



MONDIAL DE LA BIÈRE 2018 IN BRIEF

Date: June 6 to 9, 2018 - 4 days

Opening hours: Wednesday to Saturday from noon to 11:00 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**

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 or 4 ounces

Beers: 650 products (beers, meads, ciders...) including 573 **beers**
112 breweries including 46 breweries from Quebec
334 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 # 900:** Beer serving along with a short training given by renowned teachers. Book signing. Sale of promotional items.
- **Guided Tasting Tours # 900:** 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 #900.
- **Importations : Belgium, Brazil, Canada, Germany, United States, Italy, Norway, The Netherlands, Switzerland**
Petit Pub Bières du Monde # 900
- **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 – 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 4 to 9.
- **SORTIES FLAVEURS EVENINGS:** Montreal's most audacious 24 chefs create dishes cooked with beer and put them on their menu during our Beer Brewing Week. — June 4 to 10.
- **14 food pavilions:** Derf Jerky (new) – Pretzels et Cie – Verger des cerfs – Fromagerie du terroir de Bellechasse – Kévy – Pain voyageur – Saucissons Batistou (Transat Sélection) – Capital Traiteur – Frites Alors! – Charcuteries Pork Shop – Maisonnette du fudge – Promenade en raclette (new) – Hoogan et Beaufort (new)

ATELIERS-CONFÉRENCES — HALL VIGER — WORKSHOP-SEMINARS

Mercredi/Wednesday June 6 juin	Jeudi/Thursday June 7 juin	Vendredi/Friday June 8 juin	Samedi/Saturday June 9 juin
15 h 30 — 3:30 p.m. MIELLERIE ST-PATRICE EXPOSANT / EXHIBITOR	15 h 30 — 3:30 p.m. BIRRAVOVA DONATO DI PALMA EXPOSANT / EXHIBITOR	15 h — 3:00 p.m. CENTRAL CITY BREWERS AND DISTILLERS EXPOSANT / EXHIBITOR	15 h — 3:00 p.m. BRÛTON JACOPO "APO" LENCI EXPOSANT / EXHIBITOR
16 h — 4:00 p.m. BREWFIST ROBERTO MAZZA EXPOSANT / EXHIBITOR	16 h — 4:00 p.m. DOMAINE BERTHIAUME EXPOSANT / EXHIBITOR	16 h — 4:00 p.m. BRASSERIE GÉNÉRALE EXPOSANT / EXHIBITOR	16 h — 4:00 p.m. DERFJERKY EXPOSANT / EXHIBITOR
16 h 30 — 4:30 p.m. BIÈRES ET FROMAGES BEERS AND CHEESES	16 h 30 — 4:30 p.m. BIÈRES ET FROMAGES BEERS AND CHEESES	16 h 30 — 4:30 p.m. BIÈRES ET FROMAGES BEERS AND CHEESES	16 h 30 — 4:30 p.m. BIÈRES ET FROMAGES BEERS AND CHEESES
17 h — 5:00 p.m. OVERHOP BREWING EXPOSANT / EXHIBITOR	17 h — 5:00 p.m. MICROBRASSERIE RIVERBEND EXPOSANT / EXHIBITOR	17 h — 5:00 p.m. BRASSEURS DU MONDE EXPOSANT / EXHIBITOR	17 h — 5:00 p.m. CROCE DI MALTO FEDERICO CASARI EXPOSANT / EXHIBITOR
17 h 30 — 5:30 p.m. HERVÉ MARZIOU EST-IL ENCORE POSSIBLE DE FAIRE DES « DÉCOUVERTES BIÈRES » ? ARE THERE STILL SOME "BEER DISCOVERIES" TO BE MADE?	17 h 30 — 5:30 p.m. OLIVER WESSELOH L'ODYSSÉE DE KEHRWIEDER THE JOURNEY OF KEHRWIEDER	17 h 30 — 5:30 p.m. BALADIN TEO MUSSO EXPOSANT / EXHIBITOR	17 h 30 — 5:30 p.m. DERFJERKY EXPOSANT / EXHIBITOR
18 h 30 — 6:30 p.m. BIÈRES ET CHOCOLATS BEERS AND CHOCOLATES	18 h 30 — 6:30 p.m. BIÈRES ET CHOCOLATS BEERS AND CHOCOLATES	18 h 30 — 6:30 p.m. BIÈRES ET CHOCOLATS BEERS AND CHOCOLATES	18 h 30 — 6:30 p.m. BIÈRES ET CHOCOLATS BEERS AND CHOCOLATES