



PRESS RELEASE
For immediate release

The Winter Beerfest: 5 years of taste sensations in the snow!

Gatineau, Tuesday, December 1, 2015 – To mark its fifth anniversary edition, the Winter Beerfest has invited even more Ontario microbreweries to join the festivities alongside their Quebec counterparts, next January 29 and 30 at the Canadian Museum of History. Talented brewers from both provinces will be on hand to showcase the National Capital Region's finest selection of flavours and aromas. The festival's outdoor activities have proved so popular that 50 beers will be available around the bonfire—a tenfold increase over last year!

Once again this year, the Winter Brewfest will be held in the Museum of History's spectacular Grand Hall. The lively two-day event is a great opportunity to learn more about beer and food pairing in a warm and welcoming setting. True to its mission to position Gatineau as Quebec's prime "gourmet beer" destination and to celebrate the talent of master brewers from the region and beyond, the Winter Beerfest organizing committee is pleased to announce that the 2016 edition will reflect the current boom in microbrewing in the National Capital Region.

"The Canadian Museum of History would like to congratulate the Winter Beerfest on its 5th anniversary. We are very happy to count this festival among our partners. The Museum is a gathering place for major cultural events in the region and this activity is a perfect example of that. The Winter Beerfest is a huge draw in the National Capital Region, and we are very proud to be involved with it," declared Michèle Canto, Director, Marketing and Business Affairs.

"Distinction by Sodexo is pleased to partner with the Winter Brewfest for the third consecutive year," says executive chef Martin de Board. "We like to come up with something new every year, so for the 2016 edition I'll be referencing the *Vikings* exhibition at the Canadian Museum of History by creating comfort food inspired by Nordic traditions." Chef de Board and his culinary team will create gourmet appetizers to complement the various beers served during the evening.

Benjamin Bercier from Cassel Brewery Co., one of eight Ontario microbreweries featured at the festival, is fairly foaming with enthusiasm. "We're delighted to be part of the Gatineau Winter Beerfest. It's a great way to break down a few barriers. We're a proud Franco-Ontarian brewery, and it's super cool for us to have a chance to introduce our products to our Francophone neighbours. It's our first attempt to penetrate a new market that's right next door. We want to thank the Beerfest crew for this wonderful opportunity—needless to say, it's going to be one heck of a party again this year!"

For Michael O'Farrell, general manager of the Gatineau Beerfest, all signs point to a spectacular event. "I'm confident the 2016 festival will reach new heights, both musically and gastronomically. By popular demand, the band O.S.N. will be back for a second year to entertain the crowd with rock 'n' roll hits from the '80s to the present. Our *chansonnier*, the bonfire, the yurt, taffy on snow, and warm beer will also be back to encourage festivalgoers to keep the party going outdoors. And as in past years, we'll be offering lectures and seminars on pairing beer with cheese and chocolate, with an extra presentation in English each evening."

Winter Beerfest tickets are on sale until January 28 via the Beerfest website (festibiere.ca) and at the Canadian Museum of History box office. Prices start at just \$15 plus tax (price includes a souvenir beer glass). Just in time for the holidays, gift certificates for \$25, \$50 and \$100 and discounts on tokens (up to 20%) are also available.

The organizers of the Winter Beerfest would like to extend special thanks to the Canadian Museum of History, without which the event would not have the same flavour. The Beerfest is also proud to partner once again with Distinction by Sodexo, the Museum's official caterer. The Beerfest also acknowledges presenting partner Lachapelle Fiat and its preferred partners the Société de transport de l'Outaouais (STO), the Four Points by Sheraton Hotel and Conference Centre Gatineau–Ottawa, Bell Media and Winterlude.

The Honourable Mélanie Joly, Minister of Canadian Heritage, would like to highlight the Gatineau Beerfest's contribution to the 38th Winterlude: "The support of our many sponsors and partners, including the Gatineau Beerfest, allows us to delight visitors with this wonderful celebration. I invite you all to take part in the Winter Beerfest and the many other activities taking place from January 29 to February 15, 2016."

The STO is pleased to contribute to the vitality and success of the Winter Beerfest by providing free bus service to and from the festival. Riders simply have to show the bus driver their Beerfest pass or admission bracelet when boarding. This special offer is valid for the duration of the event and applies to both the regular bus network and the paratransit service.

For full event information, visit the Winter Beerfest website at festibiere.ca.

On January 29 and 30, 2016, ride the STO bus for free!

- 30 -

Social media:

Facebook: www.facebook.com/festibiere

Twitter: www.twitter.com/FestibieredeGat

Instagram: www.instagram.com/festibieredegatineau

Source:

Michael O'Farrell

General Manager

Winter Beerfest presented by Lachapelle Fiat

819-328-7139

michael@festibiere.ca

