

SOMETHING'S BREWING! LIQUORLAND NEW ZEALAND BEER FESTIVAL SUMMER 2009

WELLINGTON DATE ADDED.

Auckland, Thursday 20th November 2008 – Petrol prices tumbling, grocery prices down, interest rates slashed and you're about to get another tax cut.

Sounds like there's plenty left in the kitty for a cold one. But "just the usual thanks love," won't cut it any more. Challenging times call for a *good* beer.

It's heartening to know that the Liquorland New Zealand Beer Festival is building a head nicely, just like a good beer should. Make that over 60 beers from more than 20 breweries! Pilsners, lagers, darks, organics, yep even light beer. All *good* beer you probably haven't tried before.

To add to the excitement, every ticket holder goes in the draw to win one of two ultimate VIP experiences at both festivals, and a major prize of a trip for two to Oktoberfest in Munich, Germany!

Thirsty yet?

Well, when tickets go on sale on at 9am on Thursday the 27th of November, just grab your mobile and txt "BEER" to 858 to make sure you've got yours. Or head to iticket.co.nz or any Liquorland branch in Auckland or Wellington to get one before they all sell out, within minutes, like a Justin Timberlake concert, without the hat.

And did you see the W word in the headline? We're coming to Wellington!

Being ignorant JAFAs likely to offend you Wellingtonians, we decided to get a couple of locals to run the event. They've picked Waitangi Park for the Liquorland New Zealand Beer Festival, and we're bloody jealous!

In 2008, a capacity crowd created the most amazing atmosphere a tropical rainstorm has ever encountered. Blazing sunshine is back on the menu for 2009, with dates scheduled for the 28th of February (Wellington) and 14th of March (Auckland).

Music director Dave has been hard at work, arranging a line-up for each Festival that will have you thinking, "these guys are awesome! Hey isn't that Jordan Luck? Sweet it's the Tutts!"

Both festivals have a wicked mix of acts to entertain you throughout the day. So next Thursday, the 27th of November at 9am, grab your mobile, computer, or trusty pair of Jandals and get to a ticketing outlet.

Tickets to the best festival of the summer will be ready to roll, grab your piece of the action for Good Times with Great Mates – and *good* beer.

Further information contact Andrew Somervell

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Additional Information

The Liquorland New Zealand Beer Festival returns to Auckland and is excited to add a Wellington date in 2009, now in its third year the Festival has gone from strength to strength. Each year the uniquely Kiwi mix of Beer, Food, Music and Summer creates an unforgettable atmosphere for Good Times with Great Mates.

Drink

Over 60 beers from more than 20 breweries will be represented at the festival, featuring a wide range of New Zealand beers, with a few notable overseas visitors.

<http://www.beerfestival.co.nz/drink>

Eat

We're blessed with an amazing range of quality food to compliment beer tasting, from traditional New Zealand fare to European, Asian and Middle Eastern.

<http://www.beerfestival.co.nz/eat>

Listen

We've got an eclectic line-up of great summer sounds, from a chilled vibe during the day to energetic acts you'll know the words to later on...

<http://www.beerfestival.co.nz/listen>

Be There

Ellerslie Racecourse (Auckland) and Waitangi Park (Wellington) play host to this premium summer event with a tremendous festival atmosphere.

Sunscreen, sun umbrellas and blankets are welcomed, the festival will kick off at midday.

Tickets

On sale next Thursday 27th November 2008 - Due to the phenomenal amount of interest surrounding this event and the high profile acts performing we suggest you book your tickets as soon as possible to avoid disappointment!

\$25 + booking fee from the following outlets:

In Store: 20 Liquorland stores in Auckland and Wellington

Mobile: TXT "BEER" to 858 on your Vodafone mobile

Online: <http://www.iticket.co.nz>

Phone: +64 9 361 1000

<http://www.beerfestival.co.nz/tickets>

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