



NEW CUSTOM BREW FOR K-W OKTOBERFEST

OCTOBER 1, 2024 - KITCHENER, ON – [Kitchener-Waterloo Oktoberfest](#) (KWO) is excited to share details about a new partnership brewing for this year's Festival.

[Flair Airlines](#) and local cooperative brewery [Together We're Bitter](#) (TWB) are working with KWO on bringing an authentic new brew to fill our steins. TWB's tasty, German-inspired Fläirzen Märzen bier will be featured in a colourful, custom designed can. The seasonal offering will be available at the Willkommen Platz and DOGtoberfest biergartens in downtown Kitchener from October 11 – October 13 (while quantities last!) as well as at TWB and their vendor booths at both the Kitchener and St. Jacob's markets.

"Flair is delighted to be part of Kitchener-Waterloo Oktoberfest and teaming up with Together We're Bitter for this fun, frothy collaboration," said Kim Bowie, Flair's Director of Communications. "Whether you enjoy raising a stein or simply enjoy getting into the Oktoberfest spirit in one of the world's largest Oktoberfest celebrations, Flair is happy to be part of connecting travellers to visit Kitchener-Waterloo and to experience something authentically out of the ordinary."

Flair is also excited to offer a chance to win roundtrip flights for two. Scan the QR code on the back of the custom brew cans to enter. Good luck!

"Flair Airlines is all about connecting people and at TWB we share that passion for bringing people together – whether it's over a beer or through showcasing everything our incredible Kitchener-Waterloo community has to offer," added Alex Szaflarska, one of TWB's founding members. "With Fläirzen Märzen in hand, you're not just drinking a beer, you're taking a journey through the best of Oktoberfest!"

PHOTOS ATTACHED OF NEW CAN DESIGN

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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 Feshallen, 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.

About [Flair Airlines](#)

Flair Airlines is Canada's most trusted low-fare airline and its greenest airline, on a mission to provide affordable air travel that connects Canadians to the people and experiences they love. With an expanding fleet of Boeing 737 aircraft, Flair is growing to serve over 35 cities across Canada, the U.S., Mexico, the Dominican Republic, and Jamaica. For more information, please visit www.flyflair.com.

About [Together We're Bitter \(TWB\) Cooperative Brewery](#)

Opened in 2016, TWB focuses on maintaining a well-rounded lineup of high quality, approachable beers in order to invite more people to share in what they love. True to their original vision, TWB continues to focus on building strong relationships with community partners, using their resources and platforms to make the community a better place. Today, TWB is a living, growing and changing embodiment of how craft beer and community can support each other.

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