

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Fest of Ale Returns to Charleston

Lager, Ales and Stouts...oh my! On Friday, March 28th, those who love beer can try some new options in the Charleston area as well as some old favorites. The first "Fest of Ale" of 2014 will take place at the Holiday Inn & Suites Charleston West starting at 7:00pm.

"It's hard to believe we developed this idea over 5 year ago and it's become as popular as it has." states Melissa Stricker, Director of Marketing for the Holiday Inn & Suites and the Comedy Zone. "We introduced the concept to the Charleston area in January of 2008. We wanted to educate customers on the great options that these beverages have to offer and provide them with a fun, safe and entertaining opportunity to try new options. We had no idea it would be so successful."

The ticket price includes everything from beer to food to chances to win prizes. Beer selections include new beers to the area from national brewers as well as craft beer from Morgantown Brewing Company.

The event will start with five beers and food pairings at 3 stations within the hotel's ballroom. Live Entertainment for the event will be provided by the Comedy Zone Charleston and will include comedians Chris Killian and Blayr Nias. During the show, two bottles of beer will be provided and will consist of the participants' choice of the beers they just tasted. Following the show, tasters will receive 6 more pairings at the stations. The food was selected to enhance the beers' flavor and provide pairing ideas for participants after the event. "This year, we're even including a few wine pairing at some stations for those who want to try new beers but prefer wine", stated Stricker.

"Our goal is for every participant to leave educated about beer and feeling like they can order something new and different." states Jim Waugh, Jr., Craft and Import Manager for Capitol Beverage Company.

Tickets to the event are \$35 each and include the samplings, appetizers, entertainment and chances to win prizes throughout the event.

For more information on the beer tasting event, visit the Comedy Zone website at www.comedyzonecharleston.com or call (304) 744-4641.

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