

MONDIAL DE LA BIÈRE STRASBOURG 2009 IN BRIEF

Date: 16, 17 and 18 of October – 3 days

Schedule: Friday and Saturday, from 11:00 a.m. to 9:00 p.m. — Sunday, from 10:00 a.m. to 7:00 p.m.

Location: Parc des Expositions, Wacken, Hall 20 - indoors

Admission: Submitted to purchase of glass at € 6 (free readmission with presentation of glass)
Glass can hold one to two tastings at a time, 12.5 cl. per tasting (4 oz.).

Tasting: Cost of tasting coupon: € 0.70 each

- Cost per beer tasting: 2 to 5 coupons (for the majority of beers)
- Cost per alcohol tasting: 4 to 10 coupons

Beers: Over **120 breweries**, coming from around the world
422 beers and even more products to taste

Activities:

- Live brewing demonstration
- 13 seminars (conference area)
- Round table about what has become of the brewer profession today (activity area)
- Workshops on beers and cheeses (cheese workshops area)
- Public Beer Contest: gold, silver and bronze medals will be awarded to the brewers for the three (3) beers chosen by the public — results on Sunday, October 18th at 1:30 p.m. (activity area)
- The professional MBeerEurope tasting contest: 1 platinum medal and 10 gold medals — results on October 17th at 1:00 p.m. (activity area)
- 6 restaurants on site

SPECIAL EVENTS

<p>MBeerconference 13 SEMINARS FROM THE 16TH TO THE 18TH OF OCTOBER, AT THE CONFERENCE AREA:</p> <p>LEONARDO DI VINCENZO OWNER AND BREWMASTER OF BIRRA DEL BORGO BREWERY ITALY</p> <p>HORST DORNBUSCH WRITER, FOUNDER AND OWNER OF CEREVISIA COMMUNICATIONS USA</p> <p>MARIO D'EER AUTHOR AND JOURNALIST CANADA</p> <p>TONY FORDER CHIEF EDITOR AND PUBLISHER OF ALE STREET NEWS USA</p> <p>MICHEL HAAG PRESIDENT OF METEOR BREWERY AND THE SYNDICATE OF THE BREWERS OF ALSACE FRANCE</p> <p>HERVÉ MARZIOU BEEROLOGIST HEINEKEN/FISCHER FRANCE</p> <p>PETER MCAUSLAN OWNER OF MCAUSLAN BREWERY CANADA</p>	<p>TEO MUSSO OWNER AND BREWMASTER OF BALADIN BREWERY ITALY</p> <p>ROGER PROTZ WRITER AND BEER EXPERT UNITED KINGDOM</p> <p>CONRAD SEIDL JOURNALIST AND WRITER AUSTRIA</p> <p>HILDEGARD VAN OSTADEN BREWMASTER OF URTHEL BREWERY BELGIUM</p> <p>BEN VINKEN AUTHOR AND BEER SOMMELIER BELGIUM</p> <p>PHILIPPE VOLUER BEER HISTORIAN AND WRITER FRANCE</p> <p>GREG ZACCARDI PRESIDENT OF HIGH POINT BREWING AND BREWER OF RAMSTEIN BEER USA</p> <p>ROUND TABLE "WHAT HAS BECOME OF THE BREWER PROFESSION TODAY?" MICHEL DEBUS (ENGINEER- BREWER), GILBERT DELOS (AUTHOR, JOURNALIST, ESSAYIST), JEAN- FRANÇOIS GRAVEL, MICHEL HAAG, JEAN-FRANÇOIS ISTIN, DANIEL LAUTH, TEO MUSSO, CONRAD SEIDL, BEN VINKEN AND GREG ZACCARDI. MODERATOR MARIO D'EER</p>	<p>MBeer Contest INTERNATIONAL PROFESSIONAL CONTEST OF THE MONDIAL DE LA BIÈRE INTERNATIONAL JURY</p> <p>MIRELLA AMATO BEER EXPERT CANADA</p> <p>PAUL BORJA ENOLOGIST FRANCE</p> <p>BERNARD DAL ENGINEER CONSULTANT, FOUNDER AND BREWER OF LE SCALA BREWERY FRANCE</p> <p>GILBERT DELOS AUTHOR, JOURNALIST AND ESSAYIST FRANCE</p> <p>LEONARDO DI VINCENZO OWNER AND BREWMASTER OF BIRRA DEL BORGO BREWERY ITALY</p> <p>PETER MCAUSLAN OWNER OF MCAUSLAN BREWERY CANADA</p> <p>BERNARD ROTMAN MANAGER OF LES DOUZE APÔTRES BAR AND PRESIDENT OF THE COFFEE SHOP OWNERS OF STRASBOURG FRANCE</p>	<p>ALEX SCHAEFFER ENOLOGIST FRANCE</p> <p>HARALD SCHUHMAN TECHNICAL DIRECTOR KÖNIG LUDWIG SCHLOSSBRAUEREI GERMANY</p> <p>CONRAD SEIDL JOURNALIST AND WRITER AUSTRIA</p> <p>MYRIAM SHINGLETON BREWMASTER OF CARLSBERG BREWERY FRANCE</p> <p>CLOSING CEREMONY OF THE MBeerCONFERENCE AND THE MBeer CONTEST WILL TAKE PLACE IN THE ACTIVITY AREA ON OCTOBER 17TH AT 1:00 P.M. IN PRESENCE OF MARIO D'EER, CONTEST CONCEPTOR, PETER MCAUSLAN, PRESIDENT OF THE JURY AND YOLANDE HAAG COMMUNICATIONS DIRECTOR OF MÉTÉOR BREWERY</p>	<p>Evenings at the HILTON HILTON STRASBOURG AVENUE HERRENSCHMIDT 67000 STRASBOURG, FRANCE PHONE: +33 (0)3 88 37 10 10 FAX: +33 (0)3 88 36 83 27</p> <p>Thursday October 15th at 5:00 p.m. WELCOME EVENING</p> <p>Friday October 16th at 9:30 p.m. DISCOVER NORTH AMERICA USA AND CANADA</p> <p>Saturday October 17th at 9:30 p.m. DISCOVER ITALY VIVA ITALIA</p> <p>MENU CONCEPTION: CHEF ÉRIC BONNAMANT, HILTON</p> <p>IN PRESENCE OF THE MONDIAL DE LA BIÈRE TEAMS OF STRASBOURG AND MONTREAL</p>
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SCHEDULE OF ACTIVITIES

