



PRESS RELEASE

STRASBOURG EVENTS and the MONDIAL de la BIÈRE of MONTREAL present:

STRASBOURG'S MONDIAL de la BIÈRE

Brewery event in EUROPE!

In the midst of a region that cultivates the art of living, the STRASBOURG EUROPEAN MONDIAL de la BIÈRE festival, will be open to the general public offering an innovative tasting journey into the World of Beer!

From October 16th to the 18th, 2009 (Fri. and Sat. from 11 a.m. to 9 p.m., Sun. from 11 a.m. to 7 p.m.), hundreds of tasty and unique beers from all over the world will revolutionize European taste buds that have been lulled to sleep by normal beer choices as the craft brewing renaissance goes from strength to strength.

With the STRASBOURG EUROPEAN MONDIAL de la BIÈRE, the imagination takes control and promotes tasting with moderation. At a time of « Dégustez peu, dégustez mieux » (taste sparingly, taste better), beer is taken to a higher cultural level, enlightening life with its conviviality and creating the perfect moment to share with friends! Beer and regional specialty products are presented with passion and experience ; the journey of initiation begins for each visitor to the STRASBOURG EUROPEAN MONDIAL de la BIÈRE with the acquisition of a souvenir glass and tasting coupons; a journey that will take place in the most international beer hub there is: STRASBOURG, capital of both Europe and Beer.

The STRASBOURG EUROPEAN MONDIAL de la BIÈRE's annual event is an opportunity for brewers and members of the brewing industry to promote their products to both the public and professionals, while bringing nobility back to beer. The atmosphere of celebration, with a business-like climate and a showroom filled with gourmet discoveries, will create an educational and varied experience for tasters. Initially, the objective is to create a cultural and promotional showcase destined to promote every industry participant to meet and share their common interest: beer.

For additional information:

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Media notice:

Please note that we are providing the opportunity to register your newspaper, magazine website (paper, audio or TV) on our link page at no cost and by doing so, you will be taking part in the STRASBOURG EUROPEAN MONDIAL de la BIÈRE grand opening!