

FOR IMMEDIATE RELEASE
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Vail Big Beers Festival Sets 15th Anniversary Records

Vail, CO – The Big Beers, Belgians & Barleywines Festival celebrated its Fifteenth Anniversary at the Vail Cascade Resort by setting attendance and participation records at an all-time high. Sixteen hundred participants and attendees flocked to Vail to experience one of the most highly regarded craft beer weekends in the nation from January 8 - 10. Tickets sold out online at www.bigbeersfestival.com the week prior to the event, so tasting and seminar tickets were difficult to come by at the last minute.

The first of three Brewmasters' Dinners offered over the weekend, coined the "Calibration Dinner" and hosted by Sam Calagione of Dogfish Head Craft Brewery and Adam Avery of Avery Brewing Co., also set a new record for 2015 ticket sales, with all tickets claimed in ten seconds on September 3. The Traditional Brewmasters' Dinner, showcasing 2015 Featured Brewmasters Ron Kloth of Papago Brewing Co. and Jef Versele of Brouwerij Van Steenberge, and the Village Brewmasters' Dinner hosted by Jennifer Glanville of Boston Beer Co. and Dave Cole of Epic Brewing Co., also sold out very quickly - within two hours of the starting gun.

Events throughout the weekend saw increased participation as well, with the Welcome Reception and The Yoga of Brewing showing the most dramatic increases. "There were nearly 40 participants in the Saturday morning yoga class led by Stephanie Long from the Altitude Brewery and Chophouse", said Laura Lodge, event coordinator. "Perhaps pairing yoga with craft beer is the ticket to inspiration. Outside of Big Beers, I have been surprised to hear about the number of creative programs at breweries that include yoga, whether as part of a formal company wellness program or to interact with the community."

One of the most discussed educational seminars from the outstanding 2015 lineup was the Experimental Brewing Seminar, held at 9:30am on Saturday morning. This year the topic was "Stouts Beyond Tradition", featuring John Mallet of Bell's Brewery, Cory King of Perennial Artisan Ales, Brian Dunn of Great Divide Brewing Co., and Jeremy Gobien of Copper Kettle Brewing Co. In addition to the

noteworthy content from the panelists, attendees were awakened with eleven samples of stout from the four breweries, many containing a healthy dose of coffee. Beer for breakfast, indeed.

The largest event of Big Beers weekend is the Commercial Tasting, setting maximum capacity numbers for both overall attendance and participation. One hundred twenty breweries and importers attended to showcase beers from over one hundred forty different breweries. Nations from all over the world were represented throughout the room, as big (over 7% abv), Belgian in style, and experimental brews were enjoyed by all sixteen hundred brewers, volunteers, and attendees.

The Big Beers, Belgians & Barleywines Festival established a partnership in 2001 with the Vail Valley Charitable fund, a local organization created to assist those in need due to medical crisis, and is pleased to support their Vail Valley community annually (www.vvcf.org). The Big Beers Festival will return to the Vail Cascade Resort in 2016 for another weekend of craft beer from January 7 – 9. Save the date and look for ticket sales to begin on Wednesday, September 2, 2015.

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The Big Beers, Belgians & Barleywines Festival is an internationally recognized gathering place for celebrity craft brewers, craft beer industry veterans, and craft beer aficionados in the world class resort of Vail, Colorado. Designed to educate all types of attendees, thirteen seminars and workshops are held over the three day weekend in addition to three Brewmasters' Dinners, the Welcome Reception, the "Belgians, Barleywines & Strong Ales Homebrew Competition" judging, and the legendary Commercial Tasting of over 300 beers. Benefitting the Vail Valley Charitable Fund, the event celebrated its Fifteenth Anniversary in January 2015. For more information, see www.BigBeersFestival.com.

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About Vail: There's no place like Vail for year-round recreation, outdoor pursuits and cultural activities in the heart of the Rockies. Located just two hours west of Denver, Vail's fresh air, rugged beauty and charming pedestrian village await guests. Discover a quaint mountain town where outdoor activities abound and the performing arts flourish. Matching the incredible winter mountain experience, Vail from May through October is characterized by a rich culinary scene, family activities, a world-class events schedule and everything in between. This summer guests can experience events like the new Vail Summer Bluegrass Series, GoPro Mountain Games, Vail Jazz Festival, the Vail International Festival of Dance, BRAVO! Vail, USA Pro Challenge, Gourmet on Gore culinary festival and much more. Vail offers a diverse range of lodging options from luxury brands to boutique hotels, condominiums and vacation rentals. For more information on a Vail vacation, please visit www.vail.com.