation automatically leads to lower misuse, which is just not the case," Mr de Looz-Corswarem added.

The Secretary General of The Brewers of Europe went on to praise outgoing European Health Commissioner, Mrs Androulla Vassiliou, saying her support for the EU Alcohol and Health Platform and the proactive participation of stakeholders such as The Brewers of Europe had been well recognised and appreciated.

"At the end of the day, what's effective when it comes to targeting alcohol misuse, and what we have been demonstrating through the EU Alcohol and Health Forum, is that targeted and locally-focused initiatives – in partnership with local stakeholders – work. I would again appeal to the EU's policy makers to recognise these actions before looking into new legislation," Mr de Looz-Corswarem stated.

The Secretary General of The Brewers of Europe concluded by saying that "whatever obstacles Europe's brewers might face in the future, two things are certain: we have a responsible role to play and we remain fully committed towards tackling alcohol misuse and related harm."

*Hacer con soltura lo que es difícil a los demás, he ahí la señal del talento; hacer lo que es imposible al talento, he ahí el signo del genio.*

*Henry F. Amiel*