



## Press Release

For immediate release

THE LOVE STORY BETWEEN BEER AND QUEBECKERS GOES ON

### **AN EXCEPTIONAL 16<sup>TH</sup> EDITION FOR THE MONDIAL DE LA BIÈRE 2009**

#### **OVER 15% ATTENDANCE INCREASE**

(Montreal, June 7<sup>th</sup>, 2009) – The most important festival of international beers in North America and Montreal’s first great festival of the summer, le Mondial de la bière’s 16<sup>th</sup> edition comes to an exceptional end. In spite of the morose economic situation, a little over 80 000 people have attended the event from June 3<sup>rd</sup> to the 7<sup>th</sup>. Since the site’s maximum capacity has been reached and in order to respond to the amateurs and exhibitors’ demands, the organizers are considering adding an extra day to the festival in 2010.

“We were hoping for a global attendance increase of around 5%, declared Jeannine Marois, the event’s president and founder. We are extremely happy to see that visitors were present in great numbers and according to our numbers there was an attendance increase of over 15%. After 16 years of effort, it’s truly satisfying to realize that people really enjoy the festival and I believe the time has come for our event to last over six days”

This year, over 450 products were offered, of which 197 were new beers, making the 16<sup>th</sup> edition the most international ever! The Mondial de la bière is without saying the place to please the curious, as well as all amateurs, neophytes, epicures and up to the most experienced connoisseurs!

#### **THE PUBLIC AND EXPERTS’ FAVORITE BEERS**

Like in past editions, visitors were able to vote for their favorite beer through the consumer beer contest. A divine battle as crowned these winners:

Gold:	St-André Claymore-cerise – (Le Trou du diable - Shawinigan)
Silver:	Aphrodisiaque – (Dieu du Ciel! - Montréal)
Bronze:	Rosée d’hibiscus – (Dieu du Ciel! - Montréal)

The industry's representatives were also able to let their voice be heard at the fourth edition of the MBeer contest. The evaluation of the beers submitted to the contest were undertaken by an international jury of experts and was based on: the quality of the beer, its aromas, taste, spreading and the pleasure procured while tasting.

Thus, the Saint-Bock, only at its second participation to the event, was surprised to receive the contest's platinum medal for its R.I.P. "I work to elaborate this new beer and combine its plum, molasses, cocoa and oak aromas for the last 12 months, mentioned Dominic Charbonneau, brewmaster. We have decided to present to the jury an audacious beer and we are happy to be awarded for it". As for the microbrewery Le Trou du diable from Shawinigan, was awarded two gold medals. "To be recognized by our peers, particularly by an international jury of experts, gives me shivers, added André Trudel, brewmaster. We prepare year round to participate to the Mondial de la bière and these two medals make us very happy!"

#### The list of winners:

##### PLATINUM (highest distinction)

- R.I.P. (Le Saint-Bock - Montréal, Québec)

##### GOLD

- Reale Extra (Birra del Borgo - Italie)
- Paienne (Brasserie Dieu du ciel! - Montréal, Québec)
- Sainte-Source Stout (Brasseurs de la Mauricie - Shawinigan, Québec)
- Élixir de Belphégor (Broadway Pub - Shawinigan, Québec)
- Saison DuRepos (Hopfenstark - L'Assomption, Québec)
- La Buteuse brassin spécial (Le Trou du diable - Shawinigan, Québec)
- Weizgripp doppelweizbock (Le Trou du diable - Shawinigan, Québec)
- 10W30 Brown Ale (Neustadt Springs Brewery - Neustadt, Ontario)
- Imperial Red (Rogue Ales - Oregon, USA)
- Éphémère aux pommes (Sleeman-Unibroue - Chambly, Québec)

#### **NEXT RENDEZVOUS**

As announced during last year's festival closing, the first edition of the Mondial de la bière – Strasbourg, Europe, will take place from October 16<sup>th</sup> to the 18<sup>th</sup> of 2009, in the heart of the Alsatian region. The Montreal team's involvement shows once again the devotion and distinction of Quebeckers on the international scene with their creativity and their entrepreneurship.

The 17<sup>th</sup> edition of the Mondial de la bière is scheduled (for the moment!) from the 2<sup>nd</sup> to the 6<sup>th</sup> of June, 2010, at the Windsor Station.

## REGARDING THE MONDIAL DE LA BIÈRE

The Mondial de la Bière was founded in 1994 by Vincent Blair, Pierre Lalumière and Jeannine Marois. In 1997, Pierre Lalumière returned to his initial career in tourism, followed by Vincent five years later. In 2002, Jeannine Marois, became the sole President of the Mondial de la Bière, a festival of conviviality and a showcase for the local and foreign brewing industry. Whether it's through meeting with the brewers, the MBeerconference, the MBeer contest, the courses with the MBeer school of beerology or the workshops on beer and food 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.

– 30 –

Photos: Media can download pictures (300 dpi) from website at: [www.festivalmondialbiere.qc.ca](http://www.festivalmondialbiere.qc.ca). Follow links for media.

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