



Calgary International Beerfest

Western Canada's Largest Beer Festival



2017 MEDIA KIT

Friday

- 3-10PM Beer Geek VIP Admission
- 4-10PM General Admission

Saturday

- 1-9PM Beer Geek VIP Admission
- 2-9PM General Admission

Showcasing

- 150+ Breweries & Distilleries
- 30+ of Calgary's Best Pubs & Restaurants
- Rickard's Cooking with Beer Seminars
- Craft Beer Market Brewmaster Seminars
- ATB's Beer University
- New Craft Distillery District

BMO Centre, Stampede Park



Proudly Presented By



MAY 5 & 6

Tickets available at albertaBEERfestivals.com



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Introduction

Alberta Beer Festivals (ABF) Brewing Beer Culture in Alberta since 2004!

ABF is the hub that connects breweries, agencies, restaurants, liquor stores and beer enthusiasts in Western Canada. We strive to educate our fellow Albertans on all things beer related, and part of what we do is hold awesome beer festivals like the Calgary International Beerfest!



The 2017 edition of the Calgary International Beerfest, presented by Sobeys Liquor and Safeway Wine & Spirits, is again occupying over 250,000 sq ft on Stampede Park making it the largest beer festival in Western Canada! Everyone will find a new favorite with over 500 local, national and international craft beers, while being able to sample tasty food from over 30 of Calgary's best restaurants, pubs and eateries. Alberta Beer Festivals (ABF) has a mandate to not only promote and celebrate the craft beer industry, but we also believe it is important to be environmentally conscious and to be strong members of the community.

On May 5 and 6 increase your beer knowledge and find a new favourite by sampling some of the more than 500 different types of beer in the BMO Centre. Experience the NEW VIP experience, a bigger Beer U with a Cask Stage, the NEW Craft Distillery District, chocolate and beer pairings in the Cooking with Beer seminars, local breweries at the Brew Master Seminar, vote for the People's Choice awards, meet new people, sample delicious foods, enjoy the atmosphere and entertainment, and most importantly, have a great time!

CALGARY INTERNATIONAL BEERFEST **MAY 5th & 6th, 2017**

When

Friday May 5th: VIP 3pm to 10pm – General Admission 4pm to 10pm

Saturday, May 6th: VIP 1pm to 9pm – General Admission 2pm to 9pm

Where

BMO Centre at Stampede Park

[20 Roundup Way SE](#)

ENTER THROUGH HALL E OR THE CORRAL

Note: This is an 18+ event. Please bring a piece of government issued photo ID for admission to the event

Tickets

Online Advance Tickets: \$19.99 at www.albertabeerfestivals.com

Weekend Passes: \$34.99

Beer Geek VIP: \$29.99

Beer Geek VIP Weekend Passes: \$49.99

Tickets at the door are \$25 and entrance is subject to capacity

Tickets also available for purchase at Sobeys Liquor and Grocery Stores, Safeway Wine & Spirits and Grocery Stores.

Calgary International Beerfest - a Sampling Event

Upon entry, each guest will receive an official sample cup to use throughout the event and take home afterwards. All beer and food can be sampled by purchasing sample tokens. Tokens are sold in sheets of 10 for \$10. Each sample is a minimum of 2 tokens, but food and specialty beers may cost more. Each beer sample is a legal 4 ounces, which is 1/3 of a bottle of beer.





Festival Highlights

NEW VIP Beer Geek Experience

Beer Geek VIPs get several awesome perks! They have their own, separate entrance, early access to the event and their own private carpeted VIP Lounge area with cocktail tables, ample seating, drinking water and private washrooms! VIPs get free entry into their choice of seminars including Brew Master, Cooking with Beer and the Distillery District seminars. On top of all that, many breweries will be bringing special cask beers to the event and Beer Geeks get first crack at these beer...and did we mention the first 100 VIPs through the door each day will receive tickets to Calgary Oktoberfest on September 22 and 23rd!

