



For Immediate Release

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Visiting Brewmasters Line-up Takes Shape for Labor Day Weekend Craft Beer Festival at Moody Gardens

--More than 20 brewmasters and educators to converge on the island--

GALVESTON, TX (August 8, 2011)... Labor Day Weekend in Galveston is known for fun in the sun. But on September 2-5 at Moody Gardens, the foam and fun heads indoors as brewmasters from across the nation hit the island for the **BrewMasters Craft Beer Festival, presented by Spec's Wines, Spirits and Finer Foods!**

To beer-lovers delight, Spec's will bring in upwards of 20 brewmasters to quench the literal and educational thirst of consumers interested in learning more about the myriad of craft beers. The industry is buzzing about craft beers and their continued growth. According to the Brewers Association, the craft brewing industry in 2010 was up 11% by volume and 12% by dollars compared to growth in 2009 of 7.2% by volume and 10.3% by dollars.

Visiting brewmasters, beer educators and proprietors are confirmed from Boulevard Brewing Company, Bear Republic Brewing, and Samuel Adams Brewing. The Texas contingent includes Saint Arnold Brewing, (512) Brewing, No Label Brewing, Southern Star Brewing, Real Ale Brewing, Ranger Creek Brewing, Circle K Brewing, Shiner, Austin Beerworks, and Karbach Brewing. Additional brewmasters are being confirmed daily leading up to the state's largest craft beer festival where more than 400 craft and specialty beers will be represented.

The four-day celebration will showcase three signature events: the **BrewTopia Beer Garden**, the **Brew HaHa Grand Tastings**, and **BrewLicious in the Ballroom**. Interactive activities include the BrewMasters 5K Rock & Run, a new kids zone, live music, beer and food pairing seminars and dinners featuring renowned chefs, educational events, and award-winning brewmasters.

Festivities begin Friday, September 2 with the 4 p.m. opening of the **BrewTopia Beer Garden**. The family-friendly area under the sun includes a new Crazy Kids Fun Zone, live music, food and of course beer! Vendors and food offerings will help transform Moody Gardens' Oleander Bowl into a genuine old-country beer garden. Entry to the BrewTopia Beer Garden is free, although the donation of canned goods or spare change is encouraged with contributions going to benefit the Galveston County Food Bank. BrewTopia will be open from 4 p.m. to 10 p.m. Friday, September 2 and noon to 10 p.m. Saturday and Sunday, September 3 and 4.

Also on tap Friday, September 2 is **BrewLicious in the Ballroom**. Located at the Moody Gardens Hotel's Francis Anne Moody Ballroom, this spectacular evening for suds sippers is for the serious beer and culinary enthusiast. BrewLicious in the Ballroom will feature renowned chefs showcasing unique food and beer pairing samples. BrewLicious in the Ballroom will run from 6 p.m. to 10 p.m. and tickets to the event are \$75, with a VIP Premium Room upgrade ticket for \$100.

Saturday morning, September 3, starts with a Party on the Pavement at The BrewMasters 5K Rock & Run, sponsored by Coca-Cola and held at Moody Gardens, One Hope Boulevard, Galveston, 77554. The race will be a timed fun run, followed by a 5K walk. Folks can also register onsite beginning at 6 a.m., with live entertainment starting at 6:45 a.m., followed by the run/walk at 7 a.m. A post-event awards ceremony takes place at 8:45 a.m. and includes complimentary “fitness friendly” beer. Participants may register online at www.signmeupsports.com/77924 or download a race brochure at www.brewmastersbeerfestival.com. Entry fees paid by August 27 are \$20; fees paid August 28 thru race day are \$25. The BrewMasters 5K Rock & Run benefits Galveston County Food Bank Gleanings From the Harvest, a non-profit whose mission is to find and distribute surplus food to organizations that serve the hungry.

Saturday and Sunday afternoons, September 3 and 4, sample some of the best of brews at the **Brew HaHa Grand Tasting** held in the Moody Gardens Expo Arena, featuring over 400 craft and specialty brews and more than 30 wines. Admission to Brew HaHa is \$35 in advance, \$40 at the door, \$75 for a VIP ticket, or guests can purchase a VIP or general admission two-day Hopper Pass. The Brew HaHa Grand Tasting will run from 3 p.m. to 6:30 p.m. and includes access to multiple beer seminars and Spec’s University, a fun and educational experience for all who take pride in their beer.

Foodies, take note! Saturday and Sunday activities include a Burgers, Brats and Brew buffet luncheon, a casual dining experience open to families interested in the thrill of the grill, and Moody Gardens Hotel will host a South of the Border Beer Brunch on Sunday. Also enjoy numerous beer seminars and dinners on tap all weekend, plus a Friday night pub crawl along The Strand, with more events to be held throughout the weekend to be announced.

Your spare change can make a change. Change collection stations will be available throughout the festival to help boost donations to the Galveston County Food Bank. Canned goods will also be accepted.

Moody Gardens Hotel is offering a special BrewMasters package for the festival weekend. To book a hotel package, visit www.moodygardenshotel.com or call 888-388-8484. For additional hotel reservation options, visit www.galveston.com.

The Brewmasters Craft Beer Festival is presented by Spec’s Wine, Spirits and Finer Foods. Additional sponsors include Moody Gardens Hotel, Spa and Convention Center, Alex Rodriguez Mercedes- Benz |Sprinter , Galveston Island Convention and Visitors Bureau, AT&T, CultureMap, Cumulus Radio (ESPN 97.5, KRBE 104.1 and KHJK 103.7), *Draft Magazine*, and Coca-Cola.

For more information on the BrewMasters Craft Beer Festival, visit www.brewmastersbeerfestival.com or call 713-557-5732. Become a fan on Facebook to receive important updates on BrewMasters Craft Beer Festival events and details.

BREWTOPIA MUSIC LINE-UP:

Friday, Sept. 2

4:30-6:30 p.m.	David Grace
7-10 p.m.	The Line Up

Saturday, Sept. 3

Noon-2 p.m.	Free Radicals
2:15-3:45 p.m.	The Hit Squad
4-6:30 p.m.	Wearemantis
7-8 p.m.	Mr. Blacc Sheep and Bigga Staar
8:15-10 p.m.	D.R.U.M.

Sunday, Sept. 4

Noon-2:30 p.m.	The Navigators
3-5 p.m.	Paul Ramirez Band
5:30-7:30 p.m.	Texas Brass Band
8-9:30 p.m.	ZWEE

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