FRIDAY OCTOBER 16TH

11:00 A.M. — OPENING

1:00 P.M. - 1:45 P.M.

MBEER CONFERENCE
CONFERENCE AREA

TEO MUSSO
"BREWERY AND WINERY,
THE EXPERIENCE OF AN ITALIAN BREWER"

2:00 P.M. - 3:00 P.M.

**INAUGURATION FOLLOWED BY SPEECH AND
INAUGURATION BUFFET**
ACTIVITY AREA

2:30 P.M. - 3:15 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

3:00 P.M. - 3:45 P.M.

MBEER CONFERENCE
CONFERENCE AREA

PHILIPPE VOLUER
"BEER HISTORY FROM THE ANTIQUITY TO THE PRESENT, THROUGH
ALSACE-LORRAINE"

3:00 P.M. - 4:00 P.M.

BREWING DEMONSTRATION
ACTIVITY AREA

4:15 P.M. - 5:00 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

5:00 P.M. - 5:45 P.M.

MBEER CONFERENCE
CONFERENCE AREA

HORST DORNBUSCH
"MAKING BEER - THE GREAT MYSTERY AND
ITS EVOLUTION THROUGHOUT HISTORY"

6:00 P.M. - 7:00 P.M.

BREWING DEMONSTRATION
ACTIVITY AREA

6:00 P.M. - 6:45 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

7:00 P.M. - 7:45 P.M.

MBEER CONFERENCE
CONFERENCE AREA

ROGER PROTZ
"THE RETURN OF STYLE - CRAFT BREWERS THROUGHOUT THE WORLD
ARE BREWING GENUINE PILSNER, IPA, BOCK, PORTER, STOUT, ETC."