Brew Master Seminar – Hosted by Craft Beer Market

Get the inside story about beer straight from the source. We've asked Brew Masters, distributors and representatives from around the world to speak about the craft beer industry and sample their beer without feeling like you're in a classroom. How they come up with the concept of your favourite beer, how they dealt with expansion, what are the different styles of beer and how to be sustainable while making beer are some of the questions they will answer in half hour seminars and you'll get to sample their beer!



It's good to be a Beer Geek VIP, they get in free to the seminar of their choice.





CALGARY INTERNATIONAL BEERFEST

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Cooking with Beer Seminar – Hosted by Rickard's

Cooking with Beer Seminars are back and better than ever for 2017! Learn great recipes from Calgary's top chefs as they explain industry secrets and teach you the finer points of beer pairings. We've transformed the Seminar area to look and feel like you're in your favorite restaurant, so you can learn all this in a fun and friendly environment. Plus, you get to try the tasty samples that are prepared right in front of you!

It's good to be a Beer Geek VIP, they get in free to the seminar of their choice.





People's Choice Awards – Presented by Metro

The purpose of our event is to give people the opportunity to sample a wide variety of beer and food from around the world. Alberta Beer Festivals creates an interactive environment by holding a People's Choice competition that awards gold, silver and bronze medals to the winning breweries and restaurants as voted upon by you!



Canadian International Beer Awards (CIBA)

Certified Beer Judges and Celebrity Judges get the opportunity to decide their favourite beer in a wide variety of categories, making the [CIBA Awards](#) a truly unique addition to our lineup of festivals.

Category awards at the ABF Awards are judged by panels of Certified and Celebrity judges at the Calgary International Beerfest. There are over 40 categories in the competition, with gold, silver and bronze medals being handed out to the winners in each category. Official Beer Judge Certification Program (BJCP) and celebrity judges will have a sizable task set before them in picking the best in each category!



CALGARY INTERNATIONAL BEERFEST MAY 5th & 6th, 2017

Live Local Music at Village Square and the NEW Calgary Folk Music Festival Stages

Listen to talented local musicians on the returning Village Square Stage hosted by Village Brewery. New this year is the Calgary Folk Music Festival Stage located at the Big Rock lounge that will instantly be a festival favorite with more incredible local performances!



CALGARY INTERNATIONAL BEERFEST **MAY 5th & 6th, 2017**

ATB Financial Beer University

Alberta Beer Festivals is excited to be hosting “Beer University” at the Calgary International Beerfest again. Our goal is to increase your “Beer-Q” and help you find a new favourite beer. Beer U is a festival destination where you can learn more about beer from grain to glass! Discover the history of beer, beer styles, what goes into beer and how beer is made all from the beer brainchildren of the local industries. Key gurus from Grainswest Magazine, Alberta Barley, Rahr Malting, Olds College Brewery, CAMRA Alberta and ABF Brew Ed will be there to educate and help answer the questions to the MBA (Master Beer Appreciation) program so everyone can graduate with beer honors and cool prizes!

ATB Financial™



New this year is the RAHR Malting Cask Stage located inside Beer U, locally brewed casks just for this event will be tapped throughout the weekend and are very unique craft beers you won't be able to get or taste anywhere else!

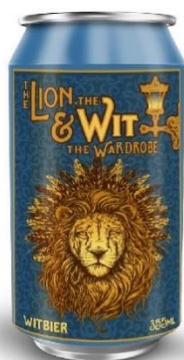
The Lion, the WIT & the Wardrobe



2017 WINNER

Josh C.

**The Lion,
the Wit,
and
the Wardrobe**



Every year, Alberta Beer Festivals partners with the Olds College Brew Master Program to brew a beer to celebrate the Calgary International Beerfest (May 5/6) and the Edmonton Craft Beer Festival (June 2/3). This year, ABF held [5 CONTESTS](#) to help us CHOOSE the style of our beer, then NAME the beer, design the beer LABEL for the beer and create the AD. Ensure you stop by Beer U to sample our very own **The Lion, the WIT & the Wardrobe!**



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The NEW Craft Distillery District

One of the many reasons people love craft beer and spirits is they feel so connected to the people who brew and distill it! Craft distillers are authentic, passionate, and take great pride in their work, and with the growing number of craft distillers in Western Canada ABF is creating a specific area at the Calgary International Beerfest for people to discover these locally distilled spirits!

The Craft Distillery District will be a must-see destination for patrons at Beerfest. They will have their senses stimulated with visual and engaging displays, the ability to sample a wide range of spirits from over a dozen distilleries from Western Canada and taste delicious food from local restaurants inspired by spirits. There will also be opportunities to learn about the process of making craft spirits via seminars that will take place in the district area and exhibitors will be able to interact with festival goers to uncover why this is the next craft evolution!

[Beer Run with Park Distillery](#)



CALGARY INTERNATIONAL BEERFEST **MAY 5th & 6th, 2017**

ABF Social Media Lounge

The ABF Social Media Lounge is the place to be at Beerfest connecting craft beer fans with their favourite brewers and breweries through any one of their preferred social media streams. Fans can post pictures, ask questions, or give comments using the hashtag **#YYCBeerfest** to engage with the people who love beer! There will also be plenty of photo opportunities with live interactive entertainment and games.



Just Beer App

Download the [Just Beer App](#), the official app for all of ABF's festivals! Just Beer is made in Calgary by Mobility Quotient and is designed to make beer more approachable with great features to improve your beer and festival experience!





Follow Us!

Calgary International Beerfest is connected to everyone! Get up to the minute updates by staying connected with our Social Media connections.

Website: www.albertabeerfestivals.com

Facebook: facebook.com/ABBeerFestivals

Twitter: twitter.com/abbeerfestivals

Instagram: instagram.com/abbeerfestivals

Videos: www.youtube.com/user/goodoldfridge



CALGARY INTERNATIONAL BEERFEST

MAY 5th & 6th, 2017

Participating Breweries

With over [150 Breweries](#) and 500+ beers, ciders and spirits to sample from, you should plan your weekend wisely!



MAY 5th & 6th, 2017



 CALGARY INTERNATIONAL BEERFEST
MAY 5th & 6th, 2017

Sponsors of the 2017 Calgary International Beerfest

[THANK YOU TO ALL OUR SPONSORS!](#)

Sobeys Liquor
PRESENTS

SAFEWAY  **WINE & SPIRITS**

ATB Financial™



Download the Official App of Alberta Beer Festivals



openhwy





Supporting Our Community

Alberta Beer Festivals believes it is part of their corporate responsibility to support local charities with every one of their events. We are very proud to support two charities of choice this year, Autism Aspergers Friendship Society of Calgary (AAFS) and Kids Up Front.

AAFS provides respite care in a recreational environment for children, youth and adults on the Autism Spectrum. The organization is built around reframing how youth with disorders learn and socialize by facilitating the development of social and life skills in the community at large while conveying a message of respect for self and others that leads to a stronger Self Image.

Kids Up Front gives donated event tickets to children and youth identified by a broad network of partner agencies that provide child and family services in Calgary's education, health and social service sectors. Kids Up Front strives to provide every child a "larger than life" experience that fosters possibilities, passions and dreams, one ticket at a time.

We at Alberta Beer Festivals are proud to support AAFS and Kids Up Front and all the incredible work they do.



CALGARY INTERNATIONAL BEERFEST MAY 5th & 6th, 2017

Volunteers

It may sound cliché – but we really couldn't do it without our volunteers. Most of our volunteers come to us through our charities of choice; however people are welcome to approach us to see if there is anything they can do. If you or your group would like to volunteer click [HERE](#) to fill out the volunteer contact form.



Media Releases

Want to see the latest Alberta Beer Festivals Media Releases, Advisories, Beer related stories or pictures? Just click [HERE](#) to go to the ABF website's Media section or e-mail Trevor Bacon at tbacon@albertabeerfestivals.com.





Thank You!

Thank you for your interest in Calgary International Beerfest!

We'd love to hear from you! Contact us to:

- obtain Media Passes
- get tickets to the event for contesting, clients or staff
- schedule an interview
- answer any questions you may have
- get even more information about this exciting event

Cheers!

Trevor Bacon

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