2027 / MEDIA SHEET

EDMONTON CRAFT BEER FESTIVAL

BE DIFFERENT. DRINK DIFFERENT.

Presented by Sobeys Liquor & Safeway Liquor

ONE CITY. HUNDREDS OF FLAVOURS. ONE UNFORGETTABLE WEEKEND.

Edmonton Craft Beer Festival brings the city together for a celebration of great drinks, local food and live entertainment. Explore an incredible range of craft beverages, discover the people and stories behind the pours, and enjoy the energy of a festival built around community.

150+	500+	20+
beverage producers	beers, ciders, spirits & RTDs	local food vendors

THE ESSENTIALS

FRIDAY, MARCH 5 | 5:00–10:00 PM
SATURDAY, MARCH 6 | 12:00–4:30 PM & 5:30–10:00 PM
EDMONTON EXPO CENTRE | HALLS B & C

THE EXPERIENCES

Taste beyond the expected Explore beer, cider, spirits, mead and ready-to-drink beverages from producers across the scene.

Come hungry Discover dishes from more than 20 Edmonton-area restaurants, pubs and eateries.

Go deeper Crafted Sessions and Cooking with Beer seminars bring flavour pairings and local stories to life.

Stay for the atmosphere Live music, DJs, lounges and a bigger After Party keep the festival moving.



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MORE THAN A TASTING.

A STORY WORTH SHARING.

STORY ANGLES FOR MEDIA

THE PEOPLE BEHIND THE POUR

Meet the breweries, distilleries, cideries and other producers bringing creativity to Alberta's beverage culture.

FOOD, FLAVOUR & LOCAL DISCOVERY

From local eateries to Cooking with Beer seminars, explore how Edmonton's food scene pairs with craft beverages.

THE FESTIVAL EXPERIENCE

Capture the energy of live DJs and music stages, the VIP Beer Geek Experience and festival lounges.

MORE TO EXPLORE

VIP Beer Geek Experience • Separate entrance, private lounge and washrooms.
Sports Lounge • Watch the big game on a giant 20 × 10 ft LED screen.
Craft Spirits • Discover an expanding category alongside beer, cider and RTDs.

COMMUNITY MATTERS

Alberta Beer Festivals is proud to support Edmonton community organizations Boyle Street Community Services and KidSport, while celebrating the producers, restaurants and people who make the local scene special.

TICKETS & FESTIVAL INFORMATION

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

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 (Edmonton Craft Beer Festival gallery)