7:30 P.M. - 8:15 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

9:00 P.M. — CLOSING

SATURDAY OCTOBER 17TH

11:00 A.M. — OPENING

11:00 A.M. - 12:30 P.M.

ROUND TABLE
ACTIVITY AREA

"WHAT HAS BECOME OF THE BREWER PROFESSION TODAY?"
MICHEL DEBUS (ENGINEER-BREWER), GILBERT DELOS (AUTHOR,
JOURNALIST, ESSAYIST), JEAN-FRANÇOIS GRAVEL, MICHEL HAAG,
JEAN-FRANÇOIS ISTIN, DANIEL LAUTH, TEO MUSSO, CONRAD SEIDL,
BEN VINKEN AND GREG ZACCARDI.
MODERATOR MARIO D'EER

1:00 P.M. - 2:00 P.M.

**AWARDING OF MEDALS
OF THE MBEER CONTEST**
ACTIVITY AREA

2:00 P.M. - 2:45 P.M.

MBEER CONFERENCE
CONFERENCE AREA

BEN VINKEN
"WHAT MAKES BELGIAN BEERS UNIQUE
AND THEIR INFLUENCE ON THE REST OF THE WORLD"

2:30 P.M. - 3:15 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

3:00 P.M. - 4:00 P.M.

BREWING DEMONSTRATION
ACTIVITY AREA

4:00 P.M. - 4:45 P.M.

MBEER CONFERENCE
CONFERENCE AREA

LEONARDO DI VINCENZO
"THE EVOLUTION OF MICROBREWERIES IN ITALY"

4:15 P.M. - 5:00 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

5:00 P.M. - 5:45 P.M.

MBEER CONFERENCE
CONFERENCE AREA

HILDEGARD VAN OSTADEN
"MAKING BEER - FROM THE GRAIN TO THE GLASS"

6:00 P.M. - 7:00 P.M.

BREWING DEMONSTRATION
ACTIVITY AREA

6:00 P.M. - 6:45 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

7:00 P.M. - 7:45 P.M.

MBEER CONFERENCE
CONFERENCE AREA

CONRAD SEIDL
"GERMANY'S BEER CULTURE UNDER THREAT"

7:30 P.M. - 8:15 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

9:00 P.M. — CLOSING

SUNDAY, OCTOBER 18 TH

10:00 A.M. — OPENING

10:30 A.M. - 11:15 A.M.

MBEER CONFERENCE
CONFERENCE AREA

MICHEL HAAG
"BREWER IN ALSACE"

11:30 A.M. - 12:15 P.M.

MBEER CONFERENCE
CONFERENCE AREA

PETER MCAUSLAN
"QUEBEC SPECIALTY BEERS, LOCAL PRODUCTS AND CULTURAL
EXPRESSION"

11:45 A.M. - 12:30 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

12:30 P.M. - 1:15 P.M.

MBEER CONFERENCE
CONFERENCE AREA

HERVÉ MARZIOU
"THE TASTING RITUALS"

1:15 P.M. - 2:00 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

1:30 P.M. - 2:15 P.M.

**AWARDING OF MEDALS
OF PUBLIC CONTEST**
FAREWELL SPEECH
ACTIVITY AREA

2:15 P.M. - 3:15 P.M.

BREWING DEMONSTRATION
ACTIVITY AREA

2:30 P.M. - 3:15 P.M.

TASTING WORKSHOP
CHEESE WORKSHOPS AREA
MARIO D'EER— BEERS AND CHEESES

4:00 P.M. - 4:45 P.M.

MBEER CONFERENCE
CONFERENCE AREA

GREG ZACCARDI
"EVOLUTION AND HISTORY OF THE AMERICAN MICROBREWERIES"

5:15 P.M. - 6:00 P.M.

**TASTING AND PRESENTATION OF SOME WINNING
BEERS OF THE MBEER CONTEST EUROPE**
ACTIVITY AREA
TONY FORDER AND MARIO D'EER

7:00 P.M. — CLOSING

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