



For Immediate Release

**KITCHENER-WATERLOO OKTOBERFEST TO FEATURE GERMAN BEER
FOR 50th ANNIVERSARY**

Festival announces new partnership with Erdinger Weissbräu

(Waterloo Region, ON, Canada – June 6, 2018) [Kitchener-Waterloo Oktoberfest](http://www.kwoktoberfest.ca), is thrilled to announce that German Beer will be available at the festival in 2018, thanks to a new partnership with Erdinger Weissbräu, which is brewed in the heart of Bavaria.

This new partnership comes in response to feedback from festhallen organizers and festival patrons wanting an authentic Bavarian beer offering at the festival.

“Kitchener-Waterloo Oktoberfest is excited to bring a new authentic German Beer offering to our festival patrons through this new partnership with Erdinger,” said Alfred Lowrick, Executive Director of K-W Oktoberfest Inc. “We know that guests visiting our festhallen venues during the festival this year will have a variety of beer options available, and Erdinger will make an excellent partner for the festival.”

In 2018, Kitchener-Waterloo Oktoberfest marks the 50th Anniversary of the festival as a staple of the community that will promote vitality in the festival for another fifty years to come. **Tickets for all Kitchener-Waterloo Oktoberfest festhallen went on sale on Wednesday, May 9th** and are available for purchase online <http://store.kwoktoberfest.ca> and through the Kitchener-Waterloo Oktoberfest Official Retail Store.



ERDINGER
Weißbier

“Erdinger is very pleased to be partnering with one of Canada’s most well-known festivals, and a truly authentic Oktoberfest Experience,” said Guy McClelland, representing Erdinger in Canada through McClelland Premium Imports. “Erdinger is a popular beer here in Canada and we look forward to bringing our authentic German beer to the festival.”

The partnership with Erdinger Weissbräu marks a change from the traditionally exclusive relationship between Canada’s Greatest Bavaria Festival and Molson Coors Canada.

“We are very proud of our continuing relationship with Molson Coors Canada and there is no question that their commitment to our festival and our community has helped Kitchener-Waterloo Oktoberfest reach our 50th Anniversary,” said Margo Jones, President of K-W

Oktoberfest Inc. “We look forward to continuing to work with both of our beer partners as we offer an authentic festival experience to thousands of thirsty fest-goers.”

About Erdinger Weissbräu

Erdinger Weissbräu produces the world's most popular wheat beer. Erdinger beers are still brewed using secondary fermentation. A hallmark of Erdinger's traditional brewing process, Erdinger beers are brewed in accordance with the Bavarian Purity Law of 1516 -using only water, malt, hops and yeast. The Erdinger Weissbräu brewery stands for pure wheat beer enjoyment and commitment to the Bavarian brewing tradition. One of the last remaining privately owned breweries, still owned and operated by the Brombach family today. Erdinger Weissbräu is imported through McClelland Premium Imports under president Guy McClelland. McClelland Premium Imports was founded in 2003 with the mission of bringing Europe's finest, most authentic beers to Canada.

About Kitchener-Waterloo Oktoberfest

Kitchener-Waterloo Oktoberfest is Canada's Greatest Bavarian Festival. The not-for-profit organization was founded in 1969 by a group of volunteers committed to contributing to the social and economic vitality of Kitchener and Waterloo, Canada. Kitchener-Waterloo Oktoberfest annually provides \$22.2 million of economic benefit to the community, while not-for-profit organizations associated with the festival raise an additional \$1.5 million each year for their cause. Hosted in the twin cities because of the strong German heritage, Kitchener-Waterloo Oktoberfest celebrates German food, music, fashion, and more! The nine-day festival runs every October and is operated by eight year-round full-time staff, over 450 volunteers, and 1,300 community and service club volunteers. Kitchener-Waterloo Oktoberfest is one of the top three most recognized event brands in Canada. For more information visit www.oktoberfest.ca.

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