



Beersesso® Takes Home Gold Medal at the 2023 USA Beer Ratings Competition

Feldkirchen, Austria, 24.08.2023 – after two silver medals at the London Beer Competition and the USA Beer Ratings 2021 **Beersesso®** won a **Gold medal** at the 6th annual USA Beer Ratings competition in San Francisco, California. All beers were judged by a panel of high-profile judges with the extensive commercial buying experience. usabeerratings.com/en/competition-global-results/2023/

In an innovative twist on traditional scoring at international beer competitions, the USA Beer Ratings used a three-factor scoring system that took into account factors beyond just brewing technique or overall taste. The total score was calculated based on three different scoring factors - Quality, Value and Packaging. Where Quality was judged based on the balance, acidity, tannins and alcohol levels seamlessly working together. Value was scored on a relative basis, according to the prices of similar beers. Packaging took into account overall branding and presentation, with a focus on beers that appeal to specific customer segments or demographic niches.

The goal of the USA Beer Ratings competition was to find beers that consumers will actually want to drink. To win a [USA Beer Ratings](https://usabeerratings.com/en/competition-global-results/2023/) award you will need to score highly in all three areas of the judging criteria. You might have an outstanding quality beer, but if the price and packaging are not right, you will not be recognized by the USA Beer Ratings.

Beersesso® reached the following scores according to the USA Beer Ratings Scoring System:

90 Quality Score + 89 Value Score + 90 Package Score = 90 points at USA Beer Ratings.

“We’re very excited that the highest score of this year’s USA Beer Ratings Competition is 93. and our **Beersesso®** scored 90 points,” said **Norbert Peczelt (owner of Beersesso®)**.

„We are very proud that **Beersesso®** is within the first non-US-produced beers in the competition and therefore won the special price for “Best in Show” per Country as well. No other European product is in front of **Beersesso®**. **Beersesso®** is targeting high-end customers and therefore needs to produce highest-quality and it is great to get the ultimate seal of approval from the USA Beer Ratings competition.”

About Beersesso®

Beersesso® energybeer – the Austrian beer-speciality with the coffee extra-kick is an extraordinary creative-beer! It’s THE „energybeer“ – the fusion of a Lager beer with delicious aromatic & refreshing coffee. More info at www.beersesso.com

About USA Beer Ratings

The 6th Annual [USA Beer Ratings](https://usabeerratings.com/en/competition-global-results/2023/) competition took place in San Francisco this July. USA Beer Ratings competition represents the perfect opportunity to get in front of influential judges, tastemakers and commercial buyers. An award from the USA Beer Ratings competition is a prestigious mark of approval that is highly valued by consumers when they are making the choice of which beer to buy.

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