



The MASHING - Edmonton

Alberta Beer Festivals (ABF) has evolved the concept of the ‘Sampling Event’ so you can live deeper and satisfy your cravings for all things new! The MASHING (the common process used in brewing, distilling and cider making) celebrates community by bringing together the best craft distilleries, breweries, restaurants and entertainment in a unique outdoor space for a tasting event unlike any other in the world!

As you enter The MASHING, you’ll feel the same energy and excitement you get when you travel somewhere amazing for the first time. As you celebrate under the lights of ReMax Field, you’ll encounter tantalizing sensations that let you:

- ✓ Sip and savour craft spirits, craft beer, craft cider and delicious food from amazing breweries, distilleries, cideries and eateries!
- ✓ Hear the incredible sounds of David Bradford on the Bassbus main stage and then listen to DJ Mike Tomas!
- ✓ Watch Cirque de la Nuit perform an amazing 7 min Gatsby inspired duo Cirque content piece called Femme Fatale, which features theatrics and storyline, dance, acrobatics, multi LED hoop spinning and acrobatic pole aerials!
- ✓ Enjoy movies on a giant screen from Fresh Air Cinema!
- ✓ Tap in to our Cask stage featuring one of a kind beers you won’t find anywhere else on earth!
- ✓ Connect with this amazing community as we all come together over incredible food and beverage to celebrate all the things we believe in!
- ✓ Become a star or take that amazing shot and share it on the photo wall hosted by the Camera Store!
- ✓ Support three amazing charities – Edmonton’s Food Bank, the Kidney Foundation and Kids Up Front!
- ✓ Experience a sampling event like no other in the world – and feel the excitement of travel right here in your own city!

TICKETS

Online Advance Tickets: from \$19.99 to \$49.99 at www.albertabeerfestivals.com

FOLLOW-US

- Handles: **#mashingyeg** and **@ABBeerfestivals**
- Facebook: facebook.com/ABBeerFestivals
- Twitter: twitter.com/abbeerfestivals
- Instagram: instagram.com/abbeerfestivals
- Website: albertabeerfestivals.com

SUPPORTING OUR COMMUNITY

ABF is very proud to support two charities of choice this year, Kids Up Front, the Kidney Foundation and Edmonton's Food Bank.

ALBERTA BEER FESTIVALS (ABF)

At ABF, we strive to educate everyone on all things beer related! Part of what we do is promote craft beer created in our own back yard, in addition to creating a brew culture with positive experiences for everyone, and there's no better time to do this than at the MASHING!

MEDIA RESOURCES

We'd love for you to consider running a story about this epic celebration of beer, food and community as well as including it in any upcoming print, television or online event listing you may have. The following online resources will help provide everything you ever wanted to know about Beerfest:

Pictures - <https://www.dropbox.com/pictures>

Logos – <https://www.dropbox.com/logos>

If you require further information, have questions, would like to request Media Passes or tickets for contesting, please contact me at tbacon@albertabeerfestivals.com or call me at 403-520-5433.

Cheers!

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