



MOTT'S CLAMATO BEST CAESAR IN TOWN® FINALE COMING TO OKTOBERFEST!

SEPTEMBER 4, 2024 - KITCHENER, ON – Enjoy a great Caesar? Join [Mott's® Clamato®](#) and [Kitchener-Waterloo Oktoberfest](#) this Thanksgiving weekend for the Best Caesar in Town® grand finale!

“We are excited to see the evolution of the Mott's Clamato Caesar come to life through the eyes of new taste makers within the Bartender's community,” shares Mott's Clamato Brand Team. “The modernization of these Caesar cocktails showcases new and modern ways a Caesar can be enjoyed! We hope that Mott's Clamato can add a savoury new taste to the already energetic and fun atmosphere of Oktoberfest!”

Mott's Clamato Caesar mixing competitions are being held across the country this summer on the following dates:

- Vancouver, British Columbia – July 3rd [COMPLETE]
- Calgary, Alberta – July 6th [COMPLETE]
- Oakville, Ontario – July 10th [COMPLETE]
- Saskatoon, Saskatchewan – September 5th
- Winnipeg, Manitoba – September 10th
- Brossard, Quebec – September 12th
- Charlottetown, PEI – September 19th and September 20th

The winners from each regional competition are all coming together on October 12th at Oktoberfest's [Willkommen Platz](#) in downtown Kitchener to be judged on creativity, presentation, garnish and most importantly tasteful zing! All programming is free at Willkommen Platz and the community is invited to attend and cheer on the Best Caesar in Town® contestants, learn a new twist to an old classic and celebrate Canada's largest Bavarian festival as well as one of its favourite cocktails.

Finale Details:

- **Date:** Saturday, October 12th
- **Times:** 12:15 – 1:15 pm and 2:15 pm – 3:15 pm
- **Location:** Willkommen Platz (Carl Zehr Square) in downtown Kitchener

Grand Prize:

- \$5,000 and the Best Caesar in Town® Trophy

“We are thrilled to host Mott's Clamato's Best Caesar in Town® finale,” shares Tracy Van Kalsbeek, Executive Director of K-W Oktoberfest. “I'm really excited about the special mystery box part of the competition that will use local Oktoberfest-themed ingredients in the mixing of the cocktails – it's sure to be fun!”

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About [Kitchener-Waterloo Oktoberfest](#)

The first Kitchener-Waterloo Oktoberfest was celebrated in 1969 at Concordia Club in Kitchener, organized by a group of dedicated founders. The keg was tapped and history was made. Since then, Kitchener-Waterloo Oktoberfest has developed its own traditions, becoming one of the largest Bavarian Festivals outside of Germany. Tens of thousands of visitors celebrate annually in our Festhallen, at local restaurants and by attending one of our many family and cultural events. More than just biergartens, Kitchener-Waterloo Oktoberfest is committed to supporting the cultural, economic and social vitality of Waterloo Region, bringing millions of dollars in economic benefit to the Region each year. *Oktoberfest Cares* provides funding for charitable partners and supports Festival initiatives that enrich our community such as the Onkel Hans Food Drive and keep admission costs low or free for favourites including the Women of the Year celebration and family-friendly events like KIDtoberfest, Thanksgiving Day Parade and Christkinderfest. For more information visit [www.oktoberfest.ca](#).

About [Keurig Dr Pepper Canada](#)

Keurig Dr Pepper Canada is the trade name under which Keurig Canada Inc. and Canada Dry Mott's Inc. operate. From coast to coast, Keurig Dr Pepper Canada offers a broad range of delightful hot and cold beverages

from iconic brands beloved by Canadians, and marketed under more than 60 flagship brands, including Canada Dry®, Dr Pepper®, Mott's® Clamato®, Van Houtte® and Timothy's®, available everywhere people shop and consume. Also available from Keurig Dr Pepper Canada are Keurig®'s single-serve coffee makers. Recognized as a top employer and a destination for talent, the company's main Canadian offices and executive team are located in Montréal, Quebec, and Mississauga, Ontario. Also located in Montréal, Quebec are the hot beverage manufacturing facilities and Keurig Canada Inc. subsidiary Van Houtte Coffee Services Inc., which offers innovative beverage solutions to away from home customers from branch offices in 30 Canadian cities. The company relentlessly reaches for more and is committed to sourcing, producing and distributing beverages responsibly through our "Drink Well. Do Good." corporate responsibility platform. To learn more about our company, visit: www.keurigