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**FOR IMMEDIATE RELEASE**

**NEW AREA!!! 'Beer Haven' Celebrates the  
Culture of the Craft Beer Industry in Florida**

***The Fair's Newest Area Features Beer Novelty Items, World's Largest Mobile  
Educational Brewery Exhibit, New iPour It Technology***

***PLUS...***

***A Special Beer Haven Festival Every Saturday of The Fair on March 14, 21, 28 & April 4***

**MIAMI, FL – March 2015** – Beer Haven is a new special area at The Miami-Dade County Fair & Exposition, taking the fair experience to a new level by presenting a one-of-a-kind premium destination for fairgoers. Guests will be able to savor more than 60-featured craft beers from local and national breweries, while experiencing a variety of musical entertainment, educational exhibits, brew competitions and innovative beer technology. Beer Haven embodies all of the riches of new age craft beer into one destination.

**ALL 21 DAYS – BEER HAVEN SPECIAL AREA:**

Fairgoers will experience the making of beer at the **Bucking Mule Brewery**, a state-of-the-art 5-barrel beer brewing and canning system mounted on a 53' foot tractor trailer, making it the largest mobile brewery exhibit in the world. Guests can tour this educational exhibit and get up close and personal with tools of the trade, discover more than 60 RFID integrated pouring taps and learn interesting facts and laws surrounding the craft beer industry.

"We are delighted to be introducing the Beer Haven section to the fair along with the Beer Haven Festival," said Bob Hohenstein, president and CEO. "This is a unique addition to the 2015 fair which I know will be very popular with our adult fairgoers, especially those that already enjoy or those that wish to taste for the first time the many great thirst quenching products brewed by Florida and the world's finest microbreweries and craft breweries."

Beer aficionados will find their very own beer haven at the Great American Beer Station, the world's largest mobile bar on wheels. This massive 70-foot brew master rig will showcase over a sixty craft beers from local breweries. Customers will be able to enjoy beer taps on demand, while others can check out the other side of the rig and peek into the tubes, gears and all sorts of other gadgetry of beer making to see how it's done by the pros.

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This new area will bring fairgoers all types of beer novelty items and merchandise, including: beer soap, shampoo and shower gel, beer homebrew kits and gadgets. The area will also feature giant Jenga games, lawn chairs and a stage with live entertainment that is a part of the Bucking Mule Brewery. New foods available at Juicy's Outlaw Grill are: The Beer Haven experience will also include food that is perfect to pair with your craft beer from the Outlaw Grill, World's Largest mobile BBQ Grill. Selections range from BBQ ribs, chicken, turkey legs, pretzels, cheese, and funnel cake hamburgers and funnel cake weenies.

Some of the specialty beer flavors include special never distributed before beers:

- Cotton candy beer
- Chocolate banana beer
- Funnel cake beer
- Kettle corn beer
- Caramel apple beer
- BBQ beer
- S'mores beer

### **SATURDAY, MARCH 14, 21, 28 & APRIL 4 – BEER HAVEN FESTIVAL:**

During the four Saturdays of the 2015 Fair, March 14, 21, 28 and April 4<sup>th</sup>, The Beer Haven Festival will take place from 1-5 p.m. for those purchasing the regular Beer Haven Festival package. Festival guests will also be able to purchase special bite size foods from the ever-popular Juicy's Outlaw Grill and enjoy unlimited 4 oz. samplings of 60 local and national craft beers. Online advance regular admission to the Beer Haven Festival with Fair one-day admission included is \$35 per person. Beer Haven Festival tickets will also be available at the event for \$35 but do not include the price of admission to the fair.

The online advance Beer Haven Festival VIP admission price, which includes one-day Fair admission, is \$70. If purchased at the festival, each VIP admission is \$70 but does not include admission to the fair. VIP festival admission allows access to the festival one-half hour early at 12:30 p.m. and includes a special VIP area with Nitro beers, 12ABV beers and many other specialty beers, complimentary special bite sized food, a 4 oz. souvenir sampler cup, pretzel necklace, a cigar and an exclusive shaded lounge.

Upon entering Beer Haven, guests will have the option to purchase an iPour It bracelet. This special high-tech wristband will allow guests to swipe their bracelet. Beer will then pour from the tap in a pre-measured amount and will keep track of what you drink. Once you are done sampling drinks, the system closes out the tab, so there is no need to wait for someone to serve you.

"We are excited to launch the Beer Haven tour at the Miami Youth Fair," said Brett Enright, founder and CEO of Beer Haven. "Beer Haven is all about celebrating the craft beer industry from the brand new local brewery where a family is bootstrapping to put their creativity into making the next world class beer to the craft breweries that started this revolution and are some of the most popular beers in America – Beer Haven is now a national stage that can celebrate Craft Beer."

For more information or to purchase tickets online, visit [www.beerhaven.com](http://www.beerhaven.com).

The Fair runs from March 12 – April 5, 2015, except March 16-17 and 30-31 at Tamiami Park which has been its home for 43 years, located at Coral Way (SW 24<sup>th</sup> Street) & SW 107<sup>th</sup> Avenue. Gates open at 3:00 p.m. March 12, 13, 18, 19, April 1 & 2. Gates open at 12 noon all other operating days. Admission is \$12 with free admission all day, every operating day for guests 5 years and younger and 65 years and better. Admission is also free all day for active duty and retired military personnel (with valid military ID) on Opening Day, March 12 and each Wednesday. NEW in 2015 is The Youth Fair Fun Card, which allows guests to pay \$25 for one admission each operating day, plus includes one free Souvenir Cup. Additional discount offers and coupons are available at [www.FairExpo.com](http://www.FairExpo.com). Parking is free every day, all day. The Pay One Price Unlimited Ride Card is \$28 weekdays, \$35 on weekends.

The Fair offers many amenities for families including stroller and wheelchair rental, lost and found, paved walkways, convenient sitting areas, lush landscaping, restroom and diaper changing facilities and more. Sponsors include Coca-Cola, KIA and Sedano's Supermarkets. For more information, visit [www.FairExpo.com](http://www.FairExpo.com) or call (305) 223-7060.

### **About the Miami-Dade County Fair & Exposition**

*The Miami-Dade County Fair & Exposition, known for generations as The Fair, is a private, not-for-profit organization that has donated more than \$10 million in scholarships, awards and cash premiums to Miami-Dade students and is dedicated to supporting education and South Florida agriculture. Now in its 64<sup>th</sup> year, The Fair runs from March 12 – April 5, 2015, except for March 16-17 and 30-31. **The 2015 Fair will take place at Tamiami Park, which has been its home for 43 years.** For more information, please visit [www.fairexpo.com](http://www.fairexpo.com) or call (305) 223-7060.*

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