



Press release
For immediate release

The Mondial de la Bière presents its 30th edition from May 24 to 26, 2024

**This unmissable event combining tastings, discoveries and music will take place at
Windsor Station and in the Rio Tinto Court, in downtown Montreal**

Montreal, 18 January, 2024 – The Mondial de la Bière celebrates its 30th edition May 24-26 in the magnificent heritage setting of Windsor Station and the Rio Tinto Court, in the heart of downtown Montreal. Once again this year, the largest international beer festival in America will satisfy all fans, with nearly 80 breweries in person or represented and a wide variety of products to taste.

Since its creation in 1994, the Mondial de la Bière has been the can't miss event for discovering a huge selection of beers, chatting with friends and tasting responsibly. Whether they are neophytes, epicureans, connoisseurs or simply curious, all beer lovers will be able to take advantage of this anniversary edition to participate in different tasting activities with experts, all in a musical atmosphere free of charge.

An edition with flavors from Belgium, Brazil and here!

For its 2024 edition, the Mondial de la Bière will place particular emphasis on imports from Belgium, Brazil and three guests from France with exclusive products presented in dedicated pavilions. To date 45 breweries from outside Quebec and more than 150 imported beers.

Quebec and Canadian products will also be in the spotlight, with visitors having access to a space reserved for some of the winning products from the Canada Beer Cup. They will also have the chance to discover 30 beers specially brewed in Quebec for the 30th edition of the Mondial de la Bière and to participate in a blind tasting competition to find the grand prize winner of this vintage! This annual event also represents an opportunity for Quebec microbreweries to introduce their products to consumers.

In addition to the creations of brewers from here and elsewhere, participants will find various products on site from cider makers and distilleries, as well as foods perfect to accompany beer.

Food and beer trucks join the festivities

To mark its 30th edition, the Mondial de la Bière will offer visitors a major novelty by welcoming food and beer trucks concocting a variety of dishes! Also during the three days of the event, festival goers will also be immersed in a festive atmosphere with DJs, entertainment and musical shows on the outdoor terrace.

“We warmly invite all beer lovers to come celebrate our 30th anniversary with us to enjoy an epic tasting experience, discover unique imported products and savor the know-how of local brewers while having fun. Combining a festive atmosphere, sparkling musical performances and the incomparable charm of an iconic site, both inside and outside, the Mondial de la Bière once again remains an event accessible to everyone, regardless of their tastes and budget. So it's a rendez-vous, from May 24 to 26, to inaugurate

the summer season for beer enthusiasts, around a drink and good food! », declares Jeannine Marois, co-founder and CEO of Mondial de la Biere.

A special introductory offer for a limited time

Beer lovers are invited to take advantage of a special offer until April 30, entitling them to a \$20 discount on the purchase of a 30th edition package. Offered at \$30 + taxes (rather than the regular price of \$50 + taxes), this package includes 15 tasting coupons, a glass, a vintage t-shirt as well as the Quebec Beer Route map (October 2021) or that of Montreal (May 2023) or a tasting guide of your choice, while stocks last.

Four other packages are also available for pre-sale in the [Mondial de la Biere virtual store](#), at prices ranging from \$10 to \$30. Visitors will also be able to purchase their package or tasting coupons at the event reception, access to which remains free to enjoy the atmosphere and musical performances.

For the full program and more information:

<https://festivalmondialbiere.qc.ca/en/>

Mondial de la Biere 2024 in brief

Date: Friday, 24 to Sunday 26 May, 2024

Hours: Friday and Saturday, 11 to 11 / Sunday 11 to 9

Location: Windsor Station and Rio Tinto Courtyard
1160, Avenue des Canadiens-de-Montréal, Montréal (Québec) H3C 1B3

Metro Access: Lucien-L'Allier ou Bonaventure stations

Entry: Free

Passes: 5 packages available

Tasting Coupons: Rechargeable card with tasting coupons

1 coupon = 1 \$ +taxes / from 2 to 8 coupons for tasting for the majority of beers

Quantity: 2 or 4 ounces per tasting

Glass: The tastings will be exclusively served in a Mondial de la Biere glass, editions 1994 to 2024, to ensure responsible consumption. Mondial de la Biere glasses are available for purchase on site at a cost of \$10, \$15 or \$20 + taxes depending on choice.

Impressive statistics

After its debut in 1994, the Mondial de la Biere has welcomed more than 2.2 million visitors over 168 days of activities! No less than 2,632 breweries coming from 45 countries, 19 American states, 8 Canadian provinces and 2 territories have participated in the event, with 559 food exhibitors, cideries, meaderies, distilleries and industry retailers. A total of 10,239 beers have been tasted by festival goers as well as 1,158 ciders, wines, meads, and distilled products. Total beer sales have reached \$14,503,042.

About the Mondial de la Biere

Founded in 1994, the Mondial de la Biere is a unique and convivial tasting event considered as a gateway to the brewing industry in Quebec and elsewhere. Over the years, this event has become the most important international beer festival in North America and its reputation now extends beyond the borders

of the country. A major player in the development of the brewing industry in Quebec, the Mondial de la Biere is a privileged witness to the evolution of consumers' taste for beer.

- 30 -

Source : Mondial de la bière

Contact: Josée Massicotte
joseemassicotte@gmail.com
T 514 388-0169 / C 514 915-0511