



The MASHING - Edmonton

The MASHING is unlike any other sampling event in the world! Alberta Beer Festivals wants you to live deep, celebrate community, and satisfy your cravings for all things new. The MASHING (the common process in brewing, distilling, and cider making) brings together the best craft distilleries, breweries, cideries, meaderies and restaurants. Immerse yourself in an atmosphere of culture and community - with DJs, live music, mentalists, cooking demos, circus school, and so much more.

Taste Urban Culture at The MASHING - Spirit - Cider - Beer Festival. Enter a whole new world just by stepping out your front door!. As you celebrate at ReMax Field on Sept 20 & 21, 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 inside a minor league baseball stadium!
- ✓ Enjoy live music and DJs at the covered main stage!
- ✓ Onsite Live Art by Keegan Rice, his work puts a modern spin on ancient symbols and primal archetypes.
- ✓ Taste delicious food from Edmonton's best pubs and restaurants including ATCO's 'Home on the Go' truck.
- ✓ Tap into our Cask Stage featuring one of a kind beers you won't find anywhere else on earth!
- ✓ Help us support our amazing charity of choice, YESS, just by attending the event
- ✓ 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 our charity of choice - YESS.

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://albertabeerfestivals.com/photos-videos/the-mashing-edmonton-gallery/>

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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