



October 22 to 24

2010 

## Mondial de la bière

### MONDIAL de la BIÈRE STRASBOURG EUROPE : The heartbeat of Beer!



Visited by approximately 15,000 people in three days, the first edition of the [MONDIAL DE LA BIÈRE of STRASBOURG](#) was a great success and has a very promising outlook. Over 420 beers originating from the four corners of the globe were available for tasting and 120 brewery

were represented at the Strasbourg Mondial de la bière festival. Members of the national and international media have proclaimed this festival as major and innovative in the world of beer!

You weren't there? Register for the second edition scheduled to take place from October 22<sup>nd</sup> to the 24<sup>th</sup> of 2010, at the Exhibition Park, book your stand now! You will benefit from this unique and convivial event of tasting by meeting with an enlightened public and by establishing many new contacts. You will also have the opportunity of promoting and selling your products at the event's boutique; the biggest cellar of international beers!

**Be audacious and embark on the search for new business opportunities by becoming an exhibitor!**

For more information or to register, please contact:

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### 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](mailto: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 EVENTS!

- The 17<sup>th</sup> edition of the [Mondial de la bière, Montreal – North America](#) will take place from **June 2<sup>nd</sup> to the 6<sup>th</sup> of 2010**, at the Windsor Station and Courtyard, in the heart of downtown Montreal.
- The 2<sup>nd</sup> edition of the [Mondial de la bière, Strasbourg – Europe](#) will take place from **October 22<sup>nd</sup> to the 24<sup>th</sup> of 2010**, at the Exhibition Park (Wacken).



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Une manifestation  
STRASBOURGevenements  
www.strasbourg-events.com

### The MONDIAL DE LA BIÈRE invited to Pianeta Birra in Italy!

From February 21<sup>st</sup> to the 24<sup>th</sup> of 2010, the Mondial de la bière team will be at [Pianeta Birra](#), the biggest European beverage industry exhibition, to promote their Montreal and Strasbourg events.

The 12<sup>th</sup> edition of this international exhibition will emphasize on local products such as microbrewed beers which are growing in popularity.

In fact, two Italian microbreweries distinguished themselves by winning at the Strasbourg MBeer Contest.



Alessio Selvaggio, Master Brewer of Croce di Malto Brewery - Platinum medal winner with the Triple XXX beer.



Teo Musso, Owner and Master Brewer of Birrificio Baladin Brewery – Gold medal winner with the Noel beer and Monica Massimimo, Director of Administration.

To see more pictures, [click here](#).

To unsubscribe, please write us an email at [infolettremondial@gmail.com](mailto:infolettremondial@gmail.com).

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

### 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 16<sup>th</sup> to the 18<sup>th</sup> 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.