



**MEDIA RELEASE**  
**February 27, 2017**

## **The 2017 ABF & JustBeer 'BE THE BREWER' Contest – U BREW IT**

### **MEDIA INVITE - You are invited to help us Brew Our Beer!**

Please RSVP to [tbacon@albertabeerfestivals.com](mailto:tbacon@albertabeerfestivals.com) by EOD Wednesday, March 1<sup>st</sup> if you can join us on Monday, March 6<sup>th</sup> at Olds College Brewery to report on this fun filled brewing day.

Alberta Beer Festivals (ABF), the Olds College Brew Master Program, and the Just Beer APP team want you to experience what it is like to #BeTheBrewer! We're letting beer lovers everywhere help us 'brew' this year's festival beer that will be poured at the **Calgary International Beerfest (May 5/6)** and the **Edmonton Craft Beer Festival (June 2/3)**. Winners of each contest stage: U CHOOSE the style, U NAME the beer, and U DESIGN the label have won some fantastic prizes, including brewing of the actual beer on March 6<sup>th</sup> at Olds College Brewery!

### **U CHOOSE THE STYLE**

Congratulations to Choose the Style Contest winner Kevin M. –**Witbier** is the style!

### **U NAME THE BEER**

Congratulations to Name the Beer Contest winner Erin D. – **The Lion, the Wit, and the Wardrobe** is the winning name!

### **U DESIGN THE LABEL**

Congratulations to Design the Label Contest winner Josh C.- this awesome winning label is on the next page and on our [Alberta Beer Festivals](http://albertabeerfestivals.com) website!

### **U BREW IT – Olds College Brewery Monday, March 6<sup>th</sup>**

Grand-Prize Winners from the Style, Name and Label contests will actually brew the beer at Old College Brewery on Monday, March 6<sup>th</sup>. Brewing **The Lion, The Wit and The Wardrobe** gets underway at 9am and wraps up at 3pm with snacks and sampling in the tasting room!

To learn more about the beer, our festivals or to RSVP for U Brew It, please feel free to contact me directly via email or phone.

Thank you.

Trevor Bacon

Director of Communications, Alberta Beer Festivals

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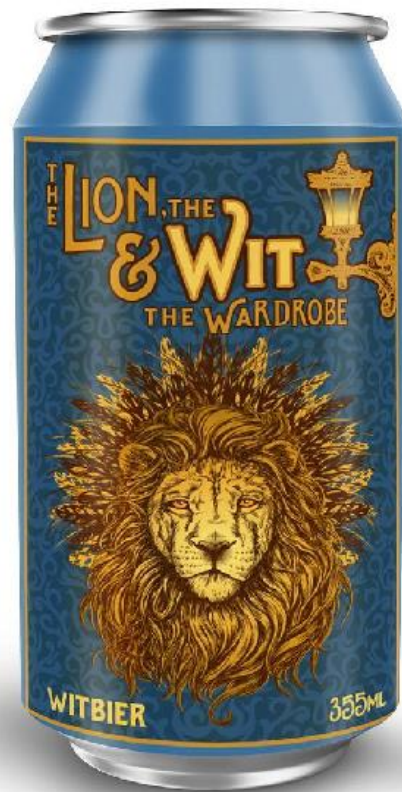
(p) 403.520.5433 (c) 403.461.2997 (f) 403.520.7793

# Be the Brewer *Contest*

**2017 WINNER**

**Josh C.**

**The Lion,  
the Wit,  
and  
the Wardrobe**



**#BetheBrewer**



[www.albertaBEERfestivals.com/BetheBrewer](http://www.albertaBEERfestivals.com/BetheBrewer)

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