



MONDIAL DE LA BIÈRE 2015 IN BRIEF

Date:	June 10 to 14, 2015 - 5 days
Opening hours:	Wednesday: 3:30 p.m. to 10:30 p.m. Thursday to Saturday: 11:30 a.m. to 11:00 p.m. Sunday: 11:30 a.m. to 6:30 p.m.
Site:	Palais des Congrès (201, Avenue Viger Ouest, Montréal) Exterior terrace, l'Esplanade (De la Gauchetière Street, between Chenneville and Côté)
Admission:	Free Admission \$1.00 per coupon, \$5.00 per reusable plastic cup and \$10.00 per souvenir glass 2 to 8 coupons per tasting – for the majority of beers Each tasting: 2 ounces
Beers:	523 products available (beers, meads, ciders...) including 475 beers More than 85 breweries including 40 microbreweries from Quebec 226 new beers, never presented at the Mondial de la bière

- **Educational animation # 926** : Mbeer school of beerology. Beer serving with mini training. Guided tasting tours.
- **Cheeses Boutique**: Cheese tasting and sale (to take out). Cheese-makers invited by les Producteurs de lait du Québec
- **Importations** :
 - **Petit Pub du Monde** - Germany, Brazil, Italy, Czech Republic, Switzerland
 - **Petit Pub des Amériques** - Canada and United States (exterior : Esplanade du Palais des congrès)
- **Fun terrace**: Interior animation by Randolph Animation
- **Viger Hall** : Cheese and beer tasting workshops every day.
- **16 food kiosks**: European sandwiches (Montbéliard deer, Oyster mushroom boar, Swiss cheese ham, Oktoberfest deer, Cajun bison, Lamb merguez, Infernal duck). Panini style sandwiches with deer smoked meat. Wild boar hamburgers. Deer finger food. Tasting brochettes (7 flavours). Large sausage on a stick. Porchetta Burger, dill pickle cole slaw with salsa verde. Fries and poutines. Grilled cheese with Quebec season products. Individual yogourts. Whole fruit. Granola Bars. Chocolate Bars. Chips/pretzels. Sandwiches: turkey/pesto on foccacia, tuna wrap à la jerk. Chef salad. All dressed Pizza. Fleur St-Michel cheese grilled on a stick and Fleur St-Michel cheese flambé on a stick. "Sucre à la crème", 36 flavors of fudge and nougat. New: hazelnut, peach or mango chocolate. Pop Corn, sweet or salty. Bison or boar rolls. Sticky basmati rice with Lima beans, Sticky basmati rice with Pinto beans. Griot (fried pork). Chicken drumsticks and haitian Chiktay. Kangaroo Steak, kangaroo sausages and skippy burger. Traditional salted Pretzels. Chocolate and sea salt, maple and bacon, cheese and chili. Cheese twists, La grande cheddar sausage, buns, cookies. Batistou Products. Mini apertizer salami, Artisanal blueberry salami, Artisanal light salami, pure pork, Artisanal Bayonne type ham, aged 9 months.
- **Consumer Beer Contest**: 3 medals will be handed out for the beers chosen by the public and 3 attendees will win prizes offered by the Mondial de la bière, les Grands explorateurs and Bier Markt.
- **Your favorite CASK Contest**: A visitor will win 2 gift certificates valid for the 2016 Mondial.
— unveiling of the winners for both contests: Sunday, June 14 at 4:00 p.m. at the show stage.
- **Publications** : 12th edition of the Québec Beer Trek map – bilingual, published since 2004.



INTERCONTINENTAL
MONTREAL

Salon Maisonneuve
360, Saint Antoine Street West, Montréal

OTHER PARTNERS

AMAZON BEER, BRAZIL - BIRRIFICIO BALADIN, ITALY -
BRASSEURS DU MONDE, QUEBEC - BRASSEURS RJ, QUEBEC -
CATAWBA BREWING CO., UNITED STATES - CERVEJARIA COLORADO,
BRAZIL - CIDRERIE MCKEOWN, QUEBEC - DIEU DU CIEL, QUEBEC -
FACE CACHÉE DE LA POMME, QUEBEC - NEW BELGIUM BREWING CO.,
UNITED STATES - SCHNEIDER WEISSE, GERMANY - SIERRA NEVADA,
UNITED STATES - TROIS MOUSQUETAIRES, QUEBEC, VERGER ET
CIDRERIE LACROIX, QUEBEC - VERGERS DE LA COLLINE, QUEBEC



The gastronomic evening
Flaveurs Bières et Caprices

THURSDAY, JUNE 11 FROM 6:30 P.M. TO 9:30 P.M.

