



Mondial de la Bière Rio attracts thousands of Cariocas and beer loving tourists.

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The fourth edition of the festival has reunited 48,000 people in 5 days at Pier Mauá.

The fourth edition of the Mondial de la Bière was successfully concluded on Sunday, October 16. The 3 halls of Pier Mauá received 48 thousand people in the course of the five days. The organizers rejoice about the growth of the public's interest for the festival, in comparison to the previous years. "The Mondial de la bière is now a definite part of the official calendar of Rio de Janeiro and we can claim that there is an impressive demand", said Luana Cloper, commercial director of Fagga Events / GL Events Exhibitions.

The 2016 edition has surpassed its previous record in term of the number of breweries represented. There were 135 exhibitors, the same amount as in Montreal, and over a thousand national and international beers. Highlights included beers aged in casks, which is an ancient traditional brewing process originating from Belgium that is in style in the United States at the moment and becoming increasingly popular in Brazil. Furthermore, the beers conditioned in cans made their mark this year because the process decreases the risk of oxidation and prolong the life of the beer. It is a new way of conditioning that facilitates the manipulation for the retailers and the consumers.

The public participated in the animation and appreciated the setting of the festival. Valdson Pereira from Bahia, 27 years old, was on his first visit to the Mondial de la bière and he felt that there could not be a better program for a weekend under the Rio's sun. "Today, this is the best place in town. Everything is fine, well organized, the beers are perfect, the service in every stand deserve a note of 10/10, the novelties are approved. The Mondial can count on me next year" – comments Mr. Pereira.

This year, the public's vote for the best beers at the Mondial will be different. Visitors will have a week to chose their favourite beer. They will vote online and the results will be revealed on the social networks. The MBeer Contest has already revealed its 14 best beers, selected by a prestigious jury including brazilian and international judges, in the form of a blind tasting. 13 gold medals and 1 platinum have been awarded.

Cervejaria Backer won Platinum for its beer Bravo, an Imperial Porter. The gold medals were given to the following breweries:

- Noi Cioccolato, Cervejaria Noi, Brazil;
- Hopi, Cervejaria Mistura Clássica, Brazil;
- Niobium, Wäls Cerveja Arte, Brazil;
- Hazy da Cervejaria OverHop, Brazil;
- Cuvée Carneiro, Wäls Cerveja Arte, Brazil;
- Pazion , Zalaz, Brazil;
- DarkHop, Cervejaria OverHop, Brazil;
- Cacau Wee, Bodebrown, Brazil;
- #TBT, 3Cariocas, Brazil;
- Wäls Dubbel, Wäls Cervejaria Arte, Brazil;
- India White Ale, Three Monkeys Beer, Brazil;
- Canudos, O Motim, Brazil;
- Cerveja Mafia New York, Cervejaria Serra Verde Imperial, Brazil.

The jury was composed of 5 Brazilians, Gabriel di Martino (Master-brewer), José Honorato (Beer sommelier), Pedro Barcellos Texeira (Beer sommelier), Daniel Wolff (Beer sommelier), Douglas Merlo (Beer sommelier) one Canadian, Alex Ganivet-Boileau (Master-brewer), one American, Neil Acer (Master-brewer), one Italian, Simonmattia Riva and of the president of the jury, Élisabeth Pierre (zythologist) from France.

This edition's main attraction has been the Master Class Bohemia, held for the first time in Rio. Side event to the Mondial de la bière, it took place at Hotel Vila Galé, Lapa. A few specialist of the brewing world spoke about their experience and knowledge. The Canadian Alex Ganivet-Boileau (Master-Brewer, Les Trois Mouquetaires) also a judge of the MBeer Contest spoke about "Oak barrel aging techniques" as well as "How to brew beers that stand out on the market". The American Neil Acer (Master-brewer, Defiant Brewing Co.) also a judge at the MBeer Contest gave speeches called "Beyond traditional brewing" and "Sensorial formation of beer". Marcelo Carneiro (Founder of Cervejaria Colorado) commented on the Brazilian school of beer and pondered on the following theme: "When will we have brazilian BJCP (Beer Judge Certification Program) styles?" At the end of the conferences, the groups assembled to attend the panels hosted by Cilene Saorin (Master-brewer). Then they were invited to a beer and food pairing lunch and to a networking cocktail with tasting hosted by Beer sommelier Beatriz Ruiz of the Institute of Beer of Brazil (Instituto da Cerveja Brasil).

Eduardo Paes, prefect of the city came to the Festival and he recognized the trendiness of the brewing sector. Eduardo Paes visited the stands and spoke with the exhibitors, tasted some

beers and was photographed with some members of the public. According to the prefect, the Mondial de la bière could not come at a better moment: “The Mondial de la bière is already a tradition in Rio de Janeiro and for the port area which represents the revival of the city, this year. The festival being held at the revitalize Pier Mauá promotes the best Rio has to offer: creativity, conviviality and good beer” – he mentioned.

Joãozito e a Parceria, Os Druidas, The Highjack e AC/DCover were the music bands that played on the last day of the festival.

The event is already confirmed for next year and promises to add novelties to the programming.

This year, the Mondial is partnered with Nadir Figueiredo, Deli Delícia, AMPM and Riotur. The event can count on the institutional support of *Visit Rio*.

About the Mondial de La Bière

Held each year in Montreal, Canada and in Mulhouse, France, the event is unique as much for the entertainment as for its offer of international beers. It is seen as a gateway to the countries where they are held by many international beer producers. The 2016 Montreal edition attracted more approximately 160,000 visitors.

In Brazil, the Mondial de la bière is developed and organized by Fagga | GL Events Exhibitions and is sponsored by Deli Delícia, Nadir Figueiredo, Senac, AMPM with the institutional support of Riotur.

About Fagga | GL events Exhibitions

With office in Rio de Janeiro, Sao Paulo and Minas Gerais, Fagga | GL Events Exhibitions is among the largest promotion and fair organization in the country, responsible for more than 20 events annually. Fagga, a Brazilian branch of the event group GL, is one of the leading enterprises in the world, with more than a half-century of experience.

Dates: October 12 to 16, 2016. **Schedule:** Thursday to Sunday, from 2:00 P.M. to 11:00 P.M.
SITE: Pier Mauá, Halls 2, 3 AND 4 | Av. Rodrigues Alves, nº 10, Saúde, Rio de Janeiro.
www.mondialdelabiererio.com

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