

NEWS RELEASE

Hot Summer Trend: Craft Beer Festivals

Lynn Fuhler Explains Why Brew Fests Are the Hottest Ticket in Town

WINSTON-SALEM, N.C., May 2, 2017 /PRNewswire/ -- Perhaps you have noticed that craft beer festivals, beer tastings and beer gardens are popping up more often these days. According to a leading online ticketing service, there are at least 900 craft beer festivals held in the U.S. each year, a number that is rising smartly as is the number of microbreweries and breweries vying for the taste buds of America's beer drinkers. The Brewers Association, a trade group, estimates that the number of brew pubs and regional and microbreweries has jumped from 2,420 in 2012 to more than 5,234 in 2016.

This summer the drinking public can expect to see more events featuring local beer tastings, beer pairings with food and beer with entertainment options, according to event planning expert Lynn Fuhler. This is good news for anyone who loves a good, ice-cold brewski.

As the author of the new book *Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals*, Fuhler can talk about:

- Why are craft beer festivals so important to helping local or smaller breweries sustain their customer base?
- What are the hallmarks of a first-rate beer festival?
- What role does buying and tasting local products play in the brewery business?
- What surprising flavors and ingredients in craft beers has she seen? (Think chocolate and caramel, key lime, tangerine and lemongrass).

Praise for Lynn Fuhler

“I have seen Lynn learn first-hand the right ways — and the wrong ways — to run festivals and major events. She learned from the best, learned from mistakes, and became a leader in the field. She has been where you are headed and knows how to guide you when you approach the fork in the road. It's all here in her detailed roadmap, *Secrets to Successful Events*.”

— **Bob Andelman**, *The Wawa Way*, Host/Producer Mr. Media®Radio & TV Interviews

Credentials: Lynn Fuhler has successfully organized events and festivals throughout her career. She is the former tourism director of Clearwater Beach, Fla., and former chairman of the largest free jazz festival in the Southeast. She is the internationally known author of *Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals*, which is used as a textbook at one of 2017's Top 15 Best Colleges, according to *U.S. News & World Report*. She has also written *Secrets to Successful Events Resource Guide*.

Availability: Central North Carolina, nationwide by arrangement and via telephone and Skype

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