

REDONNEZ À LA BIÈRE SES LETTRES DE NOBLESSE
REINSTATE BEER'S NOBLE STATUS



Mondial de la bière

HAPPY SAINT-VALENTINE'S DAY!

BE ORIGINAL... treat yourselves!



Running out of ideas for the day of love? Surprise your better half by offering...the beer lovers' gift-certificate! In fact, the MONDIAL DE LA BIÈRE of MONTREAL has a new gift-certificate that's now available online and is dedicated to Saint-Valentine's day.

This package includes: the event's official tasting glass, 10 tasting coupons, a taster's guide, the 7th edition of the Quebec Beer-Trek map (2010), a t-shirt, the event's program and a guaranteed VIP access to the site...

No more line-ups!!!



For more information, or to shop online, **click on our Boutique's logo!**

The 17th edition of the MONDIAL DE LA BIÈRE of MONTREAL will be held from **June 2nd to 6th of 2010**, on the enchanting site of the Windsor Station and Courtyard.

Over 350 beers from the four corners of the globe will be available on-site.

17^e 2010 Mondial de la Bière JUNE 2 - 6 JUIN

WANTED!

Person in charge of volunteers

The MONDIAL DE LA BIÈRE is looking for a person in charge of volunteers. To apply for this temporary part-time job, you must be available from April 26th to June 11th of 2010. For more information, contact Marie-Josée Lefebvre at 514 722-9640, ext. 332 or by email at mbiere@globetrotter.net.

Updates from the Mondial!

The MONDIAL DE LA BIÈRE 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, write us at infolettremondial@gmail.com and feel free to send it to your friends! For more information, visit our [Web site](#), our [Facebook page](#) and follow us on [Twitter/Mondialbiere!](#)

Upcoming EVENT!

• The 17th edition of the [Mondial de la bière, Montreal – North America](#) will take place from **June 2nd to the 6th of 2010**, at the Windsor Station and Courtyard, in the heart of downtown Montreal.



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THE MBEER SCHOOL OF BEEROLOGY

The beer tasting initiation class: an original gift to offer to someone...or yourself!

Whites, blonds, browns, reds and blacks...beers wear different colors, in all the different shades. How can we fully discover them?

The beer tasting initiation class was created especially for that! During six hours, you will learn to taste and recognize the different beers and their aromas. This class includes theoretical presentations and four group practical tasting exercises. A certification is emitted to students that succeed the initiation class exam. **A special class is offered on Sunday, June 6th, 2010 on the Mondial de la bière's site** (*this class is offered in french ans in Montreal only*).



For more information or to register, **click on the MBeer school of beerology's logo** or contact Guillaume Bédard
(1) 514 722-9640, ext. 350
ecoledebieroloqiembiere@yahoo.ca

MONDIAL DE LA BIÈRE DE MONTREAL: the perfect occasion to promote your business!

The MONDIAL DE LA BIÈRE of MONTREAL, greeting over 80,000 beer lovers and all of the beer industry's big names. Publicity spaces are now available in the 2010 official program! **Only 6 pages of publicity are available... Reserve now!**

For information: Marie-Josée Lefebvre
Phone: (1) 514 722-9640, ext. 332
Fax (1) 514 722-8467
Email: mbiere@globetrotter.net

To unsubscribe, please write us an email at infolettremondial@gmail.com.

MONDIAL DE LA BIÈRE mbiere@globetrotter.net (1) 514 722-9640

Upcoming EVENT!

• The 2nd edition of the [Mondial de la bière, Strasbourg – Europe](#) will take place from **October 22nd to the 24th of 2010**, at the Exhibition Park (Wacken).

About us

The MONDIAL DE LA BIÈRE of MONTREAL is a unique and convivial event of tasting dedicated to putting beer back in the spotlight. Founded in 1994, the Mondial de la bière of Montreal is now the most important festival of international beers in America. A must go to event for all beer lovers of the beer industry, the festival attracts over 80,000 visitors in five days.

Its sister event, the MONDIAL DE LA BIÈRE of STRASBOURG, intends to become Europe's brewing event. The first edition, which took place from October 16th to the 18th of 2009, was visited by approximately 15,000 people in three days.

Our two festivals have a professional segment that attracts international beer celebrities. Named 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 Cheese and Beer Workshops, beer lovers will now have the required tools to perfect their knowledge, expand their vision, educate their palate and quench their thirst for discoveries.