



COEDOBREWERY

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COEDO BEER receives the European Beer Star Award the Gold Medal 2012



The craft beer brand “COEDO” received the Gold Medal in the European Beer Star Award 2012 at the specialty beer category (Bottom Fermented Beer with Alternative Cereals) for its Imperial Sweetpotato Amber Lager “紅赤-Beniaka-”.

European Beer Star Award: <http://www.european-beer-star.com/>

“紅赤-Beniaka-” was awarded by “ the Gold medal” in 2010 and the Silver medal in 2009 as well, therefore this beer received two gold medals and one silver medal at the European Beer Star Award for 4 years.

For COEDO, it is its fourth consecutive award winning year following the Gold Medal for “漆黒-Shikkoku” at the dark lager category of Bohemian Style Schwarz (2011) and the Silver Medal at the German Style Märzen (2010) and so on. To know the details, please refer to the followings.

Award History

- 2009 紅赤-Beniaka- the Silver Medal (Specialty Beer, Bottom Fermented Beer with Alternative Cereals)
- 2010 紅赤-Beniaka- the Gold Medal (Specialty Beer, Bottom Fermented Beer with Alternative Cereals)
- 伽羅-Kyara- the Silver Medal (German Style Märzen)
- 2011 漆黒-Shikkoku- the Gold Medal (the dark lager category of Bohemian Style Schwarz)
- 2012 紅赤-Beniaka- the Gold Medal (Specialty Beer, Bottom Fermented Beer with Alternative Cereals)

At the European Beer Star, the beers are evaluated on the basis of purely sensory criteria that also play a role for every beer consumer: color, aroma, head, and of course taste. All beers are blind-tasted by a jury consisting of master brewers, beer sommeliers, and accredited beer connoisseurs – the tasters only know the types, but not the brands.

紅赤-Beniaka- faced more competitors than ever before – a total of 1,366 beers from 45 countries had been submitted. This is an increase of 22% compared to



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the prior year! The decision was made on October 12: within the scope of an all-day blind tasting at the Doemens Brewing Academy in Gräfelfing (Bavaria/Germany), a committee of 102 international experts evaluated the beers.

The European Beer Star hands out awards for authentic, distinctive beers of an impressive taste and quality that fulfill the criteria of the particular type in the best way possible. Only one gold medal, one silver medal and one bronze medal were awarded in each of the 50 different beer categories.

The European Beer Star Award was initiated in 2004 by the Associations of Private Breweries in cooperation with the Association of Small and Independent Breweries in Europe for the purpose of honoring the unique diversity of beers and presenting them to the world. The contest addresses breweries around the globe that are committed to the traditional European art of brewing.

Specification of COEDO 紅赤-Beniaka-



Style: Imperial Sweet Potato Amber Lager

Raw materials: malt, sweet potato, hop, water

Color : reddish amber

Aroma: sweet fruity aroma

Taste: full bodied caramelized creamy texture with the spice of subtle bitterness and rich aftertaste

IBU: 15

ABV: 7%

Content: 333ml (11.26 floz) /bottle

Fermented for an extended period, this premium lager features an aromatic sweetness in its amber tones. With the combination of high quality malts, roasted sweet potatoes and beer craftsmanship, this beer is unique to the Bushu area, using Kawagoe's famous produce, Kintoki sweet potatoes. Take the time to fully enjoy its full flavors and the slightly elevated alcohol content. Called "Beniaka" meaning Crimson Red, in honor of the colors of the sweet potatoes which helped produce it.

Nobody but Japanese makes alcoholic drink out of pink-skinned sweet potatoes. When it comes to sweet potato-based alcohol, Shochu, the distilled spirit, from southern Kyushu is well-known, but The taste of COEDO 紅赤-Beniaka- is the ONE&ONLY made from sweet potatoes. COEDO 紅赤-Beniaka- exclusively takes sweet potatoes grown by local organic specialized farms in the home town of the brewery. COEDO 紅赤-Beniaka- has come a long way, winning internationally acclaimed awards such as the silver medal of the World Beer Cup and the Cristal Taste Award of the International Taste & Quality Institute (iTQi) organized by European top sommelier as well. Having learned beer brewery method from Europe, the Japanese had found and developed their own method and produced superior quality of beer. COEDO 紅赤-Beniaka- is a revolutionary beer that created another brand-new beer category in the beer world.