



PRESS RELEASE

For immediate release

OPENING OF THE MONDIAL DE LA BIÈRE, STRASBOURG - EUROPE:

A TRIP AROUND THE WORLD IN 3 DAYS... AND OVER 100 MICROBREWERIES!

(Strasbourg, October 6th, 2009) – For the great pleasure of beer amateurs, neophytes and epicures, the first edition of the **Mondial de la Bière of Strasbourg**, Europe's brewing event, will welcome its visitors on **October 16th** at **Parc des expositions**, Wacken, hall 20.

As the Mondial de la Bière of Montreal, the Mondial de la Bière of Strasbourg offers an impressive selection of imported beers from the four corners of the earth. As a matter of fact, visitors will have the opportunity of discovering the liquid gold originating from Quebec, Canada and the United States, aromas from Japan, Sweden and Denmark, flavors from Italy and Luxembourg, also honoring the great brewing traditions of the United Kingdom, Germany, Belgium and of course France. **Over 422 beers** will be available in different stands and pavilions. From the **16th to the 18th of October**, Strasbourg will vibrate to the rhythm of beer. A unique event, not to be missed!

Presented with the slogan "drink sparingly, drink better", the first edition of the Mondial de la Bière of Strasbourg will assuredly please all by its festive atmosphere, business climate, friendly ambiance, gathered to form an educational venue, full of passion. The program, created to give visitors the chance to discover the extraordinary world of beer, will support the initial vocation of the Mondial de la Bière of Strasbourg: to testify and pay tribute to beer's noble status.

NOT TO BE MISSED

Around a multitude of activities for the uninitiated, based on history told by various associations of collectors and museums, and its fabrication with brewers from Breitenbach who will brew beer in front of a live audience using ancestral techniques.

On location, represented by various exhibitors intervening in the beer's fabrication from the grain to the glass, prestigious firms such as: *Kaspar Schultz*, *Malteries Souffles*, glassware designers from *Rastal*, keg manufacturers *Maisonneuve*, mechanic bottle caps from *Edard*, electronic pressure draught from *Walla*, the website *Saveur Bière*, hop producers from *Cophoudal* and the *Chambre d'Agriculture du Bas Rhin*!

Near the beer brewing area, visitors will also have the rare opportunity of improving their knowledge of food and beer pairings by attending the workshops of *Beers and Cheeses* hosted by Canadian beer expert, journalist and writer Mario D'Eer. To taste the three showcased beers at these workshops, participants will need to be equipped with six tasting coupons.

PROFESSIONAL MBEEREUROPE TASTING CONTEST AND PUBLIC BEER CONTEST

For the first edition of the festival, le Mondial de la Bière of Strasbourg — Europe presents the professional MBeerEurope tasting contest with an international jury of experts. The Mondial de la Bière will hand out a platinum medal for the beer which has received the highest score and 10 gold medals on Saturday, October 17th, at 1:00 p.m., in the activity area.

Visitors are also invited to take part in the Public Beer Contest by voting for their three favorite beers. Every voting individual automatically becomes eligible to win a grand prize: a trip for two to Montreal (Canada), in the month of June, to attend the 17th edition of the Mondial de la Bière, between June 2nd and 6th of 2010. This grand prize's air fare is offered by AIR FRANCE and the hotel accommodations in Montreal by the organizers of the MONDIAL! The gold, silver and bronze medals as well as the grand prize will be awarded on Sunday, October 18th at 1:30 p.m. at the activity area.

“TASTE SPARINGLY, TASTE BETTER”

The collaboration with Izydrive, the designated driver service, shows the importance that the Mondial de la Bière, Strasbourg — Europe gives to prevention and awareness of its visitors alcohol consumption. The designated driver service will be available on site during the three days of the festival: Friday and Saturday until 9:30 p.m. and Sunday until 7:30 p.m.

USEFUL INFORMATION

- Date: **16th to 18th of October, 2009**
- Schedule: Friday and Saturday from **11:00 a.m. to 9:00 p.m.** and Sunday from **10:00 a.m. to 7:00 p.m.**
- Location: Parc des Expositions, Wacken, Hall 20
- Admission: Submitted to purchase of glass at € 6 - free readmission with presentation of glass
- Tasting: Tasting coupons: € 0,70
Cost of tasting: From 2 to 5 coupons (for the majority of beers)
Tasting quantity: 12,5 cl. (4oz.)
Note: Glass can hold up to two tastings at a time
- Transport: Visitors can access our site directly by public transport: Tramway lines E and B, Bus line 18 and 50.

For more information visit: www.festivalmondialbiere.gc.ca.

OUR PARTNERS

A special thanks to: Strasbourg Ville et Communauté Urbaine, Conseil Général du Bas-Rhin, Région Alsace, Mondia, Hilton Strasbourg, Air France, L'Abreuvoir, Kanata, Groupe Maisonneuve, Malterie Soufflet, Kaspar Schulz, Saveur Bière, Strasbourg Événement and the Mondial de la Bière, Montreal — North America.

REGARDING THE MONDIAL DE LA BIÈRE

The Mondial de la Bière was founded in 1994 by Vincent Blair, Pierre Lalumière and Jeannine Marois. In 1997, Pierre Lalumière returned to his initial career in tourism, followed by Vincent five years later. In 2002, Jeannine Marois, became the sole President of the Mondial de la Bière, a festival of conviviality and showcase for the local and foreign brewing industry. Whether it's through meeting with the brewers, the MBeerconference, MBeer contest or workshops on beer and food pairings, amateurs will now have the required tools to perfect their knowledge and make new discoveries. Located at the Windsor station since 2002, the event has become, over the years, the most important festival of international beers in North America and its reputation has now traveled over to many countries. For more information visit: www.festivalmondialbiere.qc.ca.

– 30 –

SOURCE : MONDIAL DE LA BIÈRE STRASBOURG

Information : Jean Claude COLIN
Co-Project Managers
Phone: 03 88 37 21 90
Cell phone: 06 30 58 22 46
mbiere-strasbourg@orange.fr

Katia BOUCHARD
Communications Director
Mondial de la Bière of Montreal
Cell phone: 1 514 912-1838
bouchard.katia@gmail.com