



The Belfast Beer Festival 2017

25th to 29th May 2017

This is our second year of the Belfast Beer Festival and is a celebration of the renaissance happening in NI artisan food, craft beer, cider and distilling sectors. Last year over 4000 passionate fans sampled, learned, and enjoyed your amazing beers, ciders and craft spirits!

We create a vibrant, interactive festival which showcases local independent food, beverage and live music, while creating a truly memorable experience for locals and visitors alike.

We host our gathering of over 50 vendors, in a large city location, so thousands have easy access, and can immerse themselves in a truly unique cultural experience.

Attendees have an authentic NI experience as they interact with passionate, local producers and discover the tastes of the region. They learn where the product is from, how it's made, and what inspires the producers who make it. Of course they also sample the various food and drink, while enjoying live music.

We also offer a range of free masterclasses, and brewer talks, in a very relaxed setting. We would like to complement that with tasteful live entertainment and have the flexibility to operate the entertainment to midnight on each of our five nights to enhance the overall experience of the event.

We believe that attendees will then be inclined to move on at the end of the night and avail of the entertainment being offered elsewhere within the usual venues of the city centre.

Firstly, we provide exceptional content, a showcase of NI finest artisan food, craft beer, cider and local spirits. We gather this group of artisans where thousands of locals and tourists alike, can celebrate the tremendous renaissance happening in these sectors.

Secondly, our media impact is valued at over £200,000! Our PR team has 10 years festival experience, organising similar festivals in Canada and Ireland. Through a variety of paid, and un-paid media, we engage local media partners, sponsors, vendors, and others, in an extensive 2 month marketing campaign that will deliver over 20,000 attendees.

Many of NI finest producers have already agreed to attend, we've developed our logo, and will create an engaging website, highlighting our producers, their heritage and their products.

In March and April we'll develop a 2 month long marketing campaign that builds awareness, and excitement, leading up to the festival in May.

Our onsite experience offers an interactive opportunity to discover the tastes and producers of the region and chill zones where the Social Energisers, and the Young and lively can enjoy live music, or a quiet DJ vibe in the marquee.

We also offer more free, masterclasses, and beer & food pairing sessions, where guests can meet the producers in a more intimate setting.

Our festival crosses over, attracting both the Social Energisers and Young and Lively:

Young people are seeking out craft beer festivals around the world. By offering craft cider, artisan food, and cool "Electric Picnic" type vibe, our festivals sell out, and 55% of our attendees are aged 25-45.

We intend to offer a contemporary, city centre event, with cool local producers in a safe, but lively, social setting. Many of our guests come in groups of 3 or more and like to enjoy live music and learning about the newest beer and food being served locally.

Knowing our target audiences, we direct our marketing campaign to reach them on and off line.

Word of mouth is critical to our success, so we'll launch online in January, and begin an intensive marketing campaign in early March.

Our core group is 25-45, they comprise 55% of our audience. But, craft products are popular with the more affluent, Culturally Curious as well. We leverage all of our networks to ensure we're using their social platforms to reach as broad an audience as possible.

Onsite, we make sure we offer a variety of masterclasses and brewer talks that appeals to those looking to learn about local production and the heritage of those producers.

We also align with local groups like Food & Drink NI who are supportive of this application. As an annual event in NI, we'll seek to align ourselves with many associations promoting the growth and development of local craft producers.

We are the first event to gather all the local NI craft beer, cider, and artisan food and local distillers into one large event in the city. Being first, being big, and being good, creates a lot of buzz, and we'll amplify that good news both locally and nationally with our extensive media campaign.

The tremendous growth in these sectors is having a big economic impact on NI, and they are very positive stories, which are already being noticed in ROI, GB, and beyond. Through our experience and contacts, we'll enhance this impact, and help promote and advocate for more local sales and distribution. We invite all the on and off premise trade to attend our festival for free, so they can sample and discover local product. This has been a very successful strategy, leading to significant growth of the craft trade, and making it easier for us to attract the best craft producers.