



**FOR IMMEDIATE RELEASE**

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**PROMENADE BEER & WINE FESTIVAL SET TO BRING DTLB  
THE BEST IN CRAFT BREWS AND WINES**

*DLBA's annual festival hits its fourth year while continuing to celebrate DTLB's vibrant drink and culinary scene.*

**LONG BEACH, Calif.** (August 29, 2016) –The Downtown Long Beach Associates (DLBA)'s 4th Annual Promenade Beer & Wine Festival will bring over 40 breweries, wineries and restaurants as it invades DTLB on Saturday, October 1, from 6PM to 10PM along the Promenade between 1<sup>st</sup> and 3rd Streets.

Turning the Promenade into the best gastro-party in town, last year's event brought over 2,400 attendees and, as the number shows, sold out. After all, the festival shows off Long Beach's viability as a go-to hub for food and drinks.

"DTLB continues to represent one of the strongest beer cultures in the region," said Gina Dartt, Marketing & Special Events Manager for the DLBA. "From Beachwood's recent wins at the World Beer Cup to restaurants increasingly stepping away from macro-brews, we continue to host this event not only because its so well received but because it acts as an homage to the Downtown's craft beer scene."

The DLBA invites you to this year's festival, produced in partnership with Beachwood BBQ & Brewing and celebrating the growth of wine bars and craft beer brewed, served and savored in Long Beach as well as the diverse culinary options. As is tradition with DLBA parties, the event will also feature live music from local bands, a free bike valet, art classes and more.

"For those in the craft beer scene, it's always been about community," said Aaron Carroll of Beachwood. "It's about the people who make great beer, about the people who support great beer, and keeping people lovers of beer. This event is the epitome of that."

For a \$40 pre-sale/ \$50 gate ticket, attendees will receive unlimited 3oz beer & wine tastings\* (while supplies last), 10 food tastings, a souvenir tasting glass, as well as a full line-up of live local bands. Tickets are required for event entry. You must be 21 or over with valid ID to attend. Children are not allowed entry due to ABC regulations.

[Tickets are available by clicking here.](#)



In addition, Downtown Long Beach's signature restaurants will offer tastings from different regions that will be paired with wine and craft beer in themed areas throughout the event.

There are no refunds and all ticket sales are final. Alcohol service will End at 9PM.

Breweries confirmed to date include:

- 101 Cider House
- Artifex Brewing Company
- Beachwood BBQ & Brewing
- Congregation Ales
- Drake's Brewing Co.
- Eagle Rock Brewery
- El Segundo Brewing
- Firestone Walker
- Honest Abe Cider
- HopSaint
- King Harbor Brewing Co.
- Pizza Port
- Rock Bottom Brewery
- Strand Brewing Co.
- The Bruery
- Three Weavers Brewing Co.
- Tustin Brewing Co.
- Sierra Nevada
- Stone Brewing
- More to come!

Wineries & Wine Bars include:

- Broadbent
- Five O'Clock Wine Bar
- Foley Family Wines
- Happy Hour Wine Co.
- Maddalena Vineyards
- The Wine Bar
- More to Come!

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**About the DLBA:** The Downtown Long Beach Associates is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector. For additional information, please see [www.downtownlongbeach.org](http://www.downtownlongbeach.org).