



**Press Release
For Immediate Release**

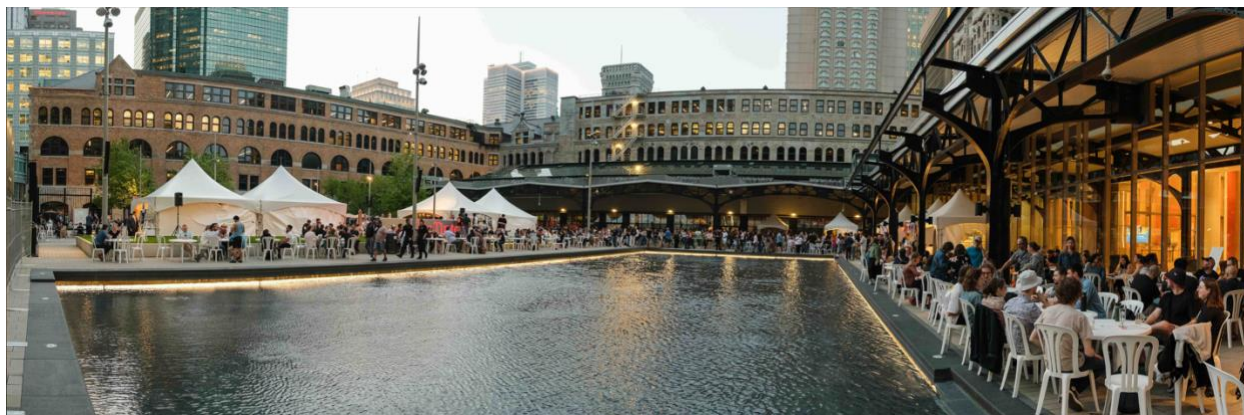
**Over 38,000 Visitors are Expected in Montreal on 20, 21 and 22 June for a
Gastronomical World Tour at the Mondial de la bière 2025!**

Montreal, June 4, 2025 – North America’s largest international beer festival, the Mondial de la bière, is celebrating its 31st edition from June 20 to 22 in Montreal. Back at the Windsor Station – Rio Tinto Courtyard, the [Mondial de la bière](#) will showcase breweries, distilleries, wineries and cideries from Canada, Italy, Belgium, and more. Following last year’s huge success where over 37,600 visitors from near and far attended, this year’s edition is equally promising. Beer, spirits, wine, fine foods, and non-alcoholic products – the Mondial de la bière is a must visit. In total, more than 80 breweries from Quebec and beyond will be represented, offering more than 400 local and imported beers for tasting. On the food side: charcuterie, pizza, Argentine grills, fries, poutine, waffles, and other sweet and savoury delights.

Since its debut in 1994, the Mondial de la bière has welcomed more than 2.2 million visitors over 171 days of activities, 2,753 breweries from Canada and around the world, 560 food exhibitors, cideries, meaderies, distilleries, and industry representatives, generating sales of over 14 million dollars. This international festival takes place over three days in a 72,000 ft² indoor and outdoor space.

The Mondial will delight beer and fine food enthusiasts alike. Breweries, a gourmet area packed with local and international treats, a family zone, and a stage for presentations, entertainment, and music await local, national, and international visitors. “We are happy and proud to welcome our local brewers and European artisans to our 2025 edition,” says Jeannine Marois, Co-Founder and President of the Mondial de la bière.

This year, the Mondial places special emphasis on imports from Italy. Seven Italian breweries will present over 30 beers, 14 of which will be available for purchase on the IP SAQ online store. This is a great innovation, as visitors will be able to buy individual bottles of some of these exceptional beers.



A Caring Mondial

- 100% of revenues are given to exhibitors.
- The Mondial glass is measured for responsible consumption.
- 2% of the revenue from glasses sold on-site is donated to the Fondation Rivières.
- The Mondial de la bière is an eco-responsible event.
- Sustainable development: <https://festivalmondialbiere.qc.ca/en/eco-responsibility>

Italian Pavilion “Ciao Italia 2025!” (New)

Italy is in the spotlight this year; visitors will delight in tasting Italian dishes and beverages in “aperitivo” style with a unique charm.

Podcast with IPA Podcasts (New)

Experts and hosts will present pairings and conduct interviews with tastings. Philippe Wouters, beer specialist and Paul-André Mailhot from IPA Podcast will share knowledge and anecdotes.

