



THE 13TH ANNUAL OKANAGAN FEST-OF-ALE!

www.fest-of-ale.bc.ca

For Immediate Release

PENTICTON, B.C. – Just over 7,000 participants attended the 13th Annual Okanagan Fest-of-Ale which was held this past weekend at the Penticton Trade & Convention Centre on Friday April 4th and Saturday April 5th, 2008.

Beer aficionados came from throughout the Pacific Northwest by the busload. Despite the popular product line-ups, the road construction and lack of parking, they were here to enjoy one of the most exciting events that promote the best variety of micro-brewed products, local food samples, and live entertainment.

The 2008 event "People's Choice Awards" resulted as follows: "**BEST BOOTH**" went to the **Kettle Valley Station Pub**. The "**BEST BAND**" award was presented to **One 2 Many**. The "**BEST FOOD**" choice went to **Piggy's BarBQ** for their pulled pork sandwiches. "A great time was had by all – great food, great entertainment and great beers!" says Wayne Schmuck, Marketing Director

The "**BEST BEER**" award went to **Imperial Oatmeal Stout** from **Boundary Bay Brewery** from Bellingham, Washington (A black, very rich and full-bodied stout with a silky smoothness that gives way to a long "roasty" finish. A heavy weight monster of a beer - not for the timid.); while "**BEST BEVERAGE**" was awarded to **Mike's Hard Lemonade – Mike's Hard Pomegranate Lemonade** (it has the juicy up front taste of ripe pomegranate with a clean lemonade finish. The result is a flavorful and refreshing blend perfect for any social occasion.).

For the fifth year, the Okanagan Fest-of-Ale awarded "**INDUSTRY CHOICE AWARDS**" – a group of three industry judges circulated through the Festival over the two days and sampled over 70 different brews to officially come up with the "**Industry Choice - MACRO**" winner – newcomer to the OFOA **Brooklyn Brewery – Brooklyn Lager** (Lager beer in the "Vienna" style was one of the local favorites and displays a firm malt center supported by a fine bitterness and floral hop aroma. Caramel malts show in the finish. The aromatic qualities of the beer are enhanced by "dry-hopping", the centuries-old practice of steeping the beer with fresh hops as it undergoes a long, cold natural. The result is a wonderfully flavorful beer, smooth, refreshing and very versatile with food.) and the "**Industry Choice – MICRO**" winner – **Crannóg Ales – Beyond the Pale Ale** (certified organic) (A robust and flavourful bitter, with the aromas of BC Goldings hops and a firm, malty body with an exceptionally clean finish. Not for the faint of heart, and an excellent quenching ale for hard work or curry!).

NEW THIS YEAR – certificates for Industry Choice specific brewer products included: BEST LAGER/PILSNER/WEISS BEER: **Alpine Brewing's Munich Marzen**; BEST ALE: **Shuswap Lake Brewing's Sam McGuire's Pale Ale**; BEST STOUT: **Old Yale Brewing's Sasquatch Stout**; and BEST DARK BEER: **Cannery Brewery's Blackberry Porter**.

The event was an overall success. It is important to the non-profit society that we achieve our five goals, which are: to promote overnight visits to Penticton during the shoulder season; to ensure all microbrewers are able to promote their products at an affordable event; to ensure the event does not compete with our local restaurants, pubs and night clubs during peak hours; to run a responsible consumer tasting event in partnership with BC Liquor Stores Safe Ride Home Program; and most importantly to support a number of local registered charities.

This has again been a record year and we could not do it without the brewers; the restaurants; our local partnerships; our dedicated volunteers and the support of our major sponsors: Air Liquide, OK Reservations, BC Liquor Stores, Lake City Casinos, The Day's Inn, Sandman Hotels, and the Penticton Lakeside Resort - we are already looking towards the 14th Annual Okanagan Fest-of-Ale which will take place April 3rd and 4th, 2009.

For more information on what brewers, food booths and entertainers attended the 13th Annual Okanagan Fest-of-Ale – visit the official web site at www.fest-of-ale.bc.ca.

Mark your calendars NOW for the 2009 event - April 3rd and 4th at the Penticton Trade & Convention Centre and when advance tickets go on sale as of March 1st, 2009 – **be sure to purchase them in advance to avoid disappointment.**

- 30 -

MEDIA - For more information please call:
Wayne Schmuck
Okanagan Fest-of-Ale Society – Marketing Chair
(250) 493-3200

Barb Sheppard
OFOA, Event Coordinator
(250) 492-4355