

NOUVEAU/NEW FREE ADMISSION GRATUITE

PLACE BONAVENTURE



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

www.festivalmondialbiere.qc.ca

THANK YOU 96,000 times!

The 18th edition of the Mondial de la bière, the most important festival of international beers in America, took place between June 8 and 12 at Place Bonaventure. Nearly 96,000 visitors came to taste some of the 609 beers available and also to discover the festival's new venue.

"For three years now, the number of visitors could not exceed 80,000 people because of the site's capacity. With the change of venue to Place Bonaventure, we were able to great 20,000 additional visitors. We can therefore say that it's a won wager, declared Jeannine Marois, President and Cofounder of the Mondial de la bière. Biertrotters appreciate our festival for the quality of beers we offer and this year's list was quite exceptional. We are very proud to have successfully completed the challenge of this 18th edition."

Le Mondial de la bière is a unique festival of tasting based on learning, savoring, sharing and networking with brewers and the industry's professionals. Montreal is the meeting place for Biertrotters from around the world because the Mondial de la bière is without saying the perfect place to satisfy the curious, beer lovers, neophytes, epicures and up to the finest connoisseurs!



18^{e/th} MONDIAL DE LA BIÈRE 2011

JUNE 8 - 12 JUIN

MONTRÉAL

CENTRE-VILLE | DOWNTOWN

BONAVENTURE 

News from the Mondial!

You will find the most recent updates on the Montreal and Strasbourg festivals' progress as well as information on the different annual activities in the MONDIAL DE LA BIÈRE newsletter.

To subscribe, send an email to infolettremondial@gmail.com and invite your friends to do the same!

For more information, visit our Web site www.festivalmondialbiere.qc.ca



#mondialbiere

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And the winners are...

The Greg Noonan MBeer Contest

The industry's representatives made their decision for the sixth edition of the MBeer Contest. A jury of international experts undertook the beers' evaluation according to five criteria: the beer's quality, its aromas, taste, its spreading and pleasure procured. The great number of high quality beers gave the jury a hard time but it came to a final decision: **3 platinum medals and 16 gold medals** were awarded (normally 1 platinum and 10 gold).

Platinum Medals

(highest distinction – brewery names in alphabetical order)

- Helles – Brasserie Dieu du Ciel! (Montreal)
- Fusion – Moor Beer Co. (Pitney, United Kingdom)
- Saison Faucille – Southampton Publick House (Southampton, New York, United States)

Gold Medals

- La Pagaille – Benelux (Montreal)
- Grande Armada Réserve – Benelux (Montreal)
- Millésime 2010 – Brasseur de Montréal (Montreal)
- Double de Bonsecours – Broue Pub Brouhaha (Montreal)
- Bodebrown Wee Heavy – Cervejaria Bodebrown (Curitiba, Brazil)
- Helles – Hopfenstark (L'Assomption)
- Captain Swing Barley Wine – Hopfenstark (L'Assomption)
- Big Swell IPA – Maui Brewing Co. (Lahaina, Hawaï, United States)
- TerreFerme – Microbrasserie À l'abri de la Tempête (L'Étang-du-Nord)
- Pike Old Bawdy Barley Wine – Pike Brewing Co. (Seattle, Washington, United States)
- Russian Imperial Stout – Rogue Ales (Newport, Oregon, United States)
- Chipotle Ale – Rogue Ales (Newport, Oregon, United States)
- Chocolate Stout – Rogue Ales (Newport, Oregon, United States)
- Don de Dieu – Unibroue (Chambly)
- Blonde de Chambly – Unibroue (Chambly)
- Fin du Monde – Unibroue (Chambly)

Private Importation Agent

The Mondial de la bière is now a Promotional Agent specialized in private beer importation. This new status enables the Mondial to sell foreign beers available at the festival, to interested individuals and permit holders (restaurants, bars, etc.).

People interested in adding their names to the potential buyer's list are invited to send an email to mbiere@globetrotter.net.

With this new Private Importation Agent title in hand, the Mondial de la bière now represents foreign microbreweries (outside Quebec) and its first target market is Italy.

Special Thanks to our Partners

The collaboration of the Mondial de la bière with Éduc'alcool and Point Zéro 8 shows once again the importance granted to visitors' responsible drinking awareness.

Special thanks to Tourisme Montréal, the Fédération des producteurs de lait du Québec, Ale Street News and Marc Anthony Brands for their support, as well as Hilton Hotel Bonaventure and the Résidences de l'UQAM, our lodging accommodations partners.

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Consumer Beer Contest

As in past editions of the Mondial de la bière festival, Biertrotters got the chance to vote for their favorite beers through the Consumer Beer Contest:

- Gold: SMaSH! – Le Trou du diable (Shawinigan)
- Silver: Sabotage! – Benelux (Montreal)
- Bronze: Rosée d'hibiscus – Dieu du Ciel! (Montreal)

The Unplugged Music Contest

The Mondial de la bière has proclaimed *Super Nova & the Big Red Giants* from Dorval as the Winner of the Unplugged Music Contest's first edition. The band wins the content of an international beer cellar, a total value of \$300 and the chance to participate in the opening ceremonies of the Mondial de la bière's 19th edition taking place on Monday, June 6th 2012.

Next rendezvous

The 3rd edition of the **Mondial de la bière, Strasbourg** – Europe taking place from October 21 to 24 of 2011 at the Exhibition Park (Wacken) in Strasbourg, France.

The 19th edition of **Montreal's Mondial de la bière** taking place between June 6 and 10 of 2012 at Place Bonaventure, in the heart of the metropolis.



Cheers!

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About us

The Mondial de la bière was founded in 1994. A unique and convivial festival of tasting, it's considered to be the gateway to Quebec and many foreign beer industries. Over the years and under Jeannine Marois' governance, President and Cofounder and with the help of her team, the event has become the most important festival of international beers in America with a reputation that has traveled over to many foreign countries.

Its sister event, the Mondial de la bière of Strasbourg was created in 2009 with the association between the Montreal festival, Strasbourg Événements and Jean-Claude Colin, Author, Journalist and Co-Project Manager. The third edition, will take place between October 21st and 24th, 2011.

Our two events have a professional segment that attracts international beer personalities. Entitled MBeer, this segment includes the MBeerconference, MBeer Contest, 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 Pairing Workshops, beer lovers will now have the required tools to perfect their knowledge, broaden their vision, educate their palate and quench their thirst for discoveries. on responsible drinking awareness.

These two events' mission is to reinstate beer's noble status by offering foreign and local visitors the opportunity to taste a wide variety of quality beers, always emphasizing on responsible drinking awareness.