

Contact: Christine Montague, Event Director
Phone: 440-724-4345
Email: christine@clevelandbeerweek.org



FOR IMMEDIATE RELEASE

CLEVELAND BEER WEEK is Set for October 14-22

The third annual **Cleveland Beer Week**, a nine-day celebration of craft brews, will take place from October 14-22, 2011, and will feature hundreds of craft beer tastings, dinners, demonstrations, leisure activities, educational programs, and specials at bars, restaurants, and grocers throughout Cuyahoga County and beyond.

Established in 2009 as the first event of its kind in northeast Ohio, **Cleveland Beer Week** is a not-for-profit, collaborative celebration that raises awareness of the craft and import beer industry—particularly the rich tradition of brewing in Ohio—and promotes patronage at local establishments.

All **Cleveland Beer Week** events, including detailed descriptions and ticket information, are posted on the organization's website, www.clevelandbeerweek.org. Visitors to the website may search events by date, venue, brewery, or neighborhood, and select events of interest to create their own personal itinerary. Of particular note are the following flagship events:

- CLEVELAND BEER WEEK open with "**Grains vs. Grapes: The Ultimate Match-up**," an official keg tapping and four-course dinner, on Friday, October 14 from 7-10 p.m. at Crowne Plaza in downtown Cleveland (777 St. Clair Avenue, Cleveland 44113). The evening will be hosted by special guests Garrett Oliver of Brooklyn Brewery and Marianne Franz of the American Wine School. Oliver and Frantz will discuss a selection of wines and craft beers that they have paired with a multi-course menu created by the Michael Symon Restaurant Group. Jimmy Malone of Cleveland radio's WMJI will serve as master of ceremonies and all proceeds will benefit the Malone Scholarship Fund. Advance tickets are required and are \$75/person.
- New in 2011, "**Magic Hat 1st Annual Liquid Hunt**" will set foot from Winking Lizard Lakewood on Saturday, October 15 at 4 pm where patrons will receive liquid passports and start the "liquid hunt" with #9, and then proceed on foot to Deagan's for Howl, Jammy Buggars for Circus Boy, Riverwood for Encore, and Market in Rocky River for Ravell and an after party with complimentary food and Magic Hat Brewmaster Justin McCarthy. Complete your "liquid passport" and be entered into a drawing for a chance to win a trip to Magic Hat Brewing Company in Vermont or one of many other great prizes (winner must be present). A portion of proceeds benefit Malone Scholarship Fund. Tickets are \$15/person and include liquid passport, t-shirt, pint glass, beer samples at all 5 locations, admission to Market's after party at 7 pm, and transportation back to Winking Lizard Lakewood.

--more--



CLEVELAND BEER WEEK Set for October 14-22
Page 2 of 3

- Back for the second year, our "**Craft Beer Lovers Bus Tour**" will cruise renowned northeast Ohio breweries on Sunday, October 16 from 11-7 pm. Join the big dogs of craft brewing in Ohio for a tour of what's brewing! At 11 am, meet at Thirsty Dog in Akron (529 Grant Street, Akron 44311) for a tour and beer. Then, depart at 11:45 with John Najeway and Mike Reynolds from Thirsty Dog, along with brewer Jack Kephart of The Brew Kettle, for a ride to Cleveland. Next stop, Great Lakes Brewing Company, Ohio's first craft brewery now celebrating more than 20 years, for a brewery tour and tasting with brewer Luke Purcell. Then a walk across the street to Ohio City's newest brewpub, Market Garden, where long-time Ohio Native and brewer Andy Tveekrem will host a tour and tasting. Then off to The Brew Kettle for lunch and a tour of The Brew Kettle Production Works with Jack Kephart. From there, we will head back to Thirsty Dog for a special end-of-day beer. All proceeds benefit the Malone Scholarship Fund. Advance tickets are required and are \$45/person including lunch, samplings at all breweries, and a souvenir pint glass.
- New in 2011, "**Culture Yourself: A Premier Beer and Cheese Pairing**" will take place from 6:30-8:30 p.m. on Thursday, October 20 at Market Garden Brewery (1947 W. 25th Street, Cleveland 44113). A night of obsessive beer and cheese pairings, featuring brews from 12 top breweries and over 30 artisanal, locally produced cheeses. Meet the brewers and cheesemakers themselves and discover your favorite beer and cheese pairings. Sponsored by Market Garden Brewery, Heinen's, Bells Brewery and Culture Magazine.
- On Friday, October 21, Heidelberg Distributing will host "**Ales on Rails**" from 6:30-9:30 p.m. on the Cuyahoga Valley Scenic Railroad. Departing from the Rockside Station (7900 Old Rockside Road, Independence 44131), this delightful ride includes a boxed supper and brews from some of the country's best craft breweries. Advance tickets are required and prices range from \$45-80 based on train car selection. All proceeds benefit the Malone Scholarship Fund.
- CLEVELAND BEER WEEK will conclude with "**BREWzilla: a monster of a beer tasting,**" on Saturday, October 22 from 6-10 p.m. at the Galleria at Erieview in downtown Cleveland (1301 East Ninth Street, Cleveland OH). BREWzilla will feature more than 70 breweries, a special "Ohio Brewery" area with various beers from local breweries, and appetizers that pair well with craft brews. Brewer's Circle tickets are \$65 in advance and include expedited VIP entrance, tastes of rare/exclusive brews and Heinen's food pairings in the "Brewer's Circle Lounge" open all evening, a signed copy of the newly released "Ohio Breweries" by local author Rick Armon, a commemorative CLEVELAND BEER WEEK t-shirt, 25 tasting tickets, 3 oz. tasting glass, and access to all general admission perks. General Admission tickets are \$40 in advance and include 25 tasting tickets, a 3 oz. tasting glass, and complimentary appetizers courtesy of Winking Lizard. All proceeds benefit Malone Scholarship Fund.



CLEVELAND BEER WEEK Set for October 14-22
Page 3 of 3

Cleveland Beer Week is sponsored by Winking Lizard, Premium Beverage Supply, Great Lakes Brewing Company, Samuel Adams, Market Garden Brewery, Heidelberg Distributing, Goose Island, Buckeye Brewing, Heinens, Scene, Thunder::Tech, Cavalier Distributing, Giant Eagle, the330.com, and Superior Beverage Group. Additional support is provided by Akron Beacon Journal, Hopunion, Thirsty Dog Brewing Company, The Brew Kettle, Rockin Cleveland Party Bus and ACE Taxi.

For additional information or tickets to events, visit www.clevelandbeerweek.org or call 216-409-0547.

###

Images

- Image1: Cleveland Beer Week Logo
- Images of 2010 Brewzilla and other events are available upon request
- So that all participating breweries are equally represented, Cleveland Beer Week suggests use of nonspecific beer images to accompany articles in print, such as Istock's 000006741994, 000008323540, or 000001813271.
- To schedule photo shoots at breweries, please contact Christine Montague, Event Director.

Contact Information for Media:

For questions or to schedule interviews, please contact Christine Montague, Event Director, at 440-724-4345 or christine@clevelandbeerweek.org.