Montreal’s Mondial de la bière: The 21st edition, a resounding success!

(Montreal, June 15, 2014) — The 21st edition of the Mondial de la bière which took place from June 11 to 15 at Palais des Congrès de Montréal, showed a slight increase in traffic this year, despite the rain, with close to 109,000 visitors showing up at the festival.

"Beertrotters were happy about the better circulation flow on site and the improvements made to the ticket booths which managed to avoid the long waits in line, and maximized the pleasure of the festivalgoers," said Jeannine Marois, president and founder of the Mondial de la bière. "We’ll see you again next year, from June 10 to 14, 2015."

With 570 products available, including 514 beers, the Flaveurs Bières et Caprices gastronomic evening, the Sorties Flaveurs involving 10 Montreal restaurants, the IGA Cooking with beer area where Philippe Wouters hosted his beer and cheese workshops as well as cooking with beer demonstrations created by renowned chefs, not to mention the 15 food kiosks which provided an original and varied menu, it is safe to say that the 21st edition of the Mondial de la bière had everything to please the Epicureans!

MBeer Greg Noonan Contest (professional tasting contest)

The evaluation of the beers was conducted by an international jury of experts, based on five criterias: the quality of the beer, its aromas, its taste, its spread and the overall pleasure it provided.

Platinum Medal (the highest honour)
• Cervejaria Bodebrown, Bodebrown Double Perigosa (Brazil)

Gold Medals (by alphabetical order of brewery):
• Bières Jukebox, Jukebox Distorsion (Quebec)
• Brasserie Dunham, Saison du Pinnacle (Quebec)
• Cervejaria Bodebrown, Bodebrown Perigosa Imperial Stout (Brazil)
• Cervejaria Bodebrown, Bodebrown Brazilian Cacau Ale (Brazil)
• Cervejaria Colorado, Colorado Ithaca Oak Aged (Brazil)
• Cerveja Coruja, Coruja Weizenbock (Brazil)
• Trois Mousquetaires, Gose (Quebec)
• Trois Mousquetaires, Porter Baltique (Quebec)
• Le Saint-Bock, Calice (Québec)
• Le Saint-Bock, Sweet Jesus (Quebec)
• Trou du diable, L’Apocalypso (Quebec)
#MBeer Rally
For the second edition of the Mondial de la bière’s photo rally, the Jury’s choice was awarded to @anniecay1, who received a crystal glass “La Corne à Bière” handmade in Quebec and offered by Alambika.ca and a Mondial de la bière beer cellar, a value of $400. To see the photo:

The Public’s choice award went to @alainder, who received a Mondial de la bière beer cellar, a value of $200. To see the photo:

Public Beer Contest
Again this year, the attendees were invited to vote for their favorite beers.

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<thead>
<tr>
<th>Category</th>
<th>Beer Name</th>
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<tbody>
<tr>
<td>Gold</td>
<td>Les Trois Mousquetaires, Porter Baltique</td>
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<tr>
<td>Silver</td>
<td>Sweet Jesus, le Saint-Bock</td>
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<tr>
<td>Bronze (ex-aequo)</td>
<td>Les Trois Mousquetaires, American Barleywine</td>
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<td>Microbrasserie le Trou du diable, MacTavish</td>
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About the Mondial de la bière
The Mondial de la bière was founded in Montreal in 1994. A unique and friendly tasting event, it is considered a doorway to the brewing industry in Quebec and around the world. In addition to its professional side, enriched by the Mbeer conference, the Mbeer school of bierology and the Greg Noonan Mbeer Contest, the festival offers visitors an education about beer. 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. Following this success, there are now two other events on the international scene: the MONDIAL DE LA BIÈRE – EUROPE, whose fifth edition will take place from September 11 to 14, 2014, in Mulhouse (France) and the MONDIAL DE LA BIÈRE - AMÉRIQUE DU SUD, with a second edition planned for November 20 to 23, 2014 in Rio de Janeiro (Brazil). These three event’s 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

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