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FOR IMMEDIATE RELEASE

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### **BEERTOPIA: Going On 7 Years!**

**HONG KONG** - This year marks the seventh year of Beertopia, Hong Kong's biggest annual craft beer festival. It returns to Central Harbourfront from October 5th to 6th, with ticketed sessions available for Friday night, Saturday night, All Day Saturday and All Weekend. Last year's event drew over 12,500 attendees.

This year, the ever popular shisha garden has been expanded and will be twice as big. Sponsored by Aces Shisha, attendees will be able to enjoy their beers, food and shisha under the night sky with the city skyline in the background, while DJs from Sol Passion Music spin tunes all festival long.

To wash down the 250 different craft beers from around the world, attendees will have choices from around 20 restaurants and food trucks, while the main live music stage will feature bands all day and night. Those feeling competitive can try their hand at the various game and challenges in the Craft and Crew games area, and of course we'll have Giant Beer Pong along with regular beer pong on hand. We'll also have featured craft beer cocktails for those looking for something a little different!

Early bird tickets are now on sale from HKD200 and up, available until September 10th. Tickets can be purchased online on our website: [www.beertopiahk.com](http://www.beertopiahk.com)

A limited number of tickets will be available at the door on a first come, first served basis.

#### **About Beertopia**

Beertopia was started in 2012 as a response to the lack of beer festivals in Hong Kong featuring high quality craft beer. The goal of the festival is to raise the awareness of, and interest in, craft beer in Hong Kong in a fun and lively atmosphere. For more information, please visit:

<http://www.beertopiahk.com>

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Jonathan So is the founder of Beertopia. He loves to talk about beer and he is available for further comment or interviews.