



OCTOBER 11TH - 15TH, 2017
PIER MAUÁ
WAREHOUSES 2, 3 AND 4



Mondial de la Bière gathered 50 thousand people for five days at Pier Mauá

Held in Rio de Janeiro since 2013, the Canadian festival Mondial de la Bière Rio 2017 closed its fifth edition on Sunday (15) as a blockbuster. For the five days, 50 thousand people went around the three warehouses of Pier Mauá. The 2017 Edition broke a record with 159 breweries and more than 1,200 labels for beer tasting. The event has become a showcase to launch special beers in Brazil.

Not widely known by the general public, the *Sour Beers* have been the revelation of this edition. The more acidic style has gained new blends and unusual ingredients such as dragon fruit, guava, pitanga (Brazilian cherry), jaboticaba, grape, hog plum, seriguela (*Spondias purpurea*), vanilla, mango, orange and passion fruit. "The brewers' creativity surprises us every year. We can say the 2017 edition will be hallmarked by the amount of recipes with fruits," Luana Cloper, the show director, says. Once again, the audience was very receptive to innovations, always looking for the most curious options.

This year the social half-fare ticket was a novelty, which has enabled everyone to buy the ticket for half of its price in exchange for the donation of 1 kilo of non-perishable food. 42 tons of food were collected for six institutions: Sopa do Alcides de Castro, Lar Maria de Lourdes, Lar Pedro Richards, Projeto Ruas, Lar Mathilde de Oliveira and Gol de Letra.

In order to provide a complete experience, the festival featured a gourmet food court, with 24 *foodtrucks* and musical attractions. 32 bands performed on two stages assembled in the external area of the Pier.

Beer and tattoo lovers had the opportunity to enjoy both passions in a single place. For the first time, the event had a flash tattoos space, a trend which has been present in national and international events. Founded by Priscilla Virla and Eliana Quintella, Lady Luck studio took exclusive designs related to the brewer's universe. Each chosen art was highlighted and could not be repeated in any other client. "It's been five years of beer passion and it's left a mark", Luana says.

MBeer Contest elected the best 14 labels through blind tasting, selected by an excellent jury, with Brazilian and international names. There were 12 gold and 2 platinum medals. The great winners were Colorado Guanabara Wood Aged, from Colorado, and Noi Passione, from Noi.

The gold medals went to the following beers:

- Tranquilona, Gaspar Family Brew.
- Quebra-Cabeça I, 3 Cariocas.
- 1848, Antuérpia.
- Catharina Sour Bergamota, Lohn Bier.
- #1ANO, Farra Bier.

Fagga | GL events Exhibitions

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Location



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- Noi Bárbara, Noi.
- Hair of the Bode, Bodebrown.
- Lado B, Suburbana.
- Noi Cioccolato Barile, Noi.
- Reserva do proprietário, Backer.
- Roter Sour Ale, Roter Brauhaus.
- Carvoeira, Lohn Bier.

The jury was composed by Bernardo Couto, José Raimundo Padilha, Leonardo Sewald, Luciane Tavares, Paulo Bettioli, Roberto Stelling, Sérgio Fraga, Fabián Rodríguez, Kathia Zanatta, Louis-Franck Valade, Marco Falcone, Pete Slosberg and Tony Forder.

The Mondial best beers, to be voted by the audience, will take place online and the result will be disclosed next week, through the social media.

The next year event is already confirmed, and its date is to be defined.

Mondial de la Bière supports Leia Seca (Brazilian drunken-driving law) and it warns visitors to use public transport.

About Mondial de la Bière

Annually hosted in Montreal, Canada, and Paris, France, it is a unique entertainment and beer tasting event. It is considered the door opener for many foreign beer industries in the hosting countries. In Brazil, Mondial de la Bière is promoted and organized by the Fagga | GL events Exhibitions.

About Fagga | GL events Exhibitions

Pioneer in the trade shows market in Rio de Janeiro, Fagga | GL events Exhibitions has a portfolio with over 3,000 events held in Brazil and 250 abroad. The company has offices in Rio de Janeiro, São Paulo and Minas Gerais. In addition to the strong presence in Rio de Janeiro and São Paulo, Fagga consolidated its presence in other Brazilian destinations, especially the ones which have got a regional appeal, such as Minas Gerais and Bahia. The company integrates the Brazilian operation of GL events group, which arrived in the country in 2006 and currently manages 12 businesses.

About GL events

GL events is one of the world's largest events groups, headquartered in Lyon (France) and with a 939-million-Euro revenue in 2014. The company is present in 53 cities across 24 countries, where it manages 40 venues. With 4,000 employees, the group has already organized over 4,000 events.

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