Bistro Gourmand in collaboration with Brasserie Dieu du Ciel! (New)

In collaboration with : Brasserie Dieu du Ciel!, Fromagerie Fritz Kaiser, Fromagerie Saint-Benoît-du-Lac, Fromagerie RANG 9, Vignoble La Vallée des Nuages, Vignoble Émile-Auguste. A gourmet bistro where visitors can sample 4 cheese, wine and beer pairings. Entertainment will be provided by experts / hosts to present the pairings. Guy Lévesque will be our expert!

Alcohol-Free Pavilion in collaboration with Upsidedrinks.ca (New)

Upsidedrinks.ca will present a wide range of non-alcoholic products, reaffirming its commitment to a balanced and sustainable lifestyle. The Mondial de la bière is proud to partner with Upsidedrinks.ca to offer an exceptional experience focusing on non-alcoholic beverages.

Quebec Pavilion (New)

14 Quebec breweries will be present or represented:

<https://festivalmondialbiere.qc.ca/en/bieres-et-exposants>

- Auberge Sutton Brouërie
- Bières biologiques Boldwin
- Brasserie Dunham
- Distillerie Grand Dérangement
- Farnham Ale & Lager
- L'Apothicaire - Brasserie artisanale
- Les bières philosophales Microbrasserie
- Les Sans-Taverne
- Les Trois Mousquetaires
- LOUKS Pub & bières
- Microbrasserie 5e Baron
- Microbrasserie Brouemalt
- Silo Brasserie Montréal
- Terre à boire - Ferme brassicole et distillerie

The Vins Cidres et Hydromels du Québec pavilion (New)

Come and meet these Quebec artisans and discover their products:

<https://festivalmondialbiere.qc.ca/bieres-et-exposants>

- C.E. Petch - Cidrerie et Distillerie
- Cru d'abeille
- La Cidrerie d'un hectare
- Vignoble Émile-Auguste
- Vignoble La Vallée des Nuages

Le Petit pub

Tastings and entertainment with 25 breweries: Belgian, Brazilian and French.

Gourmet Zone (New)

Two areas, indoors and outdoors, will be set up to host most of the food served during the event.

Family Area (New)

A major new addition this year: the Family Zone, both indoors and outdoors. Entertainment is planned for kids and adults alike. On Sunday, from 11.30 a.m. to 4 p.m., there'll be magic and face painting for the little ones, as well as circus entertainment by Nacho con Salsa.

Baron Mag presents the Tattoo Tour (New)

As part of its 15th anniversary celebrations, Baron Mag will be present, on all three days of the festival, its tattoo studio. On the programme: tattoos (exclusive flashes), impromptu podcasts and can design workshops.

Randolph Zone

Board games, quizzes, hosts, and hours of fun await.

Courtyard (New)

The magnificent Rio Tinto courtyard will host the **VIP SHAWBRIDGE** area and various activities around the beautiful basin.

Discover the SHAWBRIDGE VIP experience

An exclusive immersion in the heart of the Mondial de la Bière! VIPS will be under the marquee, in the privileged VIP area, right next to the magnificent Rio Tinto basin. With a VIP ticket, gourmets are guaranteed a reserved seat at a table for the whole day, on the day of their choice.

The Stage

A stage in the heart of the Rio Tinto courtyard to keep visitors dancing and laughing: Tamboréal, Motel Capri, comedy night and DJ Pat THE BRAT.

Boréale presents the Montreal Roses game on a giant screen (New)

On Sunday, June 22 at 4 p.m., Boréale will present a live outdoor broadcast of a Montréal Roses match at the Mondial de la bière. This initiative marks a new collaboration for the Mondial and celebrates our local women's teams.

Fashion show (New)

For the first time in 31 years, the Mondial de la bière will have a fashion section. Loue1robe, which has been offering thousands of evening gowns, wedding dresses, tuxedos, suits and shoes for rent since 2012, will be presenting pieces for both men and women. The models will cross the water basin in the Rio Tinto courtyard.

To find out more about our programme, please consult the timetable and the schedule.

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

MBière Greg Noonan International Professional Competition

An original annual competition, one of the cornerstones of the MBière Greg Noonan contest. All reference to style as a judging criterion is removed, and each beer is

evaluated solely on the characteristics that most enhance its quality. An international professional jury will be invited to blind-taste alcoholic and non-alcoholic beers blind, according to four criteria: Aroma, Taste on the Palate, Finish, and Overall Pleasure. A platinum medal will be awarded to the beer with the highest score in the competition, and 10 Gold medals will be awarded to the 10 beers receiving the highest scores from the judges, along with a certificate. To meet the judges : [Fiches et infos](#)
The medal ceremony will take place on 21 June 2025 at 3 p.m. on the Mondial de la bière site and will be presented by long-time collaborator Serge Noël!

