SECOND EDITION OF THE MONDIAL DE LA BIÈRE OF STRASBOURG: SMILES OF SATISFACTION AND WELL GARNISHED BEER CELLARS!

The organizers of the Mondial de la bière of Strasbourg are satisfied by the positive outcome of this second edition. During the three-day festival, visitors got the chance to discover over 400 beers originating from 14 different countries such as: Brazil, Canada, the United States, Italy, Sweden and of course, France!

The exhibition’s attendance numbers as well as the coupon sale increase also satisfy Strasbourg Événements’ General Management. The festival, which took place between October 22nd and 24th, attracted approximately 16,000 visitors (an increase of nearly 5%). The other good news comes from the revamped self-serve Boutique that offered visitors an easy purchase environment. Indeed, Jeannine Marois, President of the Mondial de la bière of Montreal declared: “the boutique sales have increased by 47%. The message to take advantage of the event to build an international beer cellar was well heard!”.

The majority of this year’s returning exhibitors have declared to be satisfied by the festival’s evolution, upgrades and new additions such as: the famous Beer and Chocolate Pairing Workshops and the Initiation to Beer Serving and Tasting. Like last year, the Cheese and Beer Pairing Workshops were flooded by visitors eager to discover more about beer and cheese pairing possibilities.

UPDATE from the Mondial!

The MONDIAL DE LA BIERE has its own newsletter! You will find the latest news concerning the upcoming festivals of Montreal and Strasbourg, as well as information on the activities in general.

To subscribe, send us an email at infolettermondial@gmail.com and feel free to forward to your friends!

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Upcoming EVENT!

• The 18th edition of the MONDIAL de la BIERE, MONTREAL – NORTH AMERICA taking place from June 8th to 12th of 2011, at Place Bonaventure*, in the heart of downtown Montreal.
  * New Location

• The 3rd edition of the MONDIAL de la BIERE, STRASBOURG – EUROPE taking place from October 21st to 24th of 2011 at the Strasbourg Exhibition Park.
THE PROFESSIONAL MBEEREUROPE TASTING CONTEST

For this second edition, an international jury of experts has delivered its verdict. The Mondial de la bière has awarded a Platinum Medal and 10 Gold Medals for beers judged to be exceptional. The evaluation for beers submitted to the contest by brewers was undertaken according to five criteria: the beer's quality, its aromas, taste, spreading and global pleasure procured. For the second year in a row, an Italian beer has won the honors in this competition.

PLATINUM MEDAL (highest distinction)
• Birrificio Grado Plato (Chocarrubica), Italy

GOLD MEDAL (in alphabetical order)
• Brasserie de Bretagne (Britt blanche), France
• Brasserie de Bretagne (Celtica 8,8), France
• Brasserie de La Perle (La Mondiale), France
• Brasserie de Saint-Pierre (Bière brune de Saint-Pierre)
• Brasserie Dieu du Ciel! (Aphrodisiaque), Quebec
• Brasserie Dieu du Ciel! (Pêché Mortel), Quebec
• Brasserie Dunham (La Bière de l’Ours), Quebec
• Cervejaria Bamberg (Schwarzbier), Brazil
• Cervejaria Bamberg (Rauchbeer), Brazil
• La Gastaldia (Shila), Italia
• Les 3 Brasseurs (Brune), France
• Microbrasserie La Chouape (La Chouape Noire à l’Avoine), Quebec
• Smuttynose Brewing Co. (Robust Porter), United States
• Smuttynose Brewing Co. (Wheat Wine), United States

THE “BIG GAME” CONTEST

Visitors voted for their favorite beer by participating in the “Big Game” Contest.

Gold: La Bête (Horizon Bière), France
Silver (tie): La Corne du Bois des Pendus (Brasserie D’Ebly), Belgium
Silver (tie): Red Fox IPA (Brasserie Artisanale Matten), France
Bronze (tie): Hinano (Hinano), France
Bronze (tie): La Perle (Brasserie Artisanale Artzner), France

Following the Medal Awarding Ceremony, three prizes were drawn amongst the hundreds of submitted ballots. The Grand Winner of the “Big Game” Contest will fly to Montreal (Quebec, Canada) with Air France to attend the Mondial de la bière taking place between June 8th and 12th of 2011 in the heart of the Metropolis, on its new site that can greet up to nearly 100,000 visitors!
MOST ATTRACTIVE LABEL CONTEST

This contest is destined to honor the efforts put in the label’s esthetic appearance.

- **Gold**: Levrette, V&B, France
- **Silver**: Vache Folle Columbus Double IPA, Microbrasserie Charlevoix, Quebec
- **Bronze**: La Surprise, Bonton pby Matthias Muller, Germany

To see the labels, click here.

The winner by raffle was awarded with a participation prize of the content of a beer cellar, a total value of 400 Euros.

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ABOUT THE MONDIAL DE LA BIÈRE FESTIVALS

The Mondial de la bière was founded in 1994 in the city of Montreal (Quebec, Canada) by a trio of beer lovers, of which Jeannine Marois, the event’s President since 2002. A unique and convivial festival of tasting, the Mondial de la bière of Montreal is a gateway to Quebec’s and many foreign beer industries. The Mondial de la bière has gradually become, over the years, the most important festival of international beers in North America.

Its sister event, the Mondial de la bière of Strasbourg, was founded in 2009 in collaboration with the Mondial de la bière of Montreal, Strasbourg Événements and Author, Journalist and Co Project Manager Jean-Claude Colin. Our two festivals have a professional segment that attracts international beer celebrities. Entitled MBeer, this segment includes the MBeerconference, the MBeer Contest and the MBeer School of Beerology (in Montreal only).

To satisfy our visitors, the MONDIAL DE LA BIÈRE also has an elaborate educational segment. Whether it’s meeting with the brewers, the Public Beer Contest or the Beers and Cheeses Workshops, Bierbrotters will now have the required tools to perfect their knowledge, expand their vision, educate their palate and quench their thirst for discoveries. The festivals’ mission is to reinstate beer’s noble status by offering visitors the opportunity to taste a selection of quality beers and always promoting responsible consumption.