



Press Release
For immediate release

1st edition of the Mondial de la Bière of Strasbourg 2009:

A promising success

(Strasbourg, November 16th, 2009) – The organizers of the Mondial de la Bière of Strasbourg, Europe's brewing event, have a very positive outcome of this first edition which took place between the 16th and 18th of October. During the three days of the festival, visitors had the opportunity of discovering 422 beers, coming from 13 countries such as: Canada, U.S.A., Japan, Sweden, Italy, Germany, Belgium and of course, France.

"It's a won wager, declared Josiane Hoffman, Event Director at Strasbourg-Events. We greeted over 10,000 paying visitors, but approximately 15,000 came to the Wacken Halls that weekend, benefiting from the free re-entry by presenting their already bought glass, which is great news! Our event will assuredly be in Strasbourg's list of "must go to events". We are already very excited about the second edition taking place on the 22nd, 23rd and 24th of October, 2010."

"Today, visitors discover the concept. For the years to come, they will discover the home of brewers from around the world", added Jean-Claude Colin, Co-Project Manager.

MBEEREUROPE Professional Tasting Contest

For this first edition, an international jury of experts made their choice. The Mondial de la Bière awarded 1 platinum medal (Highest Distinction) and 11 gold medals for the beers judged to be exceptional. The evaluation of the beers submitted to the contest by the brewers was undertaken according to five criteria: the beer's quality, its aromas, taste, spreading and the procured pleasure.

Thus, the microbrewery l'Abreuvoir had the pleasant surprise of receiving a gold medal for its Christmas beer. "What a nice recognition, exclaimed the four brewers, Christophe Deyber, Laurent Mourot, Hervé Bessot and André Kammerer! To be recognized by our peers, particularly by an internationally renowned jury panel, it's very encouraging for our future projects."

As for the members of the Dieu du Ciel! craft brewery from Montreal, they were delighted by their gold medal. "We received a very warm welcome here. Visitors were interested in our beers and since we had the intention of finding a French distributor, this is an excellent start", added brewmaster Jean-François Gravel.

Here is the list of winning beers:

PLATINUM MEDAL (Highest Distinction)

- Triple XXX (Croce di Malto, Italy)

GOLD MEDAL (in alphabetical order)

- Bière de Noël (l'Abreuvoir brewery, France)
- Bourganel au miel (Bourganel Brewery, France)
- Chocolate Stout (Rogue Ales, USA)
- Festivale (Beau's All Natural, Canada)
- La Chouape ambrée amère (La Chouape Microbrewery, Canada)
- Levrette Cherry (Haacht Brewery, Belgium)
- Noel (Birrificio Baladin, Italy)
- Page 24 Blanche (St-Germain Brewery, France)
- Page 24 Blonde Réserve Hildegarde (St-Germain Brewery, France)
- Rigor Mortis Abt (Dieu du ciel! Microbrewery, Canada)
- Spécial choucroute (Saint-Pierre Brewery, France)

Visitors were also invited to vote for their favorite beers through the Public Contest:

Gold: Celtika 88 – (De Bretagne Brewery, France)
Silver: Malheur 10 – (Bavik, Belgium)
Bronze(Draw): Rosée d'hibiscus – (Dieu du Ciel! - Canada)
Bronze(Draw): Dernière volonté – (Dieu du Ciel! - Canada)

COMING UP EVENTS

- The 17th edition of the Mondial de la Bière, Montreal – North America, will take place from June 2nd to 6th of 2010, in the heart of the Metropolis.
- The 2nd edition of the Mondial de la Bière of Strasbourg will take place from October 22nd to the 24th of 2010.

Regarding The Mondial de la Bière - North America

Vincent Blair, Pierre Lalumière and Jeannine Marois founded the Mondial de la Bière in 1994. A unique festival of tasting and conviviality, the Mondial is now considered to be a gateway to Quebec's and the foreign brewing industry. Whether it's through meeting with the brewers, the MBeerconference, the MBeer contest or the workshops on beer and cheese pairings, amateurs will now have the required tools to perfect their knowledge and make new discoveries. Located at the Windsor station since 2002, the event has become over the years, the most important festival of international beers in North America and its reputation has now traveled over to many countries. For more information please visit: www.festivalmondialbiere.qc.ca

– 30 –

SOURCE: MONDIAL DE LA BIÈRE STRASBOURG

Information:

Jean Claude COLIN
Co-Project Manager
Mondial de la Bière, Strasbourg -
Europe
Tel.: 06 30 58 22 46
mbiere-strasbourg@orange.fr

Katia BOUCHARD
Communications Director
Mondial de la Bière, Montreal –
North America
Tel.: 00-1-514-722-9640, ext.331
bouchard.katia@gmail.com

Josiane HOFFMANN
Event Director
Strasbourg-Events
Tel.: 03 88 37 21 46
[Jhoffman@strasbourg-
events.com](mailto:Jhoffman@strasbourg-events.com)