

Beer Festival FAQs



June 23rd, 2018 @ Cow Palace

Confirmed Vendors

Alley Kat Brewing Company	Olds College Brewery
Blindman Brewing	Prairie Brewing Co.
Burwood Distillery	Railyard Brewing
Coulee Brew Co.	Red Bison Brewery
Dark Woods Brewing	Ribstone Creek Brewery
Eau Claire Distillery	Snake Lake Brewing Company
Fallen Timber Meadery	Spirit Hills Winery
Fat Unicorn Brewery	Stoneheart Distillery
Field Stone Fruit Wines	Town Square Brewing Co.
Fitzsimmons Brewing Co.	Troubled Monk
Half Hitch Brewing Co.	Undercurrent Brewing
Legend 7 Brewing	Wild Life Distillery
Old Prairie Sentinel Distillery	Wild Rose Brewery

Festival Times

- 2:30pm – 3:45pm: Vendor Set-Up (please do not arrive late!)
- 3:45pm: Set-Up Complete & Vendor Meeting
- 4:00pm: Doors Open to the Public (please do not arrive late!)
- 8:00pm: Last Call for Token Sales; **VENDOR TEAR DOWN**
- 9:00pm: Close

Admission

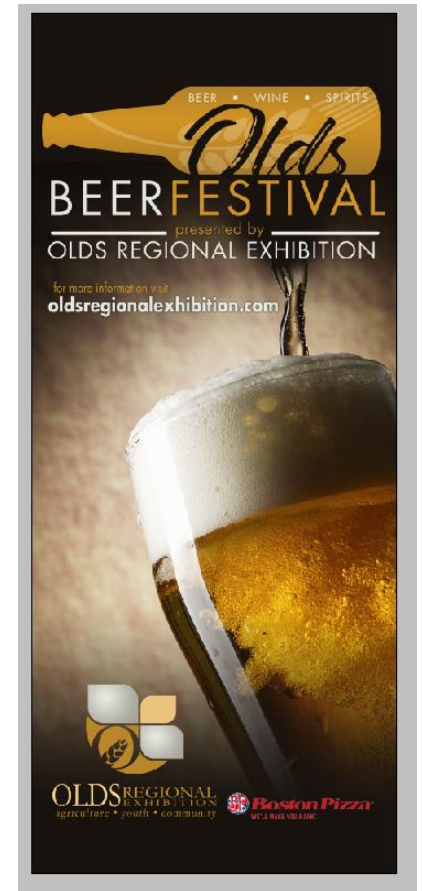
- \$10 in advance online; \$15 at the door
- More information & ticket/token purchase oldsregionalexhibition.com or oldsbeerfest.com
- Two (2) complimentary tickets for your staff to utilize as give-a-ways; staff tending the booth will not need a ticket for admission

Tokens

- Token will be sold at the door (ORE to provide POS terminal)
- \$2/token ~ typically samples are one (1) token with premium sampling being more as desired by the vendor; Token returned to ORE at completion of Festival

Beer, Wine & Spirits

- No refrigeration provided but all ice is provided complimentary
- Vendors provide all sampling product and are welcome to use either cans or kegs
- Vendors to provide their own sampling cups (additional retail product can be purchased locally)
- All vendors must provide a copy of receipts for all product; ORE will collect at 3:45pm meeting to attach to AGLC Liquor Permit



Cask Competition

- Vendors are invited to join the Cask Competition which features speciality unfiltered or unpasteurized beer
- Just Jacks sponsors the coveted “People’s Choice” Olds Beer Fest Champion Belt!

Education Corner

- Vendor engagement (brewmasters, taproom experts, owners, etc,) with guests
- SWAG provided by vendors for games, draws, etc. (ie: caps, glasses, t-shirts, key chains, etc.)

Food Service & Entertainment

- Event Co-Sponsor Boston Pizza will offer ever so delicious pizza that is a great pairing with your favorite craft beer
- Concession will be open and ready for business featuring some of the best culinary options
- Music, adult themed games & door prizes ongoing throughout the evening
- ORE Official Host Hotel ~ Pomeroy Inn & Suites can be booked with discount code “ORE”

Social Media

- Check out our Social Media Campaign ~@oldsbeerfest
 - **Increase Awareness** of Craft Industry!
 - **Engage Guests** in an authentic Craft Sampling Event!
 - **Celebrate** the Alberta Entrepreneurial Spirit!