



Great Canadian Beer Festival, 1237 Rockcrest Place, Victoria, BC V9A 4W5
Phone: 250.383.2332
Fax: 250.595.7729
E-mail: gcbf.office@gmail.com
Website: www.gcbf.com

Media Contact: Gerry Hieter, ph. 250-383-2332, e-mail gheiter@shaw.ca

Updated August 28, 2011

BACKGROUND

Profile of the Great Canadian Beer Festival

This craft beer tasting event is held each year in September on the weekend after Labour Day, at Royal Athletic Park near downtown Victoria, British Columbia, Canada.

- The Great Canadian Beer Festival is a non-profit society created for the purpose of introducing consumers to new brews and to raising awareness of craft brewing in the local community and beyond. In its 19th year, the GCBF is the longest running, largest craft-only festival in Canada.
- Attendees purchase tickets in advance. On line ticket sales began in 2010, and again in 2011 the festival was sold out by mid-August. Tickets are \$33.60 for Friday 3-8 pm and \$39.20 for Saturday 12-6 pm.
- Tokens are purchased for each tasting. Tokens cost \$1.25 each. 4-oz tastings are one or two tokens.
- 58 breweries total, including 31 from BC, 5 from other parts of Canada and 22 from the US: 195 different beers. (Over 20,000 litres of beer)
- Local restaurants have booths selling their wares. The food vendors this year are: Ali Baba Pizza, Smoken Bones Cookshack, Caribbean Village, La Fiesta Mexican and the Edelweiss Club.
- Music and performers keep attendees entertained while they sip. Performers this year include bands, magicians, statues and jugglers.
- The Campaign for Real Ale (CAMRA) has a booth for more information about brewing, craft beers, or home brewing techniques.
- The first Great Canadian Beer Festival was held in 1993 in the Victoria Conference Centre. The festival continued to grow, and it moved to Royal Athletic Park in 2003, where over 8,000 people attend over the two-day event.
- The Festival is managed by a non-profit society, chaired by Gerry Hieter, an experienced member of the beer industry. Proceeds are donated to charity. This year's beneficiaries are CFA Santa's Anonymous and bursaries for Camosun College hospitality students.
- The festival counts on over 550 volunteers to pour beer, sell tickets, haul kegs, and many other jobs.
- Thanks go to GCBF Sponsors, including CFA 1070, 107.3 KOOL FM, Liquor Plus, and Ali Baba Pizza. The festival also gratefully acknowledges the work of the US Consulate to assist with importing the US beer.