



TORONTO'S FESTIVAL OF BEER 2010

Quick Facts

- Attendance: Approximately 30 000
- Approximately 60 exhibitors and 120+ different beers
- Seven different Brand Experience Areas including Steam Whistle, Great Lakes, Mill Street, and Tecate

Demographics

- Age: 25-44
- Sex Ratio: 60% males to 40% females
- Income: mid to upper levers
- Location: Over 70% live within the GTA

Our Market Research Shows

- 68% of patrons purchase 1-12 beers per week
- 60% of patrons are the decision makers when making plans
- 70% have previously attend the Festival
- 93% believe that the Festival is significant for the City of Toronto
- 74% enjoy the variety of beers available at the Festival the most

2009 Highlights

- 2009 marked the first year of the Festival at Bandshell Park. Constructed in 1936 and inspired by the Hollywood Bowl, Bandshell Park is the perfect location for the Festival, providing us with ample opportunity to continue to grow in years to come.
- Great Lakes Brewery created the ultimate in Brand Experience Areas with "CASKapalooza". Featuring 20 different one-off beers, attendees were blown away with the undertaking.
- This year we lauched the first Girl's Guided Beer Tour. Lead by Mirella Amato of Beerology, the tour educated women of all ages not only on the variety of different styles of beer available, but also provided information on the history of women in the beer industry.

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PRESENTS



NEW FOR 2010

The Local

- We're expanding and enhancing our craft brewery area (situated under the three main big tops). We're committed to supporting the Ontario Craft Brewers and are looking forward to increasing the selection of beer available at the Festival.
- Along with supporting local breweries, we'll be bringing in more artisanal foods and wares from local restaurateurs, specifically those that support the locavore movement.

Beers of the World

- As part of our pledge to expose our attendees to as many different beers as possible, we're further developing the import selection available at the Festival. Through bringing more agencies on board and creating more cost-effective means for breweries to sample their products, we hope to dramatically increase the number of import brands onsite.

Hoptimize

- We've created a new "Hoptimized" ticket. For an additional \$10 attendees will gain access to the Festival through an express entrance, receive 10 sample tokens upon entry, and have exclusive access to the Festival for one additional hour.