



**MEDIA ADVISORY**  
**October 5-7, 2017**

**Contact:** Matt Sutton, on behalf of the Brewers Association  
[matt@rosengrouppr.com](mailto:matt@rosengrouppr.com)  
(212) 255-8478

## Find Your #HoppyPlace at the 2017 Great American Beer Festival®

- What:** For the 36<sup>th</sup> year, beer lovers will gather in Colorado at the [Great American Beer Festival \(GABF\)](#), the renowned American beer festival and competition, to find their #HoppyPlace and sample over 3,900 beers from more than 800 breweries around the country.
- When:** **Thursday, October 5:** 5:30 p.m. – 10:00 p.m.  
**Friday, October 6:** 5:30 p.m. – 10:00 p.m.  
**Saturday, October 7\*:** 12:00 p.m. – 4:00 p.m.  
*\*Brewers Association and American Homebrewers Association members-only session*  
**Saturday, October 7:** 5:30 p.m. – 10:00 p.m.
- Where:** Colorado Convention Center  
700 14<sup>th</sup> Street  
Denver, Colorado
- Why:** GABF brings together the brewers and beers that make the U.S. the world's most diverse brewing nation. Since its conception in 1982, GABF has been growing and evolving along with the American brewing community and represents the largest collection of U.S. beer ever served, in the format of a public tasting event plus a privately judged competition. Showcasing scores of diverse beers, Thrillist dubbed the event, "The One Beer Festival You Must Go to Before You Die."
- This year, GABF will welcome back popular awards and attractions—including the Golden Ticket Giveaway, Heavy Medal Booth and Support Your Local Brewery Pavilion—offering attendees the opportunity to sample unique indie and international award-winning beers.
- Ticket Info:** For the sixth consecutive year, GABF tickets sold out in one day.
- Media Access:** To apply for media credentials, please visit the [media access section of the GABF website](#).
- Website:** [GreatAmericanBeerFestival.com](http://GreatAmericanBeerFestival.com)
- Note to Editors:** Please visit the following links for event [b-roll](#) and [photos](#).

**New for 2017:****New Festival Hall Layout:**

- **More Meet the Brewer Booths:** Meet and mingle with the brewers behind your favorite beers. This year, there are 136 participating brewers!
- **Expanded Brewpub Pavilion:** Get a taste of your local brewpub! A record 42 breweries, representing each region of the country, will pour their locally brewed beers.
- **CraftBeer.com #beertravel Pavilion:** There's no better vacation than a "beercation"! CraftBeer.com will provide an opportunity for 60,000 dedicated beer lovers to interact with blossoming beer tourism destinations and start planning their dream vacation.

**Story Ideas:**

**GABF Competition:** In addition to over 3,900 beers in the festival hall, GABF features the world's largest commercial beer competition. In 2017, 8,100 beers from more than 2,290 breweries will compete for gold, silver and bronze medals in 98 commercial beer categories representing 160 different styles. Beers are judged by an international panel of 283 judges from 14 countries. Final, official competition statistics will be published on Saturday, October 7, after competition results are compiled and medals are announced.

**The Business of Small Beer:** The craft brewing phenomenon is not only quenching the thirst of patrons across the nation, but now with over 5,500 active breweries, it is also having a tremendous impact on our economy. At GABF, discover the economic impact these small and independent breweries have on our national and regional economies. Learn about the recently unveiled [Brewers Association independent craft brewer seal](#), which has already been adopted by 2,100+ breweries and counting, and see what's next for this thriving industry.

**Beer and Food:** As beer becomes an increasingly important ingredient on menus, Paired, GABF's intimate beer and food pairing pavilion, provides a tasty format to indulge in carefully crafted beer and food pairings. Attendees will sample craft beers not served anywhere else in the festival along with foods prepared by the who's who of celebrated chefs. *As in previous years, attendees will require a separate ticket (\$160) that includes access to the festival. Paired tickets are available exclusively to members of the American Homebrewers Association and the Brewers Association and as such, can only be purchased during the members only sale on August 1. Limited tickets may be available for media.*

**More Information:**

Click [here](#) for Great American Beer Festival history, facts and figures.

**2017 Sponsors:**

GABF is made possible by the support of our [generous sponsors](#).

**Social Media:**

Follow [@GABF](#) on Twitter, hashtag [#GABF](#), [#HoppyPlace](#), [#GreatAmericanBeerFestival](#); [Like GABF](#) on Facebook; and follow [@greatamericanbeerfestival](#) on Instagram.

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**About the Brewers Association**

The Brewers Association (BA) is the not-for-profit trade association dedicated to [small and independent](#) American brewers, their beers and the community of brewing enthusiasts. The BA represents 4,000-plus U.S. breweries. The BA's [independent craft brewer seal](#) is a widely adopted symbol that differentiates beers by small and independent craft brewers. The BA organizes events including the [World Beer Cup<sup>SM</sup>](#), [Great American Beer Festival<sup>®</sup>](#), [Craft Brewers Conference & BrewExpo America<sup>®</sup>](#), [SAVOR<sup>SM</sup>: An American Craft Beer &](#)

[Food Experience](#), [Homebrew Con](#), [National Homebrew Competition](#) and [American Craft Beer Week®](#). The BA publishes [The New Brewer®](#) magazine, and [Brewers Publications™](#) is the largest publisher of brewing literature in the U.S.

Beer lovers are invited to learn more about the dynamic world of craft beer at [CraftBeer.com](#) and about homebrewing via the BA's [American Homebrewers Association](#) and the free [Brew Guru™](#) mobile app. Follow us on [Facebook](#) and [Twitter](#).

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