



FOR IMMEDIATE RELEASE

Flaveurs Bières et Caprices **ADMISSION FEES REVAMPED:** **A LA CARTE OR VIP FLAVEURS**

(Montréal, July 22, 2008) — The Mondial de la bière festival presents the second edition of its culinary event, **Flaveurs Bières et Caprices**, being held November 14 and 15, 2008. This new event, which features surprising beer pairings with fine food, will undoubtedly please beer lovers, and anyone else who is seeking new taste discoveries.

The event will be held at Le Windsor Ballroom, 1170 Peel St., in downtown Montreal. Three tasting sessions are offered: Friday and Saturday evenings from 5:30 p.m. to 11 p.m. and Saturday afternoon, from 11:00 a.m. to 4:30 p.m. The event will host a maximum of 800 to 1000 visitors per session.

Nordic flavors... Vikings' whims

Each year, **Flaveurs Bières et Caprices** uses the occasion to shed light on products from a specific country. The second edition of the event will pay homage to the brewing creativity of Sweden and Denmark and the know-how of its artisan brewers. There will be 24 swedish and danish beers available for tasting, and visitors will also be able to enjoy some of the best delicacies of these nordic countries.

ADMISSION FEES: NEW OPTIONS — Two options are offered

For visitors who choose the A LA CARTE option (Mondial de la bière concept)

- Admission: purchase of the event glass at \$6
- Tasting coupons (beer-cider and more : \$1 per coupon (1 tasting = 3 to 4 ounces maximum)
- Cost of each tasting: from 2 to 6 coupons (for the majority of the beers)
- Cost of food: \$2 per coupon
- Other: - coat check: \$2.50 - Tasting guide: \$2
 - Access to the conferences (cost : 3 to 5 coupons per beer and 1 to 4 coupons for the food tastings)

For visitors who choose VIP Flaveurs option (all inclusive package)

Admission included:

- All beer and food tastings
- Official glass and program
- Tasting guide
- Conferences, advice and suggestions from our beer experts
- Coat check

VIP Flaveurs package for the **Flaveurs Bières et Caprices** 2008 tickets for the event are on presale until the September 14th, 2008 for the amount of \$75 plus taxes. The price will be of \$90 plus taxes until November 8th and will be available at the door according to availability. Non alcoholic beverages will be available for purchase at the event (cash only).

The Passeport, valid for all three sessions, is available for purchase and costs \$130 plus taxes (only available on presale by fax 514-722-8467, not purchasable on site). The passeport is not transferable to an other person. After 5 p.m., November 8th, the tickets will be available for pick up only at the event's doors if available.

Pre-sale are available now on phone at 514-722-9640 or on our website:
www.flaveursbieresetcaprices.com.

Event description

The 2,400 epicureans who will have the opportunity to participate in the three sessions of the **Flaveurs Bières et Caprices** event will be treated royally. In fact, more than a hundred beers will be offered, from Sweden, Denmark, Italy, France, Canada (Nova-Scotia & Ontario), the U.S. and Québec. These beer will be accompanied by a selection of appetizers, cheeses, seafood and fish as well as sweets and other discoveries inspired by the swedish-danish theme.

What does *flavour* mean?

Over the past several years, tasters have brought back into current use a term taken from Old French, *flavour* (in English: flavour, taste). This term, used technically, refers to the overall olfactory, gustatory and tactile sensations experienced during the tasting of a product (Office de la langue française, 1986)

Session activities

The sophisticated ambiance, the abundant selection of beers, a program built around customized advice, as well as the limited number of visitors will make this event a unique tasting opportunity, where all participants will refine their gourmet knowledge and appreciation in a lively atmosphere with brewers and beer lovers. Experts will be on hand to offer advice and answer question.

Responsible drinking

To assure the well-being of the visitors, Le Mondial de la Bière (the event's organiser) encourages the people to drink responsibly. To reinforce this attitude, Le Mondial de la bière offers a drive-home safe service (Point Zero 8) available on call.

For more information, consult www.flaveursbieresetcaprices.com.

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