

THE NEW ZEALAND BEER FESTIVAL 2007

Early-bird tickets sold out!

Auckland, 26 January 2007 – A year of toil, organisation and beer-fuelled meetings has resulted in early-bird tickets for the first annual New Zealand Beer Festival selling out over a month before the event. General tickets now available but also expected to sell out.

Organisers David Elmsly and Andrew Somervell are praying for a sunny day on Saturday 24th of February, when the stables and horse pavilion at Ellerslie Racecourse will be transformed into two Great Beer Halls and a beer garden.

Festival-goers will have the chance to sample over 50 of the finest beers from local micro-brewers and international heavyweights. While the focus is of course, beer, The New Zealand Beer Festival will play host to a range of gourmet food stalls, and a diverse line up of popular musicians and deejays including Luck (featuring Jordan Luck of Exponents fame), Club Nerd, North Shore Pony Club, Sam Hill, General Lee and Dean Campbell.

According to Andrew, the concept of the New Zealand Beer Festival was born while he and David enjoyed a holiday in Hahei last summer.

“We realised that coming back to work in Auckland meant we had little to look forward to until next summer. A meandering conversation - including how much we loved summer and how much we loved beer - got us so fired up that we wanted to do something about it. The idea of putting on a festival that paid homage to these two things was born.”

Andrew added that the support from breweries has been overwhelming and the Festival has had to turn away other brewers who wanted to take part.

The New Zealand beer industry is world-class and deserves an annual event in the country's largest city Auckland, to allow festival-goers an opportunity to sample the diverse range of beer on offer.

There are a limited number of press passes available for The New Zealand Beer Festival; please contact us if you are interested in coming along. Contact details are at the bottom of this release.



Further information contact Andrew Somervell

+64 21 528 466 andrew@beerfestival.co.nz www.beerfestival.co.nz/about/press

Tickets

Regular tickets \$20 + booking fee from the following outlets

In Store: 16 Liquorland stores Auckland-wide

Mobile: TXT "Beer" to 858

Online: <http://www.iticket.co.nz>

Phone: +64 9 361 1000

About the Festival

On Saturday 24th February 2007, the stables and parade ground at Ellerslie Racecourse will be transformed into two huge beer halls and a beer garden.

They will play host to a world class celebration of beer, food, music, summer and "Good Times with Great Mates." The premium, craft beer industry and over 6,000 of the public will have the opportunity to taste the finest brews from New Zealand and around the world.

Drink

Over 20 breweries and 50 beers will be represented at the festival, featuring a wide range of New Zealand Beers, with a few notable overseas visitors.

Bennett's 4 Seasons Ale, Bennett's Classic Black, Bennett's Wellington Lager, Bitburger, Black Magic, Blue Goose, Bavarian Pilsner, Buxom Blonde, Carlsberg, Croucher Pale Ale, Croucher Pilsner, Crown Lager, Epic Pale Ale, Gisborne Gold, Grolsch, HB Dunkel, HB Hefe Weizen, HB Schwarze Weizen, Haagen, Harvard Honey Ale, Hofbrauhaus Original, Holsten Premium, Kronenbourg1664, Limburg Czechmate, Limburg Hopsmacker, Limburg Witbier, Mata Artesian, Mata Manuka, Moa Blanc, Moa Ginger, Moa Noir, Monteith's Original Ale, Monteith's Golden Lager, Monteith's Black Beer, Monteith's Celtic Red Beer, Monteith's Pilsner Beer, Monteith's Radler Bier, Monteith's Summer Ale, Propeller Lager, Pure Blonde, Reserve Ale, Royal Dutch, Sapporo, Shamrock Dark, Shamrock Draught, Shamrock Lager, Shamrock Stout, Shamrock Strong Bitter, Taakawa, The Hef, Tuborg, Waipa Kiwihead, Waipa Premium Pilsner, Waipa Premium Welsh Ale, Waipa Premium Bitter.

Allan Scott wines and non-alcoholic alternatives available.

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Eat

A great range of food is available to compliment beer tasting, from traditional and eclectic New Zealand fare to European, Asian and Middle Eastern.

Calimero, East, Fatimas, Mussel Madness, NZ Wild Foods, Cock n Bull

Listen

An entertainment line-up with songs you know most of the words to, you can make the rest up.

LUCK (featuring Jordan Luck of Exponents fame), Club Nerd, North Shore Pony Club, Sam Hill, General Lee, Dean Campbell, Stu Tolan

Be There

Due to the phenomenal amount of interest surrounding this event and the high profile acts performing we suggest you book your tickets now before they sell out. Tickets are limited!

Further Information

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