



**TASTE OF BREWS CELEBRATES 6TH ANNIVERSARY ON AUGUST 20, 2016;
LONG BEACH'S ORIGINAL, AUTHENTIC CRAFT BEER FESTIVAL EVOLVES & EXPANDS**

LONG BEACH, Calif. – Taste of Brews, Long Beach's original and authentic craft beer tasting festival, celebrates its 6th anniversary on Saturday, August 20 at Shoreline Aquatic Park with an event record 65-plus local, regional and national craft breweries. This year's festival infuses more than 150 styles of micro-brews and hard ciders along with So Cal's premier mobile restaurants, live bands and an amazing ocean-front venue, all benefiting the Long Beach Marine Institute, a 501(C)(3) non-profit. Detailed information is available at www.tasteofbrews.com.



What started in 2011 as a local charity tasting event with less than three dozen brands has more than doubled in size and is now spread across the 12.3 acre oceanfront peninsula located near the Aquarium of the Pacific and across from the iconic Queen Mary. And while Taste of Brews Long Beach has become a "must do" festival for craft breweries and aficionados alike, the event prides itself on delivering a quality tasting experience; focusing on craft beer and not superfluous activities that do little to enhance or showcase participating breweries.

Despite its evolution, Taste of Brews' adheres to strict guidelines including providing sufficient breweries, quality portable toilets and multiple food options per attendee, thereby cutting down on unnecessary wait times. The festival employs more licensed/bonded security than similar events, a professional medical (EMS) staff and plenty of free drinking water. "Taste of Brews' prides itself on consistently delivering a first-class tasting environment for brewers and genuine craft beer enthusiasts," said event director Mary Doherty. "Our focus is the beer; not fire breathing clowns, circus rides, or raves, and we do not sell our tickets on discount websites. It's all about the beer at Taste of Brews."



Taste of Brews' features an amazing mix of craft breweries ranging from popular brands like Karl Strauss, Fireman's, Lagunitas, Sierra Nevada and Firestone to startups and newer breweries like Four Sons (Huntington Beach), Yorkshire Square (Torrance), Barley Lodge (Covina), MacLeod Ale (Van Nuys), Ska Brewing (Colorado) and Network (Santa Ana). Local breweries include Belmont, Congregation and Rock Bottom. Hard ciders featured are Portland Cider, 101, Common and Reverend Nats. Food trucks include Devilicious, Oh My Gaga, Urban Pie and Dogzilla.

Taste of Brews' is a refreshingly classy approach to beer tasting; paying homage to the passion and excitement that today's full-flavored craft beers are generating among consumers while providing an exciting platform to introduce new styles. The upscale event is professionally

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produced by Huntington Beach-based Team MKM and draws serious craft beer drinkers: both enthusiasts and novices. It is the crown jewel in a series that includes Taste of Brews Inland Empire and the all-new So Cal Kegger Series featuring Oktoberfest, Sombreros & Cervezas and Purple Revolver Retro Fest.

Taste of Brews Long Beach pricing starts at \$32.50 for the 3-hour session (1pm to 4pm) and \$42.50 for the 4-hour session (noon to 4pm) which includes unlimited beer tastes, plenty of free drinking water, food samples (while available), access to food trucks and live entertainment. Attendees must be 21 or older. A limited number of designated driver tickets are available at the door for \$25. Shoreline Aquatic Park AKA Lighthouse Park is located at 200 Aquarium Way in Long Beach. Parking is \$7 at the Pike Parking Structure following validation at the event.

Fans can follow along at Facebook: <https://www.facebook.com/tasteofbrews/>

Instagram: <https://www.instagram.com/tasteofbrews/>

Twitter: <https://twitter.com/TasteofBrews>

About Team MKM

Team MKM is a boutique marketing and special event production firm based in Surf City USA. With roots deep in the southern California lifestyle, MKM's event properties include Hello Kitty Boardfest, the original all-girl action sports and empowerment festival, Taste of Brews, the West Coast's premier craft beer tasting festival, Purple Revolver retro music & lifestyle festival, Twilight Tasting, Long Beach Oktoberfest and the all-new Paws & Schnauze pet festival. Historical retainer clients include the U.S. Open of Surfing, Surf City USA Marathon, Tour of Long Beach, Surfers' Hall of Fame, Huntington Surf & Sport and the Olympic Winter Games. Charity partners and beneficiaries include Make-A-Wish OC/IE, Habitat for Humanity Riverside, Miller Children's Hospital, Long Beach Marine Institute and Ocean Education Outreach. Please visit www.teammkm.com for more information.

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