



MONDIAL DE LA BIÈRE 2017 IN BRIEF

Date: June 14 to 18, 2017 - 5 days

Opening hours: Wednesday to Saturday from noon to 11:00 p.m.
Sunday from noon to 6:00 p.m.

Site: Palais des Congrès — Rooms 220 C-D-E (201, Avenue Viger Ouest, Montréal)
Exterior terrace, l'Esplanade
(De la Gauchetière Street, between Chenneville and Côté)

Admission: Free Admission

NEW! VIRTUAL TASTING COUPONS

The Mondial de la bière announces the arrival of virtual tasting coupons! Instead of paper coupons, visitors will get a «connected» card, pre-charged with the number of virtuals coupons of their choice. Kiosks will be equipped with mobile scanners to receive the payments. Recharge stations are available as last year at the couponneries. To check their balance, there are stations on site and at each exhibitor booth.

\$1.00 per virtual tasting coupon,
\$15.00 per souvenir glass
2 to 8 coupons per tasting – for the majority of beers
Each tasting: 2 ounces

Beers: 529 products (beers, meads, ciders...) including **468 beers**
90 breweries including 38 breweries from Quebec
250 new beers, never presented at the Mondial de la bière

- **Tasting workshops and conferences:** beer and cheeses, beer and chocolate, beer and finger food and even beer and music! Guest speakers. Hall Viger in Palais des Congrès.
- **Educational animation # 700:** Beer serving along with a short training given by renowned teachers. Book signing. Sale of promotional items.
- **Guided Tasting Tours # 700:** 30 to 45 minute-long thematic tasting tours with an assortment of experts. The activity is free but the beer tastings require payment. To register, go to the MBeer School of bierology at kiosk at #700.
- **Importations : Belgium, Brazil, Canada, Spain, United States, France, Italy, Norway, Poland**
Petit Pub Bières du Monde # 700
- **Fun terrace:** Interior animation by Randolph Animation # 800
- **Publications :** 14th edition of the *Quebec's Beer Trek map*, including a separate publication of the Montreal map to celebrate the 375th anniversary of the city – bilingual, published since 2004.
Tasting Notebook (2014). Pierre-Luc Gagnon and the Mondial de la bière. — bilingual
- **THE « OFF MONDIAL » :** Evenings held in artisanal breweries, brewpubs and beer bars across Montreal — June 12 to 18.
- **SORTIES FLAVEURS EVENINGS:** Montreal's most audacious 27 chefs create dishes cooked with beer and put them on their menu during our Beer Brewing Week. — June 12 to 18.
- **15 food pavilions:** Les gamins gourmands (gourmet popcorn) – Bretzel et compagnie (Pretzels, different flavors) – La Maisonnette du fudge – Verger des cerfs (assortment of sausages) – Kévy (bison and boar rolls) – Pain voyageur (sweet and salty pastries, cheese rolls, cookies and brioches) – Fromagerie du terroir de Bellechasse (hot cheese on a stick, faïdog, popcorn) – Frites Alors! (fries and poutines) – Pork Shop (dry artisanal sausages) – Paradis Montréal (mexican food) – Les 3 brasseurs (flammekuche) – Capital Traiteur / Smoking Meat (assortment of meats) / Jerry (Loster roll and bœuf Angus Burger) – Transat Sélection (assortment of dry sausages).

ATELIERS-CONFÉRENCES — HALL VIGER — WORKSHOP-SEMINARS

Mercredi/Wednesday June 14 juin	Jeudi/Thursday June 15 juin	Vendredi/Friday June 16 juin	Samedi/Saturday June 17 juin	Dimanche/Sunday June 18 juin
<p>16 h — 4:00 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES</p> <p>17 h 15 — 5:15 p.m. ALAIN THIBAUT ET KARINE CHRÉTIEN GUILLEMETTE BIÈRES ET CHOCOLATS BEERS AND CHOCOLATES</p>	<p>14 h — 2:00 p.m. PUB QUIZ RANDOLPH Présenté par / <i>presented by</i> RANDOLPH ANIMATION</p> <p>15 h — 3:00 p.m. MIRELLA AMATO COMMENT CHOISIR UNE BIÈRE... HOW TO CHOOSE A BEER...</p> <p>16 h — 4:00 p.m. MARILOU CATY BIÈRES ET FROMAGES BEERS AND CHEESES</p> <p>17 h 15 — 5:15 p.m. ALAIN THIBAUT ET KARINE CHRÉTIEN GUILLEMETTE BIÈRES ET CHOCOLATS BEERS AND CHOCOLATES</p> <p>18 h 30 — 6:30 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES</p>	<p>14 h — 2:00 p.m. PUB QUIZ RANDOLPH Présenté par / <i>presented by</i> LE BENELUX</p> <p>15 h — 3:00 p.m. MIRELLA AMATO COMMENT CHOISIR UNE BIÈRE... HOW TO CHOOSE A BEER...</p> <p>16 h — 4:00 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES</p> <p>17 h 15 — 5:15 p.m. ALAIN THIBAUT ET KARINE CHRÉTIEN GUILLEMETTE BIÈRES ET CHOCOLATS BEERS AND CHOCOLATES</p> <p>18 h 30 — 6:30 p.m. MARILOU CATY BIÈRES ET FROMAGES BEERS AND CHEESES</p>	<p>12 h 30 — 12:30 p.m. PUB QUIZ RANDOLPH Présenté par / <i>presented by</i> LE BAR LE VESTIAIRE</p> <p>13 h 45 — 1:45 p.m. ALAIN THIBAUT ET KARINE CHRÉTIEN GUILLEMETTE BIÈRES ET CHOCOLATS BEERS AND CHOCOLATES</p> <p>15 h — 3:00 p.m. MARCELO CARNEIRO DA ROCHA BIÈRES BRÉSILIENNES BRAZILIAN BEERS</p> <p>16 h 15 — 4:15 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES</p> <p>17 h 15 — 5:15 p.m. ALAIN THIBAUT ET KARINE CHRÉTIEN GUILLEMETTE BIÈRES ET CHOCOLATS BEERS AND CHOCOLATES</p>	<p>14 h 30 — 2:30 p.m. MARCELO CARNEIRO DA ROCHA BIÈRES BRÉSILIENNES BRAZILIAN BEERS</p> <p>15 h 45 — 4:45 p.m. SERGE NOËL BIÈRES ET FROMAGES BEERS AND CHEESES</p>