



## THE ULTIMATE HOT SAUCE AND CRAFT BEER FESTIVAL IN WATERLOO REGION KICKS OFF DURING K-W OKTOBERFEST!

**July 31, 2024 - KITCHENER, ON** – Get ready for the hottest event of the year! [GOATFEST](#) 2024 is set to take place on September 28<sup>th</sup>, at Concordia Club. This fiery festival, in partnership with [K-W Oktoberfest](#), promises a day of unbeatable heat and refreshing brews.

“GOATFEST 2024 will feature over 30 top hot sauce makers from Canada and beyond, including exclusive appearances by Ed Currie of [Puckerbutt Pepper Company](#), who will debut the new world's hottest pepper, Pepper X, in Canada for the first time,” shares Kris Ronan, Founder of Ginger Goat Hot Sauce and organizer of GOATFEST. “Many other renowned brands like [High River Hot Sauce](#), [Heartbeat Hot Sauce](#) and [Angry Goat Pepper Co](#) are converging on K-W, making it the largest gathering of makers from the hit YouTube series “Hot Ones” anywhere in the country.”

To help temper the heat, some of Ontario's finest breweries, distilleries and cocktail makers will be on hand. Attendees can enjoy offerings from [Block 3 Brewing](#), [Wellington Brewery](#), [1858 Caesar Bar](#) and more. For food lovers, an array of food trucks and chef demos will ensure no one leaves hungry.

“We are so pleased to partner with GOATFEST this year,” adds Tracy Van Kalsbeek, Executive Director of K-W Oktoberfest. “In addition to the spicy festivities, the event will feature official Oktoberfest activities such as a keg tapping ceremony and appearances by our beloved Onkel Hans.”

This kid-friendly event offers fun for the entire family with live music, magic acts, jugglers, sideshows and a performance by one of Canada's premier party bands, [The 99's](#) along with [Livingroom for Small](#). Also included will be performances by the [Monsters of Schlock](#) and an official world record attempt by professional heat eater and multiple Guinness World record holder [Mike Jack](#).

Don't miss out on this unique blend of spice, brews, and fun at GOATFEST 2024! Tickets are available now at [www.goatfest.ca](#).

### Event Details:

- **Date:** September 28th, 2024
- **Time:** 11:00 am – 10:00 pm
- **Location:** Concordia Club, Kitchener, ON
- **Tickets:** Available at [www.goatfest.ca](#)

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**About GOATFEST:** GOATFEST is Waterloo Region's premier hot sauce and craft beer festival, showcasing the best in spicy foods and beverages. Partnered with KW Oktoberfest, the event brings together top hot sauce makers, breweries, and entertainers for an unforgettable experience.

For more information, please visit [www.goatfest.ca](#) or contact:

Follow us on social media for updates:

- **Instagram:** [@ginger.goat.hot.sauce](#)
- **Facebook:** <https://www.facebook.com/GetMeSomeGoat/>

### About [Kitchener-Waterloo Oktoberfest](#)

The first Kitchener-Waterloo Oktoberfest was celebrated in 1969 at Concordia Club in Kitchener, organized by a group of dedicated founders. The keg was tapped and history was made. Since then, Kitchener-Waterloo Oktoberfest has developed its own traditions, becoming one of the largest Bavarian Festivals outside of Germany. Tens of thousands of visitors celebrate annually in our Festhallen, at local restaurants and by attending one of our many family and cultural events. More than just biergartens, Kitchener-Waterloo Oktoberfest is committed to supporting the cultural, economic and social vitality of Waterloo Region, bringing millions of dollars in economic benefit to the Region each year. *Oktoberfest Cares* provides funding for charitable partners and supports Festival initiatives that enrich our community such as the Onkel Hans Food Drive and keep admission costs low or free for favourites including the Women of the Year celebration and family-friendly events like KIDtoberfest, Thanksgiving Day Parade and Christkinderfest. For more information visit [www.oktoberfest.ca](#).

### MEDIA CONTACTS:

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