



PRESS RELEASE

For immediate release

15th Anniversary of the Mondial de la Bière: Success Attesting to just how much Quebec's Taste for Beer has Evolved!

Montreal, February 21, 2008—In celebration of its 15th anniversary, North America's largest beer festival, the **Mondial de la bière**, which has become the brewing event of the year, is on its way back in a big way, with a wide-ranging program and exclusive products that will not only delight novice and epicurean beer lovers, but the finest connoisseurs as well!

Montreal's first large festival of the summer will take place from May 28 to June 1 at the Windsor Station and Courtyard, 1160 de la Gauchetière West, with new visiting hours: Wednesday through Saturday from 11:00 a.m. to 10:00 p.m., and Sunday from 11:00 a.m. to 8:00 p.m.

What's New in 2008

For its 15th anniversary, the Mondial de la bière has teamed with 15 partners to create outstanding anniversary mashes. Make sure to sample these beers that were brewed specially for the Festival at the booths of these partners, including Brasseurs de Montréal with its German Dunkel Weisse style *Mein Chatzi*, À la fût with *La Survivante*, Brutopia with its African ale *Nigerian Nectar*, Dieu du ciel with its *Double triple* and La Barberie with *Sangri-Bière*.

The Mondial de la bière has also officially launched the École de Biéologie MBière with such expert instructors as Mario D'Eer, Tony Forder, Claude Boivin, Guy Lévesque and Serge Noël, who will be on hand to offer introductory, and more advanced courses leading to a Diploma in Beer Tasting (for additional information, go to www.festivalmondialbiere.qc.ca).

The new *Bières et bandes dessinées* contest has been organized in conjunction with Oleg Dergachov, MA, cartoonist and sculptor and Deborah Wood, home brewer and Master of Arts degree holder. Contest participants must invent a cartoon featuring beer: beer and women, beer and politics, beer and the environment, etc. A six-member international jury will select the winners.

After two years of work with the Chambre de commerce internationale d'Alsace and journalist Jean-Claude Colin, the Mondial de la bière is pleased to announce—for the first time in 15 years—the presence of a French pavilion, including 16 exhibitors, 13 of which are microbreweries. This event represents a unique opportunity for beer enthusiasts, with brewers on site in Montreal serving their own products and forging ties with the Quebec brewing community, in view of introducing some of France's excellent beers here.

Not to be Missed

This year's gourmet evening will take the form of a cocktail reception at which participants will be invited to taste appetizers and cheeses, accompanied by 10 beers, five wines and one cider. To round out this very special 15th anniversary event, two prestigious guests—Sam Calagione, founder of the Dogfish Head Craft brewery in Delaware, and Mamie Old, wine steward at New York's French Culinary Institute—will speak on the topic of food and beverage pairings in their lively "He Said Beer, She Said Wine" lecture. The reception will take place on Friday, May 30 at the Windsor Ballrooms, 1170 Peel Street, and can accommodate a maximum of 200 guests. Tickets are \$75 plus taxes. Go to www.festivalmondialbiere.qc.ca to reserve.

Once again, the Fédération des producteurs de lait du Québec will be inviting visitors to the Media Group Our Cheese Terrace to attend 18 beer and cheese workshops headed up by André Piché.

Once again this year, Festival-goers can purchase the taster's guide for \$2.00, a very handy publication that can be consulted year-round. This bilingual booklet by Mario D'Eer, an extremely instructive tool on tasting, includes sheets that can be filled out on any product discovered at the Mondial de la bière. Additional sheets can be obtained free of charge from the Web site.

On Wednesday, opening night, the Mondial de la bière will be presenting Les Jérôme Charlebois. Then from Thursday through Sunday, there will be DJ Stockbizzy straight from New York, and on Friday and Saturday, the MacTalla Mor group, featuring Celtic music.

There's more than just beer at the Mondial de la bière

Visitors will revel in the succulent products of Cassis Monna & Filles, producer of aperitif wines and cassis cream, Vinerie du Kildare's maple wines, the delicious nectars of Mirabel's Intermiel and Melocheville's Miel Nature, and the malt beverages of Breuvages Blue Spike. Participating ciderworks are La face cachée de la pomme, Domaine Leduc-Piedimonte, and Domaine Pinnacle.

And, to accompany these delightful beverages, Saucisserie BDF, Le Pain Voyageur, Le Verger des cerfs, Kévy, La Saucisserie Mont-Royal (WJW) and Frites Alors will be on hand to provide a number of different savoury taste treats. For those with a sweet tooth, La Maisonnette du fudge and Queue de castor will definitely not disappoint.

Our Partners

The Mondial de la bière would like to thank Éduc'alcool and Point Zéro 8 for their continued cooperation in stressing the importance of responsible consumption.

THE MONDIAL DE LA BIÈRE AT A GLANCE

Date:	May 28 to June 1, 2008
Hours:	Wednesday through Saturday, 11:00 a.m. to 10:00 p.m. Sunday, 11:00 a.m. to 8:00 p.m.
Place:	Windsor Station and Courtyard (outdoor and indoor spaces) 1160 de la Gauchetière West, Montreal, Quebec
Admission:	No charge
Tastings:	Coupons: \$1.00 Cost of one tasting: 1 to 5 coupons (for most beers) Quantity served: 3 to 4 ounces
Glass:	The souvenir glass is designed to accommodate one or two 4-oz.

Admission is free. Visitors must purchase tasting coupons from one of the four ticket counters at the venue, or **take advantage of the pre-sale package and avoid line-ups at the door.**

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The media may download photos (300 DPI) from our Web site at www.festivalmondialbiere.qc.ca by following the “Media” link.

SOURCE: MONDIAL DE LA BIÈRE

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