

For immediate release

KATZ sponsors European Beer Star as an official partner

- **KATZ has become a sponsor of the famous European Beer Star beer competition**
- **The partnership goal: promoting craft brewery and international beer culture**
- **Both partners share values such as quality, passion, and a sense of responsibility in the industry**

Willstätt, Germany, 05/21/2025 – Effective immediately, KATZ, part of the Koehler Group and the global industry leader in beverage coasters, is an official partner of European Beer Star, one of the most important beer competitions in the world. With this partnership, KATZ is helping promote craft brewery and boost the international beer industry.

An international competition with more than 20 years of history

Since it first kicked off in 2004, every annual installment of European Beer Star has seen awards being given to beers that make a compelling statement in terms of both taste and quality. The competition is organized by the Verband Private Brauereien private brewery association, and is especially intended for the type of traditional beer styles that have deep roots in Europe. With participants from around 50 countries, European Beer Star is an important benchmark for breweries from around the world, as well as a seal of quality that confirms extraordinary brewing abilities.

Promoting. Sponsoring. Growing together.

“Beer and beverage coasters are simply inseparable. In fact, these coasters are a mainstay of European beer culture, if not global beer culture. They make beer brands visible to consumers for extended periods of time. By taking on this role as a sponsor, we’re proactively supporting a commitment to high-quality beer, as well as international networking among breweries,” says KATZ Senior Sales Manager for Germany, Austria, and Switzerland Olaf Müller. Kilian Kittl, managing director of Private Brauereien Bayern e.V. and project manager for European Beer Star, confirms this: “We’re tremendously happy to be able to welcome KATZ as a new partner. The experts in beverage coasters will be assisting European Beer Star in the future with their unrivaled know-how and expertise in this area.”

Both companies see much more than just a conventional sponsorship in this new collaborative endeavor. In fact, they view it as an opportunity to live shared values and generate new prospects.



*Figure: A forward-looking partnership – Kilian Kittl, Managing Director of Private Brauereien Bayern e.V. and project manager for European Beer Star (left), and Olaf Müller, Senior Sales Manager for Germany, Austria, and Switzerland at KATZ, look forward to a new partnership revolving around craft brewery.
Source: Koehler Group*

About the Koehler Group

The Koehler Group was founded in 1807 and has been family-run from that moment to the present day. The group's core business activity lies in the development and production of high-quality specialty paper. This includes—among others—thermal paper, playing card board, beverage coasters, fine paper, carbon-less paper, recycled paper, decor paper, wood pulp board, sublimation paper, and also innovative specialty paper for the packaging industry. In Germany, the Koehler Group employs around 2,500 people across five production sites, with three additional sites in the USA. The group operates internationally, with an export share of around 70% in 2023, and brings in an annual turnover of around 1.1 billion euros.

As an energy-intensive company, Koehler invests in renewable energy projects such as wind energy, hydropower, photovoltaics, and biomass with its Koehler Renewable Energy business unit. The Koehler Group has set a goal of producing more energy from renewable sources by 2030 than is required for its paper production operations.

With its Koehler Innovative Solutions division, the Koehler Group is collaborating with start-ups to promote innovations in the core business segments “paper” and “renewable energy”.

Find more information at: <https://www.koehler.com>

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