

**MEDIA RELEASE**  
For Immediate Release



## **Kitchener-Waterloo Oktoberfest, with Molson Coors Canada, Presents Stein & Dine**

(Kitchener-Waterloo, Canada – September 20, 2011) – Kitchener-Waterloo Oktoberfest, in partnership with Molson Coors Canada, presents the premier culinary event of the season. Stein & Dine will take place this Thursday, September 22<sup>nd</sup> from 6:00 pm - 10:00 pm at the Waterloo Inn.

Beer Sommelier Steve Riley will pair Molson Coors beers with each course, providing an explanation of the pairings to add to each diner's enjoyment. Steve is the Founder and President of Betterbeer.com and one of only eight Certified Cicerones (Beer Sommeliers) in Canada.

Tickets for this fine dining event are sold out!

Proudly sponsored by: Borden Ladner Gervais LLP, Deloitte, Flanagan Food Services, Pfaff/Porsche of London and Rogers Radio Group of Kitchener.

### **About Kitchener-Waterloo Oktoberfest**

Kitchener-Waterloo Oktoberfest is a not-for-profit Bavarian festival founded in 1969 by a group of volunteers committed to contributing to the social and economic vitality of Kitchener-Waterloo, Canada twin cities with German heritage. Canada's Greatest Bavarian Festival celebrates German heritage, food, music and festivities and is supported by more than 50 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 435 volunteers and 1,300 community and service club volunteers that stage the nine-day festival each October promoting a unique German cultural experience. As well as the \$21.1M annual economic boost the festival gives the local economy during the international festival, over \$1.5 million is raised each year by the not-for-profit organizations associated with Kitchener-Waterloo Oktoberfest, one of the top three most recognized event brands in Canada.

- 30 -

### **For additional information:**

**Mark Kreller**

Executive Director

K-W Oktoberfest Inc.

519-570-4267 ext. 222

