

## HOPSCOTCH FESTIVAL CELEBRATES 15 YEARS WITH RECORD-BREAKING SALES



**VANCOUVER, BC, November 1, 2011:** With all three Grand Tasting Hall nights and the vast majority of the satellite events sold out weeks in advance, the 2011 Foodconnect Hopscotch Festival is set for another banner year of whisky, beer and spirits appreciation and education. Now in its 15<sup>th</sup> year, Canada's biggest Whisky and Premium Beer festival runs from November 14<sup>th</sup>-20<sup>th</sup>, 2011 and encompasses 27 events which will be attended by 5000 people.

Over the last decade and a half, the Hopscotch Festival has become a must-attend event for Vancouver whisky, beer and spirits lovers and for the past three years the Hopscotch Festival Kelowna has brought the same mix of tasting, education and celebration to the Okanagan.

While the week's highlight for most people will be the three Grand Tasting Hall nights at the Rocky Mountaineer train station which includes 60 suppliers and over 250 premium whiskys, beers and spirits, the week also include whisky dinners, brewery tours and single brand or region tastings. There are events tailored from everyone from novice tippers to lifelong devotees.

In 2011, the Hopscotch Festival is adding yet another great benefit to the event with a contest for all ticket holders in which they can win a trip for two to Las Vegas including a stay at the Wynn or MGM Grand and tickets to their choice of events including UFC. La Reve, Jay-Z/Kanye West and more.

In addition to the Grand Tasting Hall and satellite events, a series of Master Classes will be held throughout the week at Legacy Liquor Store in the Olympic Village. World class experts will lead fun and informative seminars on a dizzying range of whiskey beer and food related topics.

Tickets to select satellite events and many master classes are still available. For ticket availability and more information on the 2011 Hopscotch Festival, visit [www.hopscotchfestival.com](http://www.hopscotchfestival.com).

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**November 16<sup>th</sup>-20<sup>th</sup>, 2012 • [www.hopscotchfestival.com](http://www.hopscotchfestival.com)**