



**Press Release
For Immediate Release**

**Mondial de la bière 2025: The 31st Edition is More Gourmet and Family-Friendly
Over 80 breweries from Canada and Europe, fine products, entertainment, and
much more from June 20 to 22 in Montreal.**

Montreal, March 19, 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.

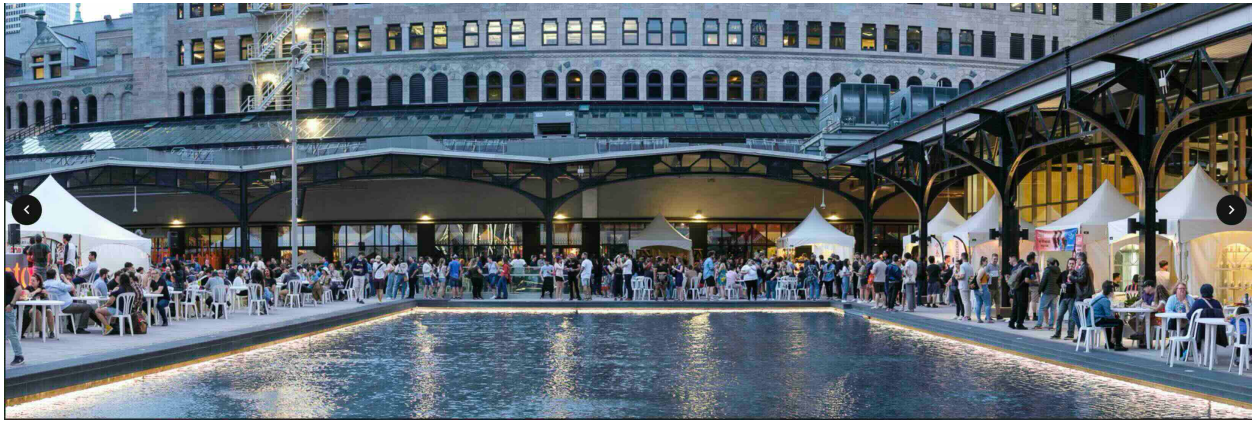
Following last year’s huge success where over 37,600 visitors from near and far attended, this year’s edition is equally promising. Beer, spirits, wine, fine foods, and non-alcoholic products – the Mondial de la bière is a must-visit. In total, more than 80 breweries from Quebec and beyond will be represented, offering more than 300 local and imported beers for tasting. On the food side: charcuterie, pizza, Argentine grills, fries, poutine, waffles, and other sweet and savory 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.

Entertainment and Podcast Zone (New)

Experts and hosts will present pairings and conduct interviews with tastings. Philippe Wouters, beer specialist; Paul-André Mailhot from IPA Podcast; Guy Lévesque and Serge Noël, brewing hosts; and other experts will share knowledge and anecdotes.

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

A gourmet bistro will allow visitors to taste 6 to 8 cheese, wine, and beer pairings. A tasting sheet will enable visitors to comment on their experience. Additionally, the terrace located in front of the Bistro Gourmand will feature activities hosted by experts and facilitators presenting the pairings.

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

Quebec breweries will be present or represented – including: Auberge Sutton Brouërie, Brouemalt, Sans Taverne, Les Trois Mousquetaires, L’Apothicaire, and Terre à boire, to name just a few.

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.

Randolph Zone

Board games, hosts, and hours of fun await.

Brunch Area (New)

Brunch will be served on Saturday and Sunday from 11 a.m. to 2 p.m., the perfect complement to the family zone to satisfy the appetites of both young and old.

Courtyard (New)

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

Petit Pub

Tastings and entertainment with 28 breweries: Belgian, Brazilian, and French.

The Stage

A stage in the heart of the Rio Tinto courtyard will get visitors dancing with live music, a DJ, entertainment, and presentations.

MBière Greg Noonan International Professional Competition

An annual original 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 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.

The awards ceremony will take place on Sunday, June 22.

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 MBière and 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

Date: 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. — Brunch from 11 a.m. to 2 p.m.
- Sunday: 11 a.m. to 9 p.m. — Brunch from 11 a.m. to 2 p.m.

Location:

Windsor Station and Rio Tinto Yard (indoor and outdoor)
1160, avenue des Canadiens-de-Montréal, Montreal (Quebec) H3C 1B3

Metro: Lucien-L'Allier or Bonaventure Station

Prices, Tickets, Glasses, and Entrance Fee

Access: Free admission for visitors 17 and under.

• **\$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**.

Tastings: A prepaid card with virtual tasting coupons for drinks and food. Food exhibitors accept credit cards, debit cards, or cash – 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.

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).

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 ([Mondial de la bière de Sao Paulo](#) and [Mondial de la bière de Rio de Janeiro](#)). The Mondial de la bière is a member of Festivals et Événements Québec (FEQ), the Association des microbrasseries du Québec (AMBQ), the Brewers Association (BA), and Tourisme Montréal.

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

-30-

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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