

ALCOHOL ABUSE IS HARMFUL TO YOUR HEALTH,

CONSUME WITH MODERATION.



October 22 to 24

2010 

Mondial de la bière

MONDIAL de la BIÈRE, STRASBOURG EUROPE : *The heartbeat of beer!*



Still euphoric from the 17th edition of the MONDIAL de la BIÈRE of MONTREAL, the MONDIAL de la BIÈRE, STRASBOURG EUROPE, its sister event, presents its second edition which will be taking place from October 22nd to the 24th of 2010.

A Sign and Wager on the Future!

Unavoidable, this event gives strength and motivation to the European beer segment that is on a quest for media acknowledgement and positive commercial coverage!

Announcer of a "New Brewing World" brought forth by a North American wind and with the province of Quebec as flag-bearer, the European MONDIAL revitalizes a sector where imagination has taken over and is proudly reinstating beer's noble status. Preparing for its new edition, the MONDIAL de la BIÈRE is the creator of its destiny and a witness to its success; the latter, well represented by an old and renowned Alsatian brewery slogan: "the past answers for the future!"

Proof of this fact, a Corporation of the Artisan-Brewers of Alsace was created nine months after the participation of the *Chambre des Métiers d'Alsace* as exhibitor at the first edition of the MONDIAL de la BIÈRE, STRASBOURG EUROPE!

Les Nouveaux MARCHÉ DES BRASSEURS (The New Brewer's Markets)

At a time where the concept of brewing corporations is resurfacing, the MONDIAL de la BIÈRE is THE craft brewing event in Europe!

Seduced, the public consisting of enlightened beer lovers, neophytes in quest of flavor-filled discoveries and professionals interested in the attractiveness of these "specialty beers", all this in perfect harmony with the recent curiosity based gustatory trend!



UPDATE 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!](#)

In Your Next Newsletter:

New in 2010:

- The most Attractive Label Contest of the MONDIAL of STRASBOURG
- European Collector's Swap meet!

Our Patners





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"Drink sparingly but better!" is the perfect slogan to describe the expectations of a clientele in search of craft made products created especially for them! This is why the MONDIAL de la BIÈRE wants to welcome a maximum of craft breweries producing from 1 hl to 5,000 hl at most, to help us make their beers the stars of the MONDIAL!

- **Pavillon des Brasseurs (Brewers' Pavilion - from 1 hl to 1,000 hl)**

All this in a valorizing, promoting and determined area called "Pavillon des Brasseurs", sold at an exceptional rate in honor of your Craft Brewer Status: 600 Euros, taxes not included.

- **Espace des Brasseurs (The Brewers' Area - from 1,001 hl to 5,000 hl)**

Desirous of presenting the widest selection of craft breweries, we have selected an area where will gather breweries producing from 1,001 hl to 5,000 hl at most. This area will be called the "Les Nouveaux MArchés des Brasseurs", sold individually at an exceptional rate of 900 Euros, taxes not included.

A word of advice: don't wait any longer! Places are limited!

To Showcase at the MONDIAL de la BIÈRE of STRASBOURG: An Opportunity for Your Beers!

An ideal promotional showcase for your products, the 2009 MONDIAL de la BIÈRE of STRASBOURG presented nearly 420 beers originating from all over the world. This first edition is now used as reference for this regenerating brewing market inspired by a new race of brewers!

The results, a positive outcome for the event, acknowledged as major and innovative by the Media, General Public and Professionals! In fact, this success is proof that a clientele exists and they are craving these flavor-filled discoveries and moderate beer tasting!

The MONDIAL is honored to welcome you as exhibitor and give you the possibility of inviting your clients, establishing new business relations by proposing samples of your products, conquering new markets and selling your products in our boutique. In addition, get a chance to win a medal during the MBeer Professional Contest!

Don't hesitate any longer, grasp the opportunity by registering to the MONDIAL de la BIÈRE, STRASBOURG EUROPE!

Already Registered Exhibitors or in the Process of...

**This list is non exhaustive*

**Official listing will be included in the event's program*

The registration period is going well for the MONDIAL de la BIÈRE of STRASBOURG and is announcing to be a great year!

Upcoming EVENT!

- 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).

- The 18th edition of the [MONDIAL de la BIÈRE, MONTREAL – NORTH AMERICA](#) will take place from June 8th to 12th of 2011, at the **Place Bonaventure***, in the heart of downtown Montreal.

**New site*





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BREWERIES

BELGIUM

Bavik, Brasserie des Fagnes, Brasserie Palm, Duchesse de Bourgogne, Malheur, Saint Feullien

BRAZIL

(4 or 5 breweries)

ENGLAND

(approx. 15 breweries)

GERMANY

Hirsch, Hoefner, Illbacher, Kronen, Maisel, Ulmer Rothaus

FRANCE

Bourganel, Brasserie de l'Abreuvoir (brassins en direct), Brasserie de Saales, Brasserie-Limonaderie Burg, Britt, Horizon Bière, Kohler-Rehm, La Perle/Atzner, Lauth, Les 3 Brasseurs, Les Brasseurs, Lobsann, Meteor, Uberach.

ITALY

Amiata, Baladin, Bruton, Croce di malto, Del borgo, Interbrau, Montelupo, Un Terzo

QUEBEC, CANADA

À la fût, Au maître brasseur, Benelux, Brasseurs de Montréal, Broadway Pub, Dieu du Ciel!, Hopfenstark, McAuslan, Saint Bock, Trois-Mousquetaires

SLOVAKIA

Hogba

UNITED-STATES

Blue Point, DogfishHead, Rogue, Shipyard

And more!

MATERIAL, DISTRIBUTION AND FOOD

Alsacienne Distribution (beverage distribution), Boulangerie Paul, Cophoudal (hops), Ecofass, Ets Oswald, Hexagone (coasters), Maisonneuve (kegs), Malt & Houblon, Matleries du Château, Malterie Soufflet (malt), Oetker/Ancel (Bretzels), Rastal (glassmaker), Saveur Bière (Web distribution), Walla (taps).





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Welcome to All Professionnals!

Festival of tasting open to the general public, the MONDIAL de la BIÈRE of STRASBOURG will be open to professionals eager to present their tasty products to beer lovers. At a time where people are more demanding when it comes to choosing their food, going rapidly from one taste to another, always on the prowl for new discoveries and sensory voyages for which we make a mission to fulfill.

Thus and surprisingly, the originality and diversity being the foundation of the European MONDIAL de la BIÈRE, guide of reference when it comes to the best and new products that can be found on the brewing market in Europe!

Here to present their new products to exhibitors and visitors, many of the industrial big names will be among the breweries at the event. Members of the brewing segment from the grain to the glass, the time has come for you to register!

INFORMATION

Add to your agenda: the **22-23-24 of October**, a rendezvous you will not want to miss: the MONDIAL de la BIÈRE of STRASBOURG at the Wacken Exhibition Park, France!

Conditions and registration forms available on our Web site:

www.mondialbierestrasbourg.com

For information, please contact:

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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.

Cheers!

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