The Dr Clown Foundation

A new collaboration with the Dr Clown Foundation began this year, with over 500 invitations being offered during the Bal Imaginaire. The Mondial team hopes to have a few Dr Clowns among them in 2026.

A Mondial for Everyone

A must for industry players, amateurs, and aficionados since 1994, this unique and friendly tasting festival is among the four largest in the world. A genuine gateway to the brewing industry of Quebec and beyond, it also features a robust professional component with the MBIère Greg Noonan competition, as well as an educational aspect for visitors. “More than ever, we’re happy to offer a wonderful platform to the brewing industry. At once a meeting place for a gourmet outing with friends or family, the Mondial is also a place where business gets done! Indeed, many local and international collaborations between brewers, agents, and industry professionals have started at the Mondial,” says Jeannine Marois.

MONDIAL DE LA BIÈRE 2025 AT A GLANCE

Dates:

Friday, June 20, Saturday, June 21, Sunday, June 22, 2025

Hours:

- Friday: 3 p.m. to 11 p.m.
- Saturday: 11 a.m. to 11 p.m..
- Sunday: 11 a.m. to 9 p.m.

Location:

Windsor Station and Rio Tinto Yard (indoor and outdoor)
1100, avenue des Canadiens-de-Montréal, Montreal (Quebec) H3C 1B3

Metro:

Lucien-L’Allier or Bonaventure Station

Prices, Tickets, Glasses, and Entrance Fee

Access:

- **\$20 + tax** – includes a 2025 Mondial de la bière glass and one tasting (4 oz/120 ml) of the Hors Sentiers non-alcoholic beer offered by **Boréale**.

or

- **\$10 + tax** – for those who already have their Mondial glass from 1994 to 2024, includes one tasting (4 oz/120 ml) of the Hors Sentiers non-alcoholic beer offered by **Boréale**.

Free entry for the 17 year olds and younger.

Tastings: you need a prepaid rechargeable card with virtual tasting coupons for drinks and food, 2 or 4 ounces per tasting. Additional coupon packages can be purchased in increments of \$10 plus tax (with the package purchase) and on-site. Food exhibitors accept credit cards, debit cards, or cash.

Glass: Tastings will be served exclusively in Mondial de la bière glasses from the 1994 to 2025 editions (glass or reusable cup). The glass is measured for responsible consumption.

VIP Package: \$110 + tax. The coupons on the prepaid card can be used in the VIP zone and throughout the site. The VIP ticket is valid for one day only, your choice.

- VIP Access
- 65 Coupons
- 1 glass of the 31st edition
- 1 Quebec Beer Route Map (October 2021) or Montreal (May 2023) or 1 tasting guide of your choice (while supplies last).

VIP package for groups of 6 or more. \$85 plus tax per person.

Social Media

To share this news on social media, please use:

- [@Mondial de la bière – official page \(Facebook\)](#)
- [@mondialbiere](#) (Instagram)
- [@mondialbiere](#) (TikTok)
- www.youtube.com/mondialbiere

Official Hashtag: #mondialbiere

Info and Programming:

<https://festivalmondialbiere.qc.ca>

About the Mondial de la bière

Founded in 1994, the Mondial de la bière is an exceptional tasting event, serving as a true hub for discovering the brewing industry in both Quebec and worldwide. Over the years, this gathering has become North America's largest international beer festival and one of the four largest in the world. A major player in the development of Quebec's brewing industry, the Mondial de la bière is a privileged witness to the evolution of consumers' tastes for beer. The Mondial de la bière also appears on the international scene: in Montreal ([Mondial de la bière de Montréal](#)), in France ([Mondial de la bière Europe](#)), and in Brazil in two cities <https://www.facebook.com/MondialDeLaBiereBr> and <https://www.facebook.com/mondialdelabieresp>. The Mondial de la bière is a member of Festivals et Événements Québec (FEQ), the Association des microbrasseries du Québec (AMBQ) and Tourisme Montréal.

We would like to thank the Government of Quebec and Tourisme Montréal, partners in the success of the event.

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For the accreditation form to obtain a media pass: [Media Accreditations](#)
Download the form, fill it out, and email it to rp@lamiacharlebois.com.

For visuals and/or an interview with Jeannine Marois, or if you would like the accreditation form by email:

Media Contact

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