



PRESS RELEASE

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Award for female brewer

A young brewer from Coors Brewers in Burton upon Trent is celebrating after winning an international industry award.

The Institute of Brewing and Distilling, the global professional body for Brewers and Distillers, presented the first awards to recognise outstanding achievement by younger members at a recent ceremony.

The Younger Members Award for 2007 was presented to Innovation and Development Manager, Michaela Miedl. Born in Austria, Michaela has had a truly international career. She attended the Brewing School at the University of Munich, undertook post graduate studies at the University of California (Davis) and the International Centre for Brewing and Distilling at Heriot-Watt University in Edinburgh before joining Coors Brewers in

Burton on Trent. In her current role she is responsible for developing the next generation of beers for the UK market.

Simon Jackson, Executive Director of the IBD, said: “It is a positive sign of the times that our first award winner is female. Women are playing an increasingly important part in the brewing industry. When I became a brewer in 1979, it was very much a male preserve.

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“This year, 40% of the candidates who passed the Master Brewer qualification in the UK were female. Just as more women are becoming interested in drinking beer, they are also increasingly brewing it too!”

Michaela commented: “After working in brewing all over the world, it is a great opportunity to work in the world’s brewing capital, Burton on Trent, with its history of brewing and brewing innovation.”

Michaela joined Coors in December 2006; she is 29 and lives in Burton on Trent.

ENDS

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Notes for Editors

The Institute of Brewing and Distilling is a membership based international body with charitable status. The IBD provides a wide range of educational support to the Brewing and Distilling Industries including globally recognised professional qualifications The IBD vision statement is:

‘The advancement of education and professional development in the science and technology of brewing, distilling and related industries’

The awards were decided by the IBD’s Awards Committee, a panel of senior members of the global brewing and distilling industries, based on a short list of exceptional candidates from around the world.

The proportion of females within the Brewing and Distilling Industries is growing. 20% of IBD members are female and this percentage is on an upward trend. In the IBD professional examinations held in the summer of 2007 40% of the UK candidates who passed the Master Brewer qualification were female.