



ESTRELLA DAMM ACHIEVES THE HIGHEST SCORE IN TASTE AT THE SUPERIOR TASTE AWARDS

A jury composed of renowned chefs and sommeliers from all over the world gave the highest recognition to the beer for the sixth consecutive year

Barcelona, 15 February 2021.- For the sixth consecutive year, Estrella Damm, the Mediterranean beer made with 100% natural ingredients, obtained the highest score in taste at the last edition of the Superior Taste Awards. This competition, held annually by the International Taste Institute, gathers some of the best chefs and sommeliers worldwide.

Estrella Damm's recipe dates back to 1876, and is the result of a combination of malt, barley, rice and hop without any additives or preservatives. The taste's balance between the cereal character and the bitterness has earned this beer the highest recognition awarded by this prestigious international organization. Estrella Damm has consecutively won this prize since 2016. In 2019 it also received the Diamond Taste Award, which recognizes the products that have achieved the three star score (the highest one) over a period of ten years.

This award is just one of the numerous recognitions achieved by our brand since its foundation back in 1876. Over the last years, we won our first medals at Vienna (1904), Munich (1906), Paris (1964) and London (1965) competitions, and we also earned other achievements such as the first prize in the Spain's category at the World Beer Awards (UK, 2018) or even the gold medal at the World Beer Championships de Chicago (USA, 2019), to name a few.

About the Superior Taste Awards

Founded in Brussels in 2005, the International Taste Institute analyses and assesses the taste of all sorts of food and beverage worldwide. During all these years, over 16,000 products have been certified by the jury of the International Taste Institute, composed of 200 renowned chefs and sommeliers from 15 European culinary and sommelier associations.



Estrella Damm recomienda el consumo responsable. 5,4º

Every year, the International Taste Institute performs impartial sensorial evaluations: the jury follows a strict blind tasting methodology of anonymous samples in order to avoid any biased judgement.

Learn more at <https://www.damm.com/>