A perfect opportunity to discover beer and
food pairings created by experts!

**Places are limited for the evening and
tickets can be purchased through our online boutique!**

<http://festivalmondialbiere.qc.ca/en/boutique/>

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ÉCOLE de BIÉROLOGIE MBIÈRE # 926

ANIMATION ÉDUCATIVE SUR LA BIÈRE, EN CONTINU /
FULL-TIME BEER EDUCATIONAL PRESENTATIONS

Tous les jours / Every day

MARILOU CATY

ANIMATION ET DÉGUSTATION
ANIMATION AND TASTING

SERGE NOËL

VISITE GUIDÉE ET DÉGUSTATION
GUIDED TOUR AND TASTING

ACHETEZ LE CARNET DE DÉGUSTATION, LA ROUTE MBIÈRE 2015,
DES LIVRES ET ENCORE PLUS...
*BUY THE TASTING NOTEBOOK, THE QUEBEC BEER TREK 2015,
BOOKS AND MORE...*

SCÈNES / STAGES

Mercredi/Wednesday June 10 juin

17 h 45 — 5:45 p.m.
OUVERTURE OFFICIELLE
OFFICIAL OPENING

Jeudi/Thursday June 11 juin

15 h — 3 p.m.
REMISE DES MÉDAILLES
DU CONCOURS
MBIÈRE GREG NOONAN
MEDALS AWARDS,
MBeer GREG NOONAN

16 h — 4 p.m.
ÉVÈNEMENT CASK /
CASK EVENT

Dimanche/Sunday June 14 juin

16 h — 4:00 p.m.
REMISE DES MÉDAILLES
CONCOURS GRAND PUBLIC
ET
CONCOURS VOTRE CASK PRÉFÉRÉ
MEDALS AWARDS CONSUMER CONTEST
AND
VOTE FOR YOUR FAVORITE CASK CONTEST



HALL VIGER

ATELIERS BIÈRES ET FROMAGES / BEERS AND CHEESES WORKSHOP

Mercredi/Wednesday June 10 juin	Jeudi/Thursday June 11 juin	Vendredi/Friday June 12 juin	Samedi/Saturday June 13 juin	Dimanche/Sunday June 14 juin
16 h 30 — 4:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES	12 h 30 — 12:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES 14 h 30 — 2:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES 16 h 30 — 4:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES	12 h 30 — 12:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES 14 h 30 — 2:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES 16 h 30 — 4:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES	12 h 30 — 12:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES 14 h 30 — 2:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES 16 h 30 — 4:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES	12 h 30 — 12:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES 14 h 30 — 2:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES

Concours MBIère Greg Noonan - MBeer Greg Noonan Contest

Concours professionnel international du Mondial de la bière — Jury international — 9 juges
Mondial de la bière's Professional Contest — International Jury — 9 judges

DR. MICHAEL ZEPF (ALLEMAGNE-GERMANY), PRÉSIDENT DU JURY/JURY PRESIDENT
ISAËL DAGENAIS (QUÉBEC), LOUIS HÉBERT (QUÉBEC), BENOÎT RITZENTHALER (FRANCE), NADINE FIEGEL (FRANCE),
SOFIE VANRAFELGHEM (BELGIQUE, BELGIUM), JOS BROUWER (PAYS-BAS-NETHERLANDS),
DUSTIN SEPKOWSKI (CANADA), MAURIZIO MAESTRELLI (ITALIE-ITALY)

Remise des médailles jeudi à 15 h à la Scène - Medals Awards on Stage, Thursday at 3 p.m.

Concours Grand Public et Concours Votre CASK préféré - Public Contest and Your favorite Cask Contest

Remise des médailles dimanche à 16 h à la Scène - Medals Awards on Stage, Sunday at 4:00 p.m.

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