

First-Ever International Beer Festival on Long Island

By starfish junction productions

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More than 50 international breweries will be represented at first-ever international beer festival on Long Island

CONTACT: 631-940-7290

LyndaC@StarfishJunction.com

First-Ever International Beer Festival To Be Held on Long Island

UNIONDALE, NY. October 15, 2008 — The biggest names in international brewing will gather at the Nassau Veterans Memorial Coliseum in Uniondale, NY on November 22, 2008 for the first-ever international beer festival on Long Island. This international beer tasting extravaganza will showcase more than 50 breweries from across the globe, each providing samples of their country's proudest brewing achievement. Shoulder to shoulder with some of America's best breweries will be amazing beer from Japan, Germany, Czech Republic, France, Belgium, Italy, Ireland, Mexico, Thailand, Poland, New Zealand, China, and others.

"The U.S. beer industry may be undergoing uncertain times, but the American consumer's love affair with imported beer continues," said Jack Robertiello, in his March 2008 article for Beverage Dynamics. According to the Beverage Dynamics report, "the news in the imported category is generally good; total imported beer volume grew a healthy 3.6% last year," the equivalent of 14 million cases. This 3.6% increase for 2007, follows the much more impressive growth rate of 12% shown in 2006.

As the U.S. beer industry continues to battle for highly coveted market share with the wines and spirits category, the range of styles and flavors offered by the imports are attracting new fans and enthusiasts. "We want to help introduce Long Islanders to some great imports. Beer lovers here on Long Island are educated about beer and have sophisticated tastes. I think they are ready to do some global exploring," said event producer Andy Calimano of Starfish Junction.

The International Great Beer Expo (www.GreatBeerExpo.com) will have two sessions: 12-4pm and 5:30-9:30 pm. A limited number of tickets will be sold. Once the event sells out, no additional tickets will be available for purchase. Tickets are \$45 each and can be purchased at the event website www.GreatBeerExpo.com or at the Nassau Veterans Memorial Coliseum box office. Tickets include admission to the expo, participation in special programming, a souvenir tasting glass, and the freedom to enjoy a 2 oz. sample of any of the beers present at the expo. Designated driver tickets are also available for \$10 each. No one, including designated drivers, under 21 will be admitted and photo ID is required for entry.

The event is sponsored by WBAB 102.3 FM. This event will raise funds for The Cystic Fibrosis Foundation and the Terry Farrell Firefighters Fund. The event is produced by Starfish Junction, winner of two prestigious awards honoring events produced for the beer industry: The 2008 Philly Craft Beer Fest (www.PhillyCraftBeerFest.com) was named one of the "Top 10 Beer Festivals in America" by Forbes Traveler and The 2007 North Fork Craft Beer, BBQ & Wine Festival (www.NorthForkCraftBeerFestival.com) was awarded the North Fork "Event of the Year" honor from Dan's Papers.

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Category	Beer
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Email	Click to contact author
Phone	631-940-7290
Fax	631-940-7289
Address	226 north fehr way bayshore ny 11706
State/Province	New York
Zip	11706
Country	United States
Link	http://prlog.org/10129249



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