2027 / MEDIA SHEET

CALGARY INTERNATIONAL BEERFEST

BE DIFFERENT. DRINK DIFFERENT.

Presented by Sobeys Liquor & Safeway Liquor

CANADA'S BIGGEST CELEBRATION OF FLAVOUR.

Calgary International Beerfest brings the city together for a weekend of extraordinary drinks, local food and live entertainment. Explore craft beverages from around the world, meet the people behind the pours and discover why this celebration is about so much more than beer.

200+	700+	30+
beverage producers	beers, ciders, spirits & RTDs	local food vendors

THE ESSENTIALS

FRIDAY, MAY 7 | 5:00–10:00 PM
SATURDAY, MAY 8 | 12:00–4:30 PM & 5:30–10:00 PM
BMO CENTRE AT STAMPEDE PARK | HALLS D, E & F

THE EXPERIENCES

Taste the world Explore beers, ciders, spirits and non-alcoholic selections from producers representing more than 40 countries.

Come hungry Discover food from more than 30 Calgary restaurants, pubs and eateries.

Meet the makers Crafted Sessions and Cooking with Beer seminars bring producer stories and flavour pairings to life.

Stay for the energy Live music, DJs, the Cold Garden Lounge and a bigger After Party keep the weekend moving.



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MORE THAN A TASTING - A STORY WORTH SHARING.

STORY ANGLES FOR MEDIA

THE PEOPLE BEHIND THE POUR
Meet brewers, distillers, cider makers and other producers from Alberta and beyond, with participants representing more than 40 countries.

FOOD, FLAVOUR & LOCAL DISCOVERY
From 30+ local eateries to Cooking with Beer seminars, explore Calgary's food scene alongside inventive beverage pairings.

THE FESTIVAL EXPERIENCE
Capture the energy of music stages, DJs, the Cold Garden Lounge, the Sports Lounge and the enhanced VIP Beer Geek experience.

MORE TO EXPLORE

VIP Beer Geek Experience • Separate entrance, private lounge and washrooms.
Sports Lounge • Catch the big game on a giant 20 × 10 ft LED screen.
Craft Spirits • Explore the growing craft spirits scene.
After Party • Keep the celebration going with DJs and high-energy entertainment.

COMMUNITY MATTERS

Alberta Beer Festivals is proud to support Autism Aspergers Friendship Society of Calgary (AAFS Calgary) and Kids Up Front Calgary. ABF has also donated tickets to support fundraising for more than 70 Alberta charities and reports helping raise over $400,000 for its charities of choice.

TICKETS & FESTIVAL INFORMATION

Advance tickets: albertabeerfestivals.com/tickets
Festival website: albertabeerfestivals.com
Instagram: @abbeerfestivals
Facebook: @ABBeerFestivals
YouTube: CREATE - The Podcast
Festival hashtag: **#YYCBeerfest**

MEDIA ACCESS & RESOURCES

For interviews, media passes, contest tickets, images or additional information, contact:

Trevor Bacon | tbacon@albertabeerfestivals.com

Photo and video gallery: albertabeerfestivals.com (Calgary International Beerfest gallery)