

Canadian Geographic asks: Is Beau's Oktoberfest "the best little Oktoberfest in Canada?"

Canadian Geographic Travel magazine gives nod to local brewery's Oktoberfest event with Top 10 in Canada recognition

VANKLEEK HILL – (Aug. 19, 2015) The Vankleek Hill Oktoberfest, presented annually in Eastern Ontario by Beau's Brewery, has been selected as one of Canada's 10 Best Oktoberfests, in an article in the Fall issue of Canadian Geographic Travel magazine. The latest accolade for the popular two-day Bavarian culture celebration and signature fundraising event rolls in just as the Beau's team is gearing up to host the 7th annual edition of the festival.

Tickets are on sale now for Vankleek Hill Oktoberfest 2015, which takes place Friday October 2 and Saturday October 3, at the fairgrounds in Vankleek Hill, Ontario. "Could this be the best little Oktoberfest in Canada? Many would argue that in its seven years, the two-day gathering in Vankleek Hill, a small rural town halfway between Ottawa and Montreal, has become exactly that," states the recently released rundown of Canada's best in Canadian Geographic Travel.

Beau's Vankleek Hill Oktoberfest won the Editor's Circle Award for Outstanding Commitment to Beer at the Golden Taps Awards in Toronto in 2014, and in 2011 it was a Finalist for Best Ontario Culinary Tourism Experience. Last year's event hosted more than 19,000 festival-goers over the two days, and raised \$106,000 for local community groups and a number of charities.

"When we decided to start celebrating Oktoberfest, we made a conscious decision to focus on Bavarian culture, high-quality entertainment and wonderful beer; I'm very excited that Canadian Geographic has taken notice of what we are doing here in our little village," says Beau's Brewery co-founder Steve Beauchesne.

Tickets for Beau's VKH Oktoberfest 2015 can be purchased online at www.beausoktoberfest.ca – round-trip bus packages are available from Montréal, Ottawa and Cornwall. The website also includes the Beer and Musical Line Up and Schedule, Activities, Signature Charities, and details on how to "volunbeer" (and get in for free!).

2014 Vankleek Hill Oktoberfest - By the Numbers

- Funds raised: \$106,000
- 2014 attendance: 19,288
- Kegs of beer onsite: 710
- Portions of food prepared: 45,000
- Beers entered in Homebrew Competition: 407
- Number of festival volunteers: 510
- Total artists/performers: 109
- Keg-toss event participants: 300
- Dollars spent on local suppliers and services to stage the festival: \$350,000
- Number of dishes washed to reduce waste: 40,000
- Sunday Brewers' Brunches served: 199

Beau's All Natural is a local, family-run, award-winning, certified organic, and totally DIY craft brewery. Founded in 2006, Beau's brews interesting, tasty beers, including its flagship Lug Tread Lagered Ale, using best-quality certified organic ingredients & local spring water. In addition to Lug Tread, Beau's offers a growing collection of year-round beers as well as the "Wild Oats" and "Farm Table" Series. Beau's has been a recipient of 80 awards for brewing, packaging design and business practices, including 2 Gold medals at Mondial de la Bière (Strasbourg, France, and Montréal, Québec); 6 Gold medals at the Canadian Brewing Awards, 7-times "Best Craft Brewery in Ontario" (2007-2013) and 6-times "Best Craft Beer in Ontario" (2007-2011; 2014) at the Golden Tap Awards. As a Certified B-Corporation, Beau's meets higher standards of social and environmental performance, transparency, and accountability. Beau's beer is available in Ontario, Québec, and New York State. Oh yeah!

Website: www.beaus.ca

Twitter & Instagram: @beausallnatural

Facebook www.facebook.com/beausbrewery

- 30 -

Beau's Vankleek Hill Oktoberfest 2014 Photo Catalog (Credit Desdemona Burgin)

<http://desdemonaburgin.smugmug.com/Events/BeausOkt2014/n-QcK8r/> (PASS = 2014oktbeaus)

Beau's Oktoberfest 2014 Highlights Video

<https://vimeo.com/133096699>

For more information, please contact:

Steve Beauchesne, Beau's All Natural Brewing Co.

10 Terry Fox Drive, Vankleek Hill, ON K0B 1R0

Toll-free at 866-585-BEER, (613) 678-2799 regular business hours, (613) 676-2337 for deadlines/ beer-emergencies

<http://www.beaus.ca>