

Yadira Espinoza

Almost 15 years of experience promoting and educating about beer culture!

I am a Beer Sommelier, I lead thematic tastings, assist brewers in categorizing their beers for competitions, and I have participated as Beer Judge in several international beer competitions.

Additionally, I am columnist and author of beer-related content, contributing to the advancement of the beer industry in LATAM.



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- **Biersommelière**
- **Beer Judge**
- **Beer Content Marketing**

Certifications and beer studies

- **2021:** Diplom Biersommelière by Doemens Akademie. Berlin, Germany.
- **2021:** Basiswissen rund um das Bier – Doemens Akademie. Berlin-Munich, Germany.
- **2020:** Sensorik von Bier Seminar – Technische Universität München. Berlin-Munich, Germany.
- **2013:** Beer Sensory Appreciation Workshop. UABC University. Ensenada, Mexico.

Homebrewing experience

- **2020 - Present:** Homebrewer, mainly focused on German and Belgian beer styles.

Experience beer culture education

- **2022:** Founder of The Beerfulness. Academy, events and lifestyle.
- **2016 - present:** Author of Bierlinerin, specialized Beer Guide immersed in German beer culture.
- **2015 - 2021:** Beer Concierge in Germany and Europe.
- **2015 – 2018:** Founder and President of “I’m thirsty Club” in Berlin.
- **2021 - present:** creator of beer and beer culture content for websites and social networks.
- **2012 - present:** Beer columnist for several newspapers and magazines LATAM.
- **2012:** Founder of Mujeres Catadoras de Cerveza en México, a women's craft beer organization in Mexico.

Experience as Beer Judge

- **National Homebrew Competition.** Brewers Association. May 2023. San Diego, USA.
- **Copa Baja 2022 / 2023.** Mexicali. B.C.MX.
- **Copa Cerveza MX 2022.** Chihuahua, Chih. MX
- **Beer Wars Competition 2022 / 2023.** Ensenada B.C. MX
- **Aro Rojo 2022.**
- Tampico, Tamaulipas.MX.
- **Copa Cervecera del Pacífico. 2022 / 2023** Ensenada, B.C.

Key contributions to the brewing industry

- Founder of the women's craft beer movement in Mexico.
- Author of the First Spanish-Language Directory of Beer Media in LATAM and Spain.
- Author of the First Spanish-Language International Blog Directory, the world's inaugural publication of its kind.

Contact:

Instagram: @bierlinerin.de
Facebook: @bierlinerin
Website: yadiraespinoza.bierlinerin.de

