

March 27, 2014

Media Contact: Kelly Parisi  
Telephone: 716-803-2755  
Email: [Kelly@allaboutbeer.com](mailto:Kelly@allaboutbeer.com)  
Website: [www.worldbeerfestival.com](http://www.worldbeerfestival.com)



## **FOR IMMEDIATE RELEASE**

### **Science and beer collide at the World Beer Festival Raleigh**

March 27, 2014 – Raleigh, NC - The World Beer Festival Raleigh, to be held April 5, 2014, proudly announces the addition of a Science of Beer tent to the festival's already popular education program.

Since 2012, World Beer Festival attendees have had the opportunity to enjoy the sights, smells and tastes that the Art of Beer Experience provides. In an effort to take the education program a step further, the Science of Beer tent will further explore the details behind the art of creating a beer. Attendees will dive deeper beneath the surface and learn the why and how behind the brewing process, ingredients, flavors and more.

Jonathan Frederick, head of the North Carolina Science Festival, along with researchers and scientists from around the country will be on hand discussing how science is integrated into the beer in your glass. Various demonstrations on beer science are scheduled to take place throughout both sessions.

Gizmo Brew Works will be in attendance with their plasma laser that—when paired with a computer program they developed—will etch nucleation in a design of choice on the bottom of a beer glass.

A presentation dedicated to the science of beer, “You Fermented my Beer with What?” will focus on a special beer brewed by the North Carolina State University Food Science program. The beer, brewed on site at North Carolina State University was brewed using wild yeast found in a species of wasps. World Beer Festival attendees have the opportunity to taste the beer and compare its characteristics to a similar beer brewed using conventional brewer's yeast.

General admission tickets are \$45 in advance and \$55 on the day of the event, if not sold out. Admission comes with a tasting glass and unlimited 2-ounce tastings. VIP admission tickets are available at \$90 and offer access to a private hospitality area including private bathrooms, a bonus selection of rare beers, a traveling beer dinner, a commemorative gift, and a half-year subscription to *All About Beer Magazine*. The festival will be held on April 5, 2014 in Moore Square

Park, and offers two sessions, 12-4 p.m. and 6-10 p.m.

Tickets are on sale now and can be purchased online at [www.worldbeerfestival.com](http://www.worldbeerfestival.com) or at Bottle Revolution, Crafty Beer Shop and Paddy O'Beers in Raleigh.

A portion of the proceeds from the festival will go to Artsposure. The mission of the World Beer Festival is to educate the public in beer appreciation and beer quality, and to build the local beer community. Every aspect of the World Beer Festival focuses on promoting the positive attributes of the growing beer culture.

*All About Beer Magazine* has presented over 40 festivals in North Carolina, South Carolina, Ohio, Florida and Virginia since 1996. We're proud that our World Beer Festivals are among the premier beer events in the country, acclaimed by [Forbes.com](http://Forbes.com), USA Today and Wired Magazine.

###