



## **Jasper Beer & Spirit Festival**

Put the GREAT back in the Great Outdoors at the Jasper Beer & Spirits Festival! Actually, put the GREAT back in the Great Indoors too while you're at it. This festival is part outdoor adventure, part indoor delicious experiences, and part opportunity to tell better stories about your mountain adventure! Here are a few of the highlights to get you excited about the weekend:

- 2 Festival Grand Tastings – Each evening of the 2 night festival will feature an incredible line up of tantalizing craft beers, spirits and RTD (Ready to Drink) beverages to sample, as well as succulent foods prepared by the amazing chefs at JPL!
- Outdoor Adventures – from winter fat biking to snowshoe treks, and shinny on the lake to beautiful views from the incredible outdoor hot tub, you'll be able to embrace all that makes Jasper one of the most beautiful places on earth
- Indoor Adventures – During the day, you can do some bends and brews at our yoga and beer session, watch cooking demos from top chefs, or just access the amazing facilities.
- Make the Weekend Super – Extend your stay on Sunday at a great rate and enjoy an incredible Super Bowl party experience – with giant screens, amazing food, prizes, and more
- There are two ways to enjoy the festival...
  - Purchase tickets for the Grand Tastings for either Friday or Saturday night – this gets you access to the sampling event and includes all beverages at the event as well as all your food prepared by the incredible chefs at JPL.
  - For the full experience, you'll want to purchase the VIP Weekend Retreat Package that includes: 2 nights accommodation at JPL, 2 nights of the Great Tastings, all your meals from Friday evening to Sunday morning, and access to all the great indoor and outdoor events throughout the weekend.
- #JasperBeerfest runs from Friday, February 9th to Sunday, February 11th at the Fairmont Jasper Park Lodge.

## **TICKETS**

Online Advance Grand Tasting Evening Tickets: [www.albertabeerfestivals.com/tickets](http://www.albertabeerfestivals.com/tickets)

Weekend VIP Retreat Hotel Packages: [www.fairmont.com/jasper/special-offers/hotel-offers/special-events/jasper-beer-and-spirit-festival](http://www.fairmont.com/jasper/special-offers/hotel-offers/special-events/jasper-beer-and-spirit-festival)

## **FOLLOW-US**

- Handles: **#JasperBeerfest** and **@ABBeerfestivals**
- Facebook: [facebook.com/ABBeerFestivals](https://facebook.com/ABBeerFestivals)
- Twitter: [twitter.com/abbeerfestivals](https://twitter.com/abbeerfestivals)
- Instagram: [instagram.com/abbeerfestivals](https://instagram.com/abbeerfestivals)
- Website: [albertabeerfestivals.com/festivals/jasper-beer-and-spirits-festival](http://albertabeerfestivals.com/festivals/jasper-beer-and-spirits-festival)

## **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 #JasperBeerfest!

## **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 & Video - [www.albertabeerfestivals.com/photos-videos/jasper-beer-barley-summit-gallery](http://www.albertabeerfestivals.com/photos-videos/jasper-beer-barley-summit-gallery)
- Media Assets - [albertabeerfestivals.com/media-assets](http://albertabeerfestivals.com/media-assets)

If you require further information, have questions please contact me at [tbacon@albertabeerfestivals.com](mailto:tbacon@albertabeerfestivals.com) or call me at 403-520-5433.

Cheers!

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