

# **PRESS RELEASE**

## **For immediate release**

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## **MBAA Announces 2005 Award of Merit Winner**

St. Paul, MN (November 2, 2005) — The Master Brewers Association of the Americas (MBAA) is pleased to announce the recipient of its 2005 Award of Merit. The award winner was named during the MBAA 118<sup>th</sup> Anniversary Convention held October 14-16, 2005 in Miami, Florida.

The MBAA Award of Merit was given to Finn B. Knudsen in recognition of his more than 40 years in the brewing and beverage industry. In 1993, Finn founded and became president of Beverage Consult International, Inc., providing management and technical services to the beverage industry worldwide. He has been an active member of the MBAA Technical Committee for many years and previously served as chair.

Said Knudsen of his award, “It was a great surprise to me to be selected by the MBAA technical and executive committees as the recipient of the 2005 MBAA Award of Merit. This special recognition in the brewing industry is a deep honor to receive.”

Knudsen also presented a lecture during the Annual Convention, entitled “Still Crazy About Brewing After All These Years.” In it he encouraged young brewers to “dare to be willing to take chances in their professional life, to be outspoken, while utilizing and even developing new technologies.”

The Master Brewers Association of the Americas (MBAA) is the leading technical organization in the brewing industry. MBAA is the resource members look to for timely technical information, significant research finding, industry trends, and networking opportunities.