



Edmonton Craft Beer Festival

Edmonton's Premiere Food and 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

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



Proudly Presented By



JUNE 2 & 3

Tickets also available at albertaBEERfestivals.com

Table of Contents

Introduction	2
When.....	3
Where	3
Tickets	3
Edmonton Craft Beer Festival - a Sampling Event	3
Festival Highlights	4
NEW VIP Beer Geek Experience	4
Brew Master Seminar – Hosted by Craft Beer Market	4
Rickard’s Cooking with Beer Seminar – Hosted by Rickard’s.....	5
People’s Choice Awards – Presented by Metro.....	6
Live Local Music at the Sherlock Holmes Stage	6
ATB Financial Beer University	7
The Lion, the WIT & the Wardrobe.....	7
The NEW Craft Distillery District.....	8
ABF Social Media Lounge.....	9
Just Beer App	9
Follow Us!	10
Participating Breweries	11
Participating Restaurants.....	12
Sponsors of the 2017 Edmonton Craft Beer Festival.....	13
Supporting Our Community.....	14
Volunteers.....	15
Media Releases	15
Thank You!	16



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 Edmonton Craft Beer Festival!



The 2017 edition of the Edmonton Craft Beer Festival, presented by Sobeys Liquor and Safeway Wine & Spirits, is again occupying over 100,000 sq ft of the Expo Centre at Northlands making will be the largest beer festival in Edmonton's history! On June 2nd and 3rd over 140 breweries and distilleries will occupy Halls F, G & H making it easy for everyone to find a new favorite with over 400 local, national and international craft beers, while also being able to sample tasty food from over 20 of Edmonton's best restaurants, pubs and eateries. Join the tradition of finding a new favorite beer by sampling from the largest selection of local, national and international craft beers in one place.

On the first weekend of June, increase your beer knowledge and find a new favourite by sampling different beers, spirits and delicious food in the Northlands Expo Centre. Take part in the Brew Master Seminar, Cooking with Beer Seminar, attend Beer University, visit the NEW Craft Distillery District, 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!



When

Friday, June 2nd

Beer Geek VIP Hour 3 p.m. to 4 p.m. (doors open for VIPs at 2:30 p.m.)

General Admission 4 p.m. to 10 p.m.

Saturday, June 3rd

Beer Geek VIP Hour VIP 1 p.m. to 2 p.m. (doors open for VIPs at 12:30 p.m.)

General Admission 2 p.m. to 9 p.m.

Where

Edmonton Expo Centre

[7515 118 Ave NW, Edmonton AB](#)

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

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

Tickets also can be purchased online at www.albertabeerfestivals.com.

Edmonton Craft Beer Festival - 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.



EDMONTON CRAFT BEER FESTIVAL June 2nd & 3rd, 2017

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 and Cooking with Beer 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 Edmonton Oktoberfest on September 29th and 30th!

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.



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Rickard's Cooking with Beer Seminar – Hosted by Rickard's

Cooking with Beer Seminars are back, and better than ever for 2017! Learn great recipes from Edmonton'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!



Live Local Music at the Sherlock Holmes Stage

Listen to talented musicians on the highly anticipated return of the Sherlock Holmes Stage with even more incredible local performances this year!





ATB Financial Beer University

Alberta Beer Festivals is excited to be hosting “Beer University” at the Edmonton Craft Beer Festival 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, Alberta Wheat, Hops Canada, Olds College Brewery, Edmonton Beer Geeks Anonymous and ABF Beer School will be there to educate and help answer the questions to the MBA (Master Beer Appreciation) program so everyone can graduate with beer honors.



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

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!**



Be the Brewer Contest

2017 WINNER

Josh C.

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



ABBEERFESTIVALS

#BetheBrewer



www.albertaBEERfestivals.com/BetheBrewer

EDMONTON CRAFT BEER FESTIVAL June 2nd & 3rd, 2017

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 Edmonton Craft Beer Festival 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](#)



EDMONTON CRAFT BEER FESTIVAL June 2nd & 3rd, 2017

ABF Social Media Lounge

The ABF Social media Lounge is the place to be at the Edmonton Craft Beer Festival 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 **#YEGBeerfest** 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 Alberta by Mobility Quotient and is designed to make beer more approachable with great features to improve your beer and Edmonton Craft Beer Festival experience!





Follow Us!

Edmonton Craft Beer Festival 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





A collage of 12 photographs showcasing various food preparation and presentation scenes from the 2019 Alberta Food Festival. The images include: a chef in a blue shirt and black apron smiling while cooking; two chefs in white uniforms working at a station with a 'FASTEST' sign; a close-up of a colorful salad with yellow and red toppings; a chef in a white uniform and black apron cooking; a close-up of a bowl of food with a white spoon; a chef in a white uniform and black apron cooking; a close-up of a bowl of food with a white spoon; a chef in a white uniform and black apron cooking; a close-up of a bowl of food with a white spoon; a chef in a white uniform and black apron cooking; a close-up of a bowl of food with a white spoon; and a chef in a white uniform and black apron cooking.



Sponsors of the 2017 Edmonton Craft Beer Festival

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



Download the Official App of Alberta Beer Festivals





Supporting Our Community

Alberta Beer Festivals believes it is part of their corporate responsibility to have a charity involved with every event they do. We are very proud to support two charities of choice this year, Edmonton's Food Bank and Kids Up Front.

We've chosen Edmonton's Food Bank because they do amazing work to effectively distribute, free of charge, surplus and donated food to people in need in the community. Each month, almost 20,000 people receive food hampers from Edmonton's Food Bank. The Food Bank also distributes food to more than 500,000 meals and snacks each month through more than 230 agencies, churches or food depots with which we are affiliated.

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 Edmonton'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 Edmonton's Food Bank and Kids Up Front and all the incredible work they do.



EDMONTON CRAFT BEER FESTIVAL June 2nd & 3rd, 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 Press Releases, Advisories, Beer related stories or pictures? Just click [HERE](#) to go ABF website's Media section or e-mail Trevor Bacon at tbacon@albertabeerfestivals.com.



EDMONTON CRAFT BEER FESTIVAL June 2nd & 3rd, 2017

Thank You!

Thank you for your interest in Edmonton Craft Beer Festival!

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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