



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

TORONTO WINTER BREWFEST FORECASTS ANOTHER SELL OUT IN 2017

With a bigger venue, new tech & craft beer knowledge galore, organizers encourage early ticket purchase

December 21, 2016 [Toronto, ON] – On March 24-25, 2017, the 2nd Annual Toronto Winter Brewfest (brewfest.ca) will take place inside the warm and historic Enercare Centre's Heritage Court at Exhibition Place. Beer lovers are invited to come discover and sample from over 150 craft beers from Ontario and Quebec while snacking on delicious food from Toronto's food truck finest.

"Last year, Toronto blew us away with a completely sold out event all weekend," says Michael O'Farrell, General Manager of Winter Brewfest. "Now, with our upgrades, we anticipate even greater interest and demand for tickets this year."

"BYE BYE LINES" SAYS NEW CASHLESS SYSTEM

Shorter wait times. Faster transactions. Toronto Winter Brewfest has partnered with Intellitix to embrace RFID technology and all the wonderful benefits that come with a cashless festival. Think of it as an admission ticket and digital wallet, compact and easily accessible, right on your wrist. Tap to grab a bite to eat. Tap to try a cool new craft beer. Toronto Winter Brewfest will even email you a list of all you've sampled so you won't forget your favourites.

ALL SAMPLES \$3 & UNDER

With Toronto Winter Brewfest going cashless, sampling will be easier for all. Token are out. Brew Bucks are in! More than 70% of all 4-ounce beer samples will be available for 2 Brew Bucks each (\$2). Any beers with 6.1% ABV or higher will go for 3 Brew Bucks (\$3).

"We tap the keg. You tap your wristband. It's simple," says O'Farrell.

BIGGER IS BETTER

Toronto Winter Brewfest has - more than - doubled the space for this year's festival. With over 80,000 sq ft for festivalgoers to enjoy, expect a larger variety of food options and the ability for more breweries to attend the event, serving up their own creations. Plus, with increased chill space and seating, taking a break from the hunt for the best craft beer will be a breeze.

GET CICERONE'D

Sommeliers are to wine what cicerones are to beer. Toronto Winter Brewfest is passionate about delivering a unique experience to the craft beer community, complete with cicerones (aka beer experts) on site. They'll be at the festival to answer your questions and even suggest beers you should sample based on your personal tastes and preferences. Try and stump them on their knowledge, we dare you!

BOTTOMS UP! FIRST DRINK IS ON US

In the spirit of celebrating Toronto and its awesome craft beer community, Toronto Winter Brewfest will be warmly welcoming attendees back with the first drink on them. Each admission comes with 3 Brew Bucks. That means the ability to sample absolutely any beer on site, completely free. Cheers!

Early bird tickets go on sale today at 12pm for \$20 (tax included). For more information or to purchase tickets, visit brewfest.ca. Quantities are limited. For ages 19+. Each session runs from 6pm to 1am. On-site parking available.

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Social Media

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