



Press Release
For immediate release

**The Mondial de la bière de Montréal 2021 remains in virtual mode
because of the pandemic**

Montreal, January 13, 2021— In 2021, the Mondial de la bière will continue to reinvent itself by offering virtual events every month and by offering an assortment of tasting activities. Meanwhile, the team is planning the return of the annual rendez-vous in its original form for next fall, from Thursday, October 7 to Sunday 10, 2021 at Gare Windsor and Cour Rio Tinto.

Virtual events

Following the success of the virtual events organized since last spring, the Mondial de la bière team will offer a virtual event on the course of 4 days every month, including new activities such as panels.

The next virtual event will take place January 14 to 17 and will feature, among others, a fifth Vox&Hops panel hosted by Matt McGachy and his guests – Émilie Leclerc, actress and host, "La petite bière", Leonardo Calcagno, editor and reporter, "Baron Mag", Deborah Wood, brewing ingredients specialist and brewer, Jean-François Legentil, director and founder of Echo Session Ales as well as Serge Noël, beerologist.

This panel will take the form of a blind tasting. A total of four mystery beers will be tasted by Matt McGachy and his guests. The "mystery packs" are available at Peluso Rachel and Beaubien. Hurry! Supplies are limited.

<https://depanneurpeluso.com/>.

To find out the complete schedule of the Mondial de la bière virtual events, visit the Mondial de la bière de Montréal program page. To follow the event, visit our Facebook page.

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

<https://www.facebook.com/Mondialbiere>

Monthly activities

Starting in March 2021, the Mondial de la bière beer specialist Marilou Caty will present a few events, for a maximum of 10 people, to introduce you to the Quebec breweries as well as to some of the Mondial import products. These tasting events will take different forms depending on where they will be organized.

It goes without saying that all this will be done with the greatest respect for the Public Health instructions that will be in force.

On the agenda, for example:

- Gastronomic tasting of beers with cheeses, appetizers, chocolates and more
- Didactic tasting to discover a style of beer, a period, a country, etc.
- Tasting with a panel of discussion on various themes

Details of the first event and ticket sales will be available as of March 15 on the [Mondial de la bière website](#).

Please note that the purchases/packages bought for the 2020 event will be valid for the 2021 event or any other activity organized between now and October 2021.

The Mondial de la bière organizers remain up to date about the evolution of the COVID-19 situation and commit themselves to respect the governments' guidelines and the Public Health recommendations.

About the Mondial de la bière de Montréal

The Mondial de la bière was founded in Montreal in 1994 by three beer lovers including 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. In addition to its elaborate professional side, the Mbeer school of beerology and the Greg Noonan Mbeer Contest, the festival offers visitors an education about beer. Over the years, it has become the most important international beer festival in America and its reputation extends worldwide.

In addition to the Mondial de la bière de Montréal, there are now three Mondial de la bière festivals on the international scene: the **Mondial de la bière de Sao Paulo, Brazil** from June 17 to 20, 2021, the **Mondial de la bière de Rio de Janeiro, Brazil** in September 2021, and the **Mondial de la bière Europe**, to be announced.

For more information: www.festivalmondialbiere.qc.ca

Social medias : [Facebook/Mondialbiere](#) // [Instagram/mondialbiere](#) #mondialbiere

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Source : **Mondial de la bière**
Information: Josée Massicotte
joseemassicotte@gmail.com
514 388-0169