

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



Mondial de la bière

2010 MONDIAL de la BIÈRE of MONTREAL: Beers from Belgium, Brazil and Italy are honored!



The Mondial de la bière, the most important festival of international beers in North America and the first of Montreal's summer festivals, announces its 17th edition which will assuredly please all "Biertrotters" with its many flavor-filled discoveries!

In fact, beer lovers will be pleased to see the event has one of the most impressive beer lists yet: over 500 products, of which 240 beers have never been offered at the festival.

Featured this year: Belgian (tradition), Brazilian (exoticism), and Italian beers (audacity) imported especially for the occasion. The 2010 edition will also celebrate flavors originating from Germany, Haiti, Denmark, Czech Republic, Japan, the Netherlands, the United Kingdom, the United States, Canada and of course, Quebec!

The Mondial de la bière is proud to contribute, for the 17th year now, to the development of Quebecers' taste for beer and continues to put its mission on the forefront: reinstate beer's noble status.

The Mondial de la bière will take place from **June 2nd to 6th of 2010**, at the **Windsor Station and Courtyard** located at 1160, avenue des Canadiens-de-Montréal (formerly de La Gauchetière Street West), from **Wednesday to Saturday, from 11:00 a.m. to 10:00 p.m. and Sunday from 11:00 a.m. to 8:00 p.m.** Admission is free and visitors have direct access to site by Bonaventure subway station.

17th 2010
Mondial
de la
Bière
JUNE 2 - 6 JUIN

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](#), [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 6th of 2010**, at the Windsor Station and Courtyard, in the heart of downtown Montreal.
- The 2nd edition of the [Mondial de la bière, Strasbourg – Europe](#) will take place from **October 22nd to 24th of 2010**, at the Exhibition Park (Wacken).



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NEW! Mondial de la bière application

New this year, the [Mondial de la bière's free application](#) for iPhone is now available at Apple Store! This application gives Biertrotters the opportunity of getting information on the Mondial de la bière of Montreal and Strasbourg, to get geographic maps and directions, and also to participate in contests!

For 2010, the Mondial de la bière proposes a unique Web contest! To participate and get a chance to win a V.I.P. pass at the 2010 Mondial de la bière for you and 5 of your friends; Biertrotters need to start by downloading the application. Then, they must surf the Mondial de la bière's Web site and find where the QR code is hidden.



QR code (Quick Response Code) is a two dimension bar-code which can contain a lot of information, while staying small, quick to scan and decode. **This code is a fake.*

Finally, with their iPhone and in the contest section, they must take a picture of the QR code and fill-out the participation form.

The Consumer Beer Contest

The Consumer Beer Contest enables visitors to vote for their three favorite beers in the registered beers listing. By voting, "Biertrotters" get a chance to win one of three prizes, such as: a selection of beers offered by the Mondial de la bière, a prize valued at \$300. Medals will be awarded to winning brewers during the event's closing ceremonies on Sunday, June 6th at 6:00 p.m., at the Media Group area.

Goodbye line-ups!!!

This year, if you don't want to be waiting at the door while festival goers are discovering over 350 beers from the four corners of the globe, you need to purchase the **Package Deal PLAISIR!** As a matter of fact, beer lovers can now purchase their presale Package Deal PLAISIR on our [Web Boutique](#) and obtain guaranteed VIP access.

This Package Deal (43\$) includes:

- 1 T-shirt at \$18
- 10 Coupons at \$1 each
- 1 Beer tasting guide at \$2
- 1 Tasting mug at \$8
- 1 Beer Trek map of Québec 2010 at \$5
- The Mondial's official program 2010

This Package Deal is available until May 31st, 2010.

About us

The MONDIAL DE LA BIÈRE of MONTREAL is a unique and convivial event of tasting dedicated to reinstating beer's noble status. 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 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. 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 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.

To cancel your subscription,

please write us at

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