



MEDIA RELEASE
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The 2017 ABF & JustBeer 'BE THE BREWER' Contest

Alberta Beer Festivals (ABF), the Olds College Brew Master Program, and the Just Beer APP team have partnered up to create a contest where you can 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)**. Take part in each of the 5 contest stages: U CHOOSE the style, U NAME the beer, U DESIGN the label, U CREATE the print ad and U SHOOT the commercial. There are some fantastic prizes, including the chance to be part of the brewing of the actual beer!

Last week's U CHOOSE IT contest

The winner by a wheat field mile is WITBIER! Witbier is a Belgian Style unfiltered ale that's brewed with wheat and is pale and cloudy in appearance. Congratulations to Kevin M – who won the Choose our Beer Style contest, after his name was randomly drawn from the thousands of people who voted. Thanks to everyone who helped choose the style – now it's time for U (to) Name It!

The U NAME THE BEER contest runs – January 21st to 31st, 2017

Our Witbier beer needs a name! A name can mean everything...It's got to be catchy, it has to reflect the spirit in which the beer is going to be made and most importantly it's got to be AWESOME! Step 2 of #BeTheBrewer – submit the name you think would be best for this year's beer by going to www.albertabeerfestivals.com/bethebrewer

Stay tuned for the next stages of our contest –

U DESIGN THE LABEL - contest open February 2nd to the 23rd

U CREATE THE AD (VIDEO & PRINT) – contest open March 1st to the 22nd.

To learn more about the beer, the contest or our festivals please contact:

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