

Press kit

Introduction

Fresh from the popular success of Liège Expo 2017, the organisers of **Brussels Beer Challenge (BBC)** got in touch with the city of Liège with the aim of organising their international competition the rewards the best beers in the world. In collaboration with WBT (Wallonia Brussels Tourism), Becomev (Beer Communications and Events) and the Province of Liège, we propose the organisation of a large operation that will position Liège as one of the major events on beer aficionados' calendars: "Liège beerlovers' city".

The objectives

Liège Beerlovers' City is a large operation which aims to position Liège as a major event for beer lovers. To achieve this, we are **focusing** on three axes of excellence:

The discovery of exceptional beers: It's in Liège that we can discover and taste the best beers in the world. The establishments are the shop windows of the Brussels Beer Challenge, which, each year, rewards the best beers in the world.

A quality service: The IFAPME (Institut wallon de Formation en Alternance et des indépendants et Petites et Moyennes Entreprises) of Liège, is the only centre in Wallonia which offers to café owners a training course of all things beer: what temperature to serve it at, serving equipment, etc. Liège is the place where beer is best served!

Expert advice: The IFAPME in Liège also offers zythology courses (unique in Wallonia and Brussels), therefore, teaching the art of pairing a beer with food. This means that, in participating establishments, customers can receive expert advice, the same way a sommelier would give for wine. Liège is the best place for pairing beer with food!

Discovering exceptional beers, a quality service and expert advice give Liège an international reputation in the beer industry.

The operation

Liège beerlovers' City is an operation spread over a year and which develops over time. The 2013-2014 edition will comprise the following actions:

The discovery of award-winning beers from the Brussels Beer Challenge (BBC):

All year long (between each edition of the competition), participating establishments will offer their clients award-winning beers from the Brussels Beer Challenge competition.

So far, 24 Liège establishments have joined forces with the operation:

Le Bouquin, Le Mad café, Le Cecil, Le Bistro du musée, La Taverne Saint Paul, Aux caves, Les fous d'en face, Le Grand café de la gare, Le Lou's bar, The Barrel, Chez Bolas Bug, The Danish Tavern, The

Shamrock, Le Randaxhe, A Pilori, The Celtic Ireland, L'aller simple, Le chez qui ?!, La Violette, Le Déluge, L'Entract, Le saloon, Le Kleyer, Au temple.

The beer fortnight:

Straight after the competition, from the 31 October to 15 November, the participating establishments organise a series of small events dedicated to beer: dishes cooked with beer, special prices, beer evenings, etc.

The "Liège beerlovers'city" night:

A media evening to launch the operation will be held at Liège's Guillemins TGV train station on 31 October. Guests, including international participants taking part in the competition, will be able to discover regional beers, as well as all the creativity and expertise that Liège possesses with regards to the brewing industry.

The "De Piedboeuf à Jupiler: le bon brasseur" (From Piedboeuf to Jupiler: the good brewer) exhibition:

From 12 December to 12 January, the Grand Curtius museum will house a new exhibition on the Piedboeuf brewery, an icon of Liège's industry. Numerous pieces of the brewery's collection will be unveiled. A brand new beer, a traditional-style Jupiler brut, will be available to taste exclusively at the exhibition!

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www.liege.be/beerloverscity