



## News Release

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## **Vancouver Winter Brewer's Festival Takes Aim at Esther Short Park December 7<sup>th</sup> & 8<sup>th</sup>** *Northwest winter ales are highlighted as well as Vancouver breweries*

Vancouver, Washington – The Vancouver Winter Brewfest will be taking place at Esther Short Park in downtown Vancouver December 7<sup>th</sup> and 8<sup>th</sup>. This will mark the first ever winter beer festival of any kind to be held in Vancouver.

The Vancouver Winter Brewfest will be offering at least twenty northwest winter ales and be featuring two of Vancouver's very own breweries; Mount Tabor Brewing and Loowit Brewing Company. As with many winter beer festivals around the northwest, dark, infused, aged, and/or higher alcohol content beers are often the norm being poured at these events. It gives the brewers creative choice to make specific beers, and often only found at, those festivals. The Vancouver Winter Brewfest will offer similar style of beers, but on a more widely found basis. Tim Ahaus, marketing consultant for The Vancouver Winter Brewfest states, "Winter ale festivals are extremely interesting as they offer specific and creative beers only found at those festivals. However, the problem lays in trying to find that beer again once you leave. We want to provide great, locally produced winter beers that attendees can find at their local stores or pub."

The brewfest will be held outside at Esther Short Park, but be totally tented and enclosed. The festival will be held between the clock-tower and the lighted Christmas tree, creating a festive downtown environment. Energy Events is the creator and owner of The Vancouver Winter Brewfest and Brian Davis, owner of Energy Events, states "I've grown up all my life in Vancouver and love our sister city to the south, but after all the growth we've seen the past ten years, we still rely on Portland for our entertainment. During the summer we hold the Vancouver USA Marathon which is gaining in popularity, but we wanted to do something for the winter months as well. The Vancouver Winter Brewfest is our way of showing the people of Vancouver and Portland that 'hey, we've got our own brewfest and our downtown is pretty cool too' and to come down and check us out."

The Vancouver Farmer's Market will also be headlining this event and will be the charity organization of this year's Vancouver Winter Brewfest. The partnership between the two organizations makes perfect sense as winter is a slow time for the farmer's market which has been growing each year in popularity and vendor participation. Not only will the market be the recipient of the donations (\$1 dollar for every attendee will go back to the Vancouver Farmer's Market), but they will have some of their summer time vendors down there as well providing food, snacks, and arts and crafts.



The Vancouver Winter Brewfest will be open December 7<sup>th</sup> from 3pm to 10pm and December 8<sup>th</sup> from 12pm to 10pm. As of now, breweries committed are Widmer Brothers, Loowit Brewing Company, Mt Tabor Brewing, Burnside Brewing, Ninkasi, 10 Barrel, Lompoc, and Red Hook. Cost will vary, but a mug must be purchased in order to enjoy any of the beers. Pre-sale purchase can be found on the website at [www.vancouverwinterbrewfest.com](http://www.vancouverwinterbrewfest.com) and will save up to \$9 dollars off retail price. Over 100 Volunteers are also needed for the festival and sign ups are offered at the website as well. This first year festival expects to bring in 3,000 attendees over the course of the two days.

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The Vancouver Winter Brewfest is owned and operated by Energy Events based in Vancouver, WA. The festival will take place December 7<sup>th</sup> and 8<sup>th</sup> at Esther Short Park in downtown Vancouver. The Vancouver Winter Brewfest is being developed in close collaboration with brewers, distributors, the Vancouver Farmer's Market, the City of Vancouver, and other sponsors.