

Bigger, Faster, Stronger

**The New Zealand Beer Festival Is Back
Saturday 23rd of February 2008 at Ellerslie Racecourse**

Auckland , 15th November 2007 - Last February over 6,500 people danced and sunbathed their way through a magnificent day at Ellerslie Racecourse for the first ever New Zealand Beer Festival.

Only 3 of the 20 breweries were left standing at the end of the day as the crowd almost, almost drank the festival dry!

The event celebrates New Zealand's expertise in producing fine craft beer, not to mention its perfect accompaniments – great food, entertainment and blazing sunshine.

Just 3 months away, The New Zealand Beer Festival 2008 is shaping up to be an even bigger success with 24 breweries on board offering over 70 different beers and capacity for 10,000 people.

There are plenty of tricks still to be announced, such as the unofficial launch party of the “world's best lager” and a killer entertainment lineup.

What better way to celebrate summer? Mark it on your calendar now!



Further information contact Andrew Somervell

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

Drink

Over 24 breweries and 70 beers will be represented at the festival, featuring a wide range of New Zealand beers, with a few notable overseas visitors.

New stands in 2008; Amstel, Budvar, Challenge Super Brew, Gösser Lager, Green Fern, Hallertau, Harrington's, Mac's, Mexicali Fresh, Miller, Tiger and West Coast Brewing

Returning; Aotearoa Breweries, Carlsberg, Croucher Brewing, Epic, Foster's, Grolsch, Haagen, Hofbräuhaus, Limburg, The Moa Brewing Company, Monteiths, Sunshine Brewery, Tuborg, Wigram Brewing

Allan Scott wines, the newly launched "good" water and other non-alcoholic alternatives available.

<http://www.beerfestival.co.nz/drink>

Eat

We're blessed with an amazing range of quality food to compliment beer tasting, from traditional New Zealand fare to European, Asian and Middle Eastern.

Calimero, East, Little India, Mexicali Fresh, Mussel Madness, Paella Pan

<http://www.beerfestival.co.nz/eat>

Listen

We've got an eclectic line-up of great summer sounds, from a chilled vibe during the day to energetic acts you'll know the words to later on...

Major acts to be announced soon!

Confirmed so far: North Shore Pony Club, Sam Hill and Grant Marshall.

<http://www.beerfestival.co.nz/listen>

Be There

Ellerslie's Fashions Lawn, Parade Ground and Horse Pavillion play host to this premium summer event with a tremendous festival atmosphere.

Sunscreen, sun umbrellas and blankets are welcomed, the festival will kick off at midday,

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Tickets

On sale December 1st

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!

\$25 + 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

<http://www.beerfestival.co.nz/tickets>

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