



Edmonton Craft Beer Festival

The Edmonton Craft Beer Festival, presented by Sobeys Liquor and Safeway Liquor, is one of the fastest growing beer festivals in the world, and is the City of Champions' premier beer, spirit and food festival. Join the tradition of finding a new favorite beer by sampling from the largest selection of local, national and international craft beers in one place at the Edmonton Expo Centre.

FESTIVAL HIGHLIGHTS

- ✓ **Friday, May 31st** 3:00pm – 10:00pm & **Saturday, June 1st** 2:00pm – 10:00pm
- ✓ **Edmonton EXPO Centre**, enter thru Hall G
- ✓ **Over 500 beers, ciders and spirits** - 100 Breweries & Distilleries, and Edmonton's amazing restaurants/pubs
- ✓ **VIP Beer Geek Experience** - private VIP lounge and washrooms; free entry into their choice of seminars
- ✓ **Brew Master Seminars** hosted by Craft Beer Market featuring Brew Masters from Alberta's impressive craft beer and distillery family
- ✓ **Cooking with Beer Seminars** is back with new restaurants pairing delicious food with beer
- ✓ **Brightside #BeTheBrewer Lounge** - be the first to try the Brightside #BeTheBrewer
- ✓ 'Ctrl-Alt-D'Wheat' Hefeweizen chosen by you and brewed by the team at the Olds College Brew Master Program
- ✓ **The RAHR Malting Cask Stage** sample local beers made specifically for the Beerfest from premium quality Alberta barley grown and malted in our great province.
- ✓ **Local Live Music** at the all new SLED Island Stage and the Sherlock Holmes Music Stage
- ✓ **The Distillery District** explore the emerging craft spirit industry to really get your taste buds going

TICKETS

Online Advance Tickets: from \$19.99 to \$49.99 at www.albertabeerfestivals.com
Tickets also available for purchase at Sobeys and Safeway Grocery and Liquor Stores.

FOLLOW-US

- Handles: **#YEGBeerfest** 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, Autism Aspergers Friendship 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 Edmonton Craft Beer Festival!

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:

Articles - <http://albertabeerfestivals.com/breaking-news/>

Logos and Pictures – <http://albertabeerfestivals.com/contact/media-assets/>

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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