



**KENTUCKY INTERNATIONAL
CONVENTION CENTER**



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KENTUCKY BASED COMPANIES NAMED OFFICIAL PRESENTING SPONSORS OF LOUISVILLE BEER FESTIVAL

***Top of the Hops Louisville Beer Festival presented by
Kentucky Bourbon Barrel Ale and ValuMarket***

LOUISVILLE, KY (June 4, 2010) – Lexington-based Kentucky Bourbon Barrel Ale and Louisville's own ValuMarket are officially the presenting sponsors for the inaugural Top of the Hops Louisville Beer Festival. The festival, open to anyone 21 and older, is Saturday, June 19 from 2 p.m. to 6 p.m. in Exhibit Hall 1AB at the Kentucky International Convention Center.

Both sponsors are excited to welcome this new event to the Bluegrass State and allow Kentuckiana beer lovers the opportunity to sample more than 250 craft, domestic and import beers from around the world. Festival attendees will also be able to enjoy the live entertainment, great food and fun games.

Kentucky Bourbon Barrel Ale is dripping with the Kentucky spirit as a fine sipping ale that is charred in barrels that once held the finest bourbons of the commonwealth for approximately 10 weeks.

ValuMarket prides itself on its community knowledge with five full-service grocery locations in the area, each tailored to meet the needs of the surrounding neighborhoods. Area locations will offer special, in-store Kentucky Bourbon Barrel Ale displays to celebrate the partnership in honor of the upcoming Top of the Hops Louisville Beer Festival.

At the festival, produced by Red Mountain Entertainment and Blue Deuce Entertainment, patrons can take part in unlimited two-ounce samples of craft, import and domestic beers, receive a souvenir sampling mug and a full color festival guide. The Brew University Educational Area will offer a variety of seminars including "Homebrewing by My Old Kentucky Homebrew and Lagers Homebrew Club," "How to Brew Beer by Kentucky Ale Brewmaster Ken Lee" and "Pairing Beer with Food hosted by ValuMarket's Chef Gil Logan."

Tickets are available for \$39.50 in advanced for general admission or \$45 the day of the show. A special AG Exhibitions VIP ticket is available for \$75. In addition to unlimited

sampling, a souvenir mug and full color festival guide, VIP ticket holders will receive an exclusive beer tasting experience that begins at 1 p.m. It includes an elite variety of beer selections not available with general admission, complimentary food and access to the AG Exhibitions VIP area.

A limited amount of AG Exhibitions VIP designated driver tickets are available for \$25 each or \$15 each for general admission. All designated driver tickets include unlimited, complimentary soft drinks and water and all activities for the general admission or VIP areas. All designated driver ticket holders are prohibited from sampling beer.

Tickets are available at the Kentucky Exposition Center or Kentucky International Convention Center ticket offices and all Ticketmaster outlets. Tickets are also available through Ticketmaster Charge by Phone at 1-800-745-3000 and online at www.ticketmaster.com.

Top of the Hops Louisville Beer Festival is also sponsored by *LEO Weekly*, AG Exhibitions, *Draft Magazine* and Abita Beer.

For more information, visit www.topofthehopsbeerfest.com/louisville/.

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Top of the Hops Louisville Beer Festival believes in responsible drinking and does not promote mass consumption. Local taxi cab companies will be made aware of the event in advance and taxi service phone numbers will be listed prominently in the festival guide.

Fresh from the barrels that once held the finest bourbons of Kentucky, comes Kentucky Bourbon Barrel Ale, Kentucky's most unique award winning beer. Subtle yet familiar favors of vanilla and oak are imparted to this special ale as it rests in charred barrels for 10 weeks. Elegantly smooth and modestly carbonated, Kentucky Bourbon Barrel Ale is a fine sipping ale with a distinctive nose of a well-crafted Kentucky Bourbon.

ValuMarket, Louisville's locally owned grocery store since 1978, operates five full-service grocery stores in the area. With locations in Hurstbourne Plaza, Mid City Mall, Iroquois Manor, Outer Loop Plaza and Mt. Washington, each store is tailored to meet the needs and demands of the neighborhood around them. ValuMarket also launched Louisville's original online shopping service where customers can order their groceries from the comfort of their computer and then either pick them up at the store or have them delivered to their doorstep.

With 300,000 square feet of space, the convention center can accommodate a wide variety of sizes and types of events with ease. Of the 300,000 square feet available, 200,000 square feet is prime exhibit space including 145,000 square feet of contiguous, column-free areas. Accompanying the exhibit halls is a 30,000 square foot ballroom and 52 meeting rooms - all under one roof. The convention center's interior is complemented by a wonderful landscape of exposed brick, sawtooth skylights and a striking terrazzo floor that winds through the lobbies illustrating many of Louisville's signature landmarks. For more information, go online to www.kyconvention.org.

