



PRESS RELEASE
For immediate release



The Mondial de la bière Europe wins its bet in Mulhouse!

(Mulhouse, France, September 17, 2013) — The 4th edition of the Mondial de la bière Europe in Mulhouse closed on Sunday, September 15 after 4 days of festivities rich in taste and discoveries! Between September 12 and 15, at Parc des Expositions, beertrotters* were invited to discover more than 500 beers from 17 countries, in a festive and friendly atmosphere.

Our goal of 10,000 visitors has been reached and even surpassed, as final numbers show that over 11,300 took part in the event. Jeannine MAROIS, cofounder and president of Mondial de la bière, specified that «the constant work of the organization team, particularly of project managers Odette et Jean-Claude COLIN, the involvement of the new *Association Mondial de la bière* and the exceptional collaboration of local authorities strongly contributed to this edition's success».

Beertrotters* came in force! The vast communications campaign, put together by our partners Voltaire Stratégie and Ice Stratégie, enabled us to reach a maximum of people at least 15 days prior to the festival's opening. A crowd of all ages, curious and good-natured, showed up for the event. They came mostly from the *Regio* (France, Switzerland, Germany), but the Mondial also received visitors from the United States, Italy, Brazil and Quebec.

On the activities front, we are very happy about the success of the «*Cuisine à la Bière*» cooking with beer demonstrations, put together with the help of *Brasseurs de France* and EDF and hosted by the artist beerologist Hervé Marziou. And let's not forget the success of our restaurant, Poincaré II Éphémère — a first in 4 editions — offering cooked with beer meals and expertly conducted by Renaud CHABRIER, Chef at Poincaré II in Mulhouse. Besides that, we want to emphasize the fact that visitors were able to enjoy a few international specialties, including the famous *poutine* from Quebec!

The Boutique, a favorite hangout for beer connoisseurs, has attracted professional international buyers and was also most successful! On the general public's side, it seems that the message of taking the opportunity to stock up an international beer cellar was heard loud and clear! For that purpose, a fine food store in Mulhouse, *Terres de Saveurs* (7, rue de la Justice) will be offering, as of next week, a selection of rare beers from the Mondial de la Bière. *Le Centre de brassothérapie* will also be distributing beers at these two addresses: 28, rue de Casablanca, in Saint-Vincent-de-Tyrosse and 5/11, rue Yves Glotin in Bordeaux.

After the 20th anniversary celebrations of the Montreal's festival in June and a most successful 4th edition in Mulhouse, the year 2013 of the Mondial de la bière will be topped by an all new festival in Brazil! This event will be held in partnership with Fagga | GL Events Exhibitions, promotor of *Brasil Brau*, an industrial beer trade show! This rendez-vous for beer lovers will take place between November 14 to 17, in Rio de Janeiro! And finally, the dates for the next Mondial de la bière Europe will be announced at a later date.
www.mondialbiereurope.com

* Definition of *Beertrötter*: Beer lover who travels to discover beer and savours beer to travel.

MBEER EUROPE PIERRE CELIS PROFESSIONAL TASTING CONTEST

Platinum medal (highest distinction)

- **Ackerland**, Meteor, France

Gold medals (10 medals)

- **Punks Do it Bitter**, Birrificio Indipendente / La Pinta SNC, Italy
- **Grunge IPA**, Birrificio Indipendente / La Pinta SNC, Italy
- **Révolution au Paradis**, Brasserie Le Paradis, France
- **Petroleum**, Wäls Cervejas, Brazil
- **La pitoune**, Microbrasserie Le Trou du diable, Quebec
- **Colorado Guanabara**, Cervejaria Colorado, Brazil
- **Perigosa**, Cervejaria Bodebrown, Brazil
- **Double Espresso**, VC2 Brewing Co., Scotland
- **Kékette extra large**, Brasserie La Binchoise, Belgium
- **Bourganel B10**, Brasserie Bourganel, France

MBEER DESIGN EUROPE CONTEST

- Platinum medal (highest distinction)
- **Beau's All Natural Brewing Co.**, Quebec, Canada
For its entire production

The jury wants to salute the excellence of the design work of Beau's All Natural Brewing Co. The quality of the designs as well as the attentive illustration work are exceptional. By its packagings, Beau's Brewery sets a perfect example of labels that tell a story. A rigorous graphic system accompanied by quality illustrations enables us to appreciate each product specifically while providing a varied and playful range.

«NATURE» category

- GOLD: **La Saison du tracteur**, Microbrasserie Le Trou du Diable, Quebec, Canada
For efficiently demonstrating the link between earth and beer.
- SILVER: **Winter Beard**, Muskoka Brewery, Ontario, Canada
We salute the cheerfull design of a seasonal beer.
- BRONZE: **Octobock**, Beau's All Natural Brewing Co., Ontario, Canada
For the japanese style illustration and the irony behind the choice of the name.

«HISTORY» » category

- GOLD: **La pitoune**, Microbrasserie Le Trou du Diable, Quebec, Canada
For giving a contemporary feel to an illustration from the 20s.
- SILVER: (ex aequo) : **Mutineer**, Beau's All Natural Brewing Co., Ontario, Canada
- SILVER: (ex aequo) : **Spruce Moose**, Beau's All Natural Brewing Co., Ontario, Canada
For succesfully interpreting history from a new point of view.
- BRONZE: **Mates with Dates**, Beau's All Natural Brewing Co., Ontario, Canada
For the idea behind the illustration.

«ART» » category

- GOLD: **Raven Cream Ale / East Side Bitter / Birra Fresca**, R&B Brewing Co., British Columbia, Canada
Outstanding lettering work with high impact colours. The idea of drawing the plan to get to the brewery on the 6 pack is brilliant !
- SILVER: **Regina d'Inverno**, Birrificio Indipendente ELAV/La Pinta, Italy
Remarquable artistic creation on the bottle. The jury appreciated the choice of material of the label, reminiscent of the painting from artist Regina Pessoa.
- BRONZE: **Progressive Barley Wine / Fous Alliés**, Birrificio Indipendente ELAV/La Pinta, Italy
For the artistic link to Rat Fink and the visibly «progressive» approach.

*** SPECIAL MENTION**

421, Brasserie artisanale Millevertus, Belgium

For successfully demonstrating the link between play and beer, and being able to transfer that idea to the packaging.

«VOS BIERES COUP DE CŒUR» 2013 CONTEST (public choice)

Gold: **La Mulhousienne**, Brasserie de Saint-Louis, France

Silver: **La Vie de Château**, Le Grimoire, Quebec, Canada

Bronze: **Bières des Ours**, Brasserie La Binchoise, Belgium

ABOUT THE MONDIAL DE LA BIÈRE

Le Mondial de la bière was founded in Montréal (Québec, Canada) in 1994 by three beer lovers that included Jeannine Marois, president of the event since 2002. A unique and friendly tasting event, it is considered a doorway to the brewing industry in Quebec and around the world. With the help of her team, Jeannine Marois, co-founder and president, has made this event the most important international beer festival in America and its reputation extends worldwide. There are currently two Mondial de la bière on the international scene: the **Mondial de la bière — Europe** whose fourth edition will take place from September 12 to 15, 2013 in Mulhouse (Alsace, France) and will alternate, as of next year, between west and east with a fifth edition to be held in Rennes (Bretagne, France); and the **Mondial de la bière — South America** with a first edition to be held from November 14 au 17, 2013 in Rio de Janeiro. The three events' mission is to reinstate beer's noble status by offering visitors from near and far a chance to taste a selection of quality beers while promoting responsible consumption awareness. For more, please visit our website www.festivalmondialbiere.qc.ca or our social networks:



#Mondialbiere



#Mondialbiere

– 30 –

SOURCE : MONDIAL DE LA BIÈRE EUROPE

Information:

Odette and Jean Claude COLIN, project managers, Mondial de la bière Europe

Cell phone: 06 32 02 95 65 / beer.colin@wanadoo.fr

Katia BOUCHARD, Communications director, Mondial de la bière de Montréal

Cell phone: 06 48 30 34 81 / bouchard.katia@gmail.com