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ASHEVILLE BEER WEEK RETURNS FOR THE 13TH YEAR

Local breweries, beverage producers, educators, businesses, and non-profits partner with the Asheville Brewers Alliance (ABA) for 10 days of events

Asheville, NC – (Updated April 4th, 2024) – Asheville (AVL) Beer Week makes its comeback for the 13th consecutive year bringing 'Craft and Creativity for Community' to Western North Carolina with events running from May 16th to May 26th. This year's events will emphasize art, craft, and creativity highlighting the expanding and innovative world of craft beer and beverage across the region.

"Western North Carolina is rich with exceptional craft beverages, innovative artists, delectable food, and vital non-profit initiatives," said Karis Roberts, Executive Director at Asheville Brewers Alliance. We know so many locals and travelers alike look forward to the annual Asheville Beer Week, and we are excited to bring this multi-day, multi-venue calendar of events to life this spring!"

Attendees can anticipate fan favorites such as beer tastings, craft beverage dinner pairings, brewer meet & greets, panel discussions, and more. In alignment with the [ABA's core mission](#), AVL Beer Week 2024 will also feature a range of events dedicated to education and philanthropy. Some notable events to look forward to include the popular Craft Beverage Expo, the annual Asheville-Biltmore Rotary Walkathon to Fight Dementia, Brewery Sustainability Call to Action, and newcomer events like BrewStiller AVL and the 2-week-long Sweeten Creek Sweep Crawl.

[BrewStiller AVL](#) is a two-part series presented by the Brewing & Distilling Center of Knoxville and hosted by White Labs, Inc. kicking off with a free introductory seminar on March 8th highlighting *Why Brewers Make Great Distillers*. Those who attend this free seminar before AVL Beer Week will receive a discount to register for Part 2, a full 3-day immersive seminar from May 16 to 18, covering *Professional Distilling Essentials*.

Continuing education is also an integral part of the craft brewing scene. [The Craft Beverage Institute of the South East at AB Tech](#) will be hosting tours of their brewing facility every hour from 12-4 PM on the 23rd.

[Brewing Some Good For The Environment](#) is a monumental event and call to action. At the event, AB Air Quality and others will recognize the four breweries Wicked Weed Brewing, Hi-Wire Brewing, Cellarest Beer Project, and The River Arts District (RAD) Brewing for participating in this effort and highlight any other beverage producers in Buncombe County that have opted to take the Energy Star Challenge by pledging to reduce their energy intensity by 10% within 5 years.

The annual [Asheville-Biltmore Rotary Walkathon to Fight Dementia](#) will be hosted by Hi-Wire Brewery with the theme "We'll Walk 100 Miles to Fight Dementia". Individuals and teams can sign up to walk 1-mile or 3-mile routes in the South Slope/Downtown area on Saturday, May 18th. Donations of \$50 per person are encouraged. The Giving Back with Brews program will provide additional opportunities to support non-profit organizations during AVL Beer Week. Any business hosting a free event can collect donations for an organization of their choice instead of charging admissions.

Last but not least, [The Craft Beverage Expo](#) will return and be open to both industry professionals and the general public. Attendees can shop the newest brewing equipment and learn from the best in the industry. Asheville's annual craft beverage industry trade show will feature educational seminars from our partners at the [NC Craft Brewers Guild](#) and a special Tasting Experience, which will provide a space for beverage producers and their teams to share new products and provide demonstrations and samples. With 30+ vendors and more than 100 industry professionals all in

one location, this will be the best place to network, meet leaders in the regional brewing arena, and develop mutually beneficial business relationships. Secure your [tickets](#) now and explore volunteer opportunities [here](#). We are thankful to our Expo sponsors [Morrisette Packaging](#), [Holston Gases](#), and [Blue Moon Water](#).

We are pleased to announce the official DJ's of AVL Beer Week will be [Nex Millen / Retrospective](#) - an original Hip Hop artist, accomplished music producer, Hip Hop scholar, and cultural curator, & [Hot Bread Selectors](#), a trio of brewery buds with a fusion of Afrobeat, soul, reggae, dancehall, and more, expertly woven together to keep the vibes soaring all night long. Our kickoff party and wrap party are free with RSVP - these are highlight events you don't want to miss!

Be sure to check out events with local favorites: [The Marquee](#), [St.Brighid's](#), [Luminosa Restaurant](#), [Haywood Park Exhibition Hall](#), [Bottle Riot](#), [Archetype Brewing](#), [The Mule at Devils Foot Beverage](#), [Hi-Wire](#), [Burial](#), [The Whale](#), [White Labs](#), [Kick it Events](#), [Greenman](#), [Highland Brewing](#), [Wicked Weed](#), [Outsider Brewing](#), [DSSLOVR](#), [Innovation Brewing](#), [Botanist & Barrel](#), [Just Brew It](#), [Isa's Bistro](#), [The Foundry Hotel](#), [Hillman](#), [Asheville Pizza and Brewing](#), [Black Mountain Brewing](#), [Pleb](#), [Aloft Hotel](#), [The Wedge](#), [French Broad Brewery](#), [Asheville Detours](#), [Wedge Brewing](#), [7 Clans Brewing](#), [Catawba Brewing](#), [Sierra Nevada](#), [Sweeten Creek Brewing](#), [LoyalBrew](#), and more.

Please read our [suggestions for how to make your event as sustainable as possible](#).

Stay tuned for our full event schedule releasing mid-April, which will be listed on [Explore Asheville](#) with a mobile-friendly version available for download through our friends at [DigLocal](#). To learn more about Asheville Beer Week, visit [avlbeerweek.com](#) and connect on [Facebook](#) or [Instagram](#) @avlbeerweek, and by using the hashtag #AVLBeerWeek.

A huge thank you to our first round of sponsors including [DigLocal](#), the Asheville guide to all things local, and the official app for AVL Beer Week. Additionally, we are honored and thankful for our partner sponsorships with [Explore Asheville](#), [Bill Kaelin Marketing](#), [Haywood Park Hotel](#), [Aloft Asheville](#), [The Indigo Road Hospitality Group](#), [Hi-Wire Brewing](#), [White Labs](#), [Wedge Brewing](#), [Wicked Weed Brewing](#), [Bottle Riot](#) & [LoyalBrew](#). Sponsorship opportunities are available until April 1, 2024.

Sponsorship opportunities are available until April 30th at several levels for media and industry partners. Mountain Xpress is offering discounted rates for all Asheville Brewers Alliances members in any industry, with free ad design services included.

Where to Stay for AVL Beer Week:

Craft Beverage Expo & Tasting Experience Hotel Sponsors:

[Book Your Corporate Rate with Haywood Park Hotel](#) (includes complimentary valet parking)

[Book Your Corporate Rate With Cambria](#) (includes complimentary valet parking)

Bronze Craft Master Hotel Sponsor: [Book Your Corporate Rate With Aloft Hotel](#)

Six Pack Sponsor: [The Flat Iron Hotel- Asheville Beer Week- 20% off Booking Link](#)

(valet for \$30 per day or there is the self-park option at the Wall St. garage at \$20/day)

-Set open in late spring 2024, The Flat Iron Hotel is a historic, adaptive reuse, 71-room boutique hotel from the award-winning team at The Indigo Road Hospitality Group (IHRG). A nod to the city's Gilded Age, the hotel boasts a design inspired by the Art Deco era and offers an extensive culinary and beverage program, helmed by Executive Chef Graham House and Chef de Cuisine Sean McMullen, including: Luminosa, an upscale eatery with a menu driven by Italian classics, hyperlocal ingredients, and dishes crafted in a wood-burning oven; a rooftop bar atop the hotel with panoramic views of the Blue Ridge Mountains; and speakeasy cocktail concept, The Red Ribbon Society.

About the Asheville Brewers Alliance and Asheville Beer Week

The Asheville Brewers Alliance was formed in February 2009 as a trade and membership organization dedicated to promoting Western North Carolina craft beer and breweries. The ABA's primary mission is to promote WNC-crafted beer and provide member education and support. Collaboratively organized with the Asheville Brewers Alliance by a dedicated group of volunteers from the local beer industry, Asheville Beer Week offers a variety of unique events including tastings, festivals, dinners, talks, tours, shows, and other fun happenings, Asheville-style. AVL Beer Week is a brew-centric celebration of experiences, connections, and enjoyment of Western North Carolina's craft beverage ecosystem which includes distilleries, cideries, NA producers, and more.

Asheville Beer Week and the Asheville Brewers Alliance are proud to align with Community Partners year-round to further build our crafted community: [NC Craft Brewers Guild](#), [Asheville Downtown Association](#), [Asheville Ale Trail](#), and [Food Connection](#)

Asheville Beer Week Committee Members:

Karis Roberts - [Asheville Brewers Alliance](#), Taylor Seidler - [Seathirst Creative](#), Vicki Catalano - [Mountain Xpress](#), Kate Lichliter - [White Labs Brewing Co](#), Christine Priloa - [Edible Asheville Magazine](#), Tarah Singh - Imprint Artists Collective, Mica Crouse - [Big Mountain Impact](#), Julian Arena - [Outsider Brewing](#), Marci Ingram - [Asheville Downtown Association](#), Carlisle Stoup - [Carlisle Craft Creative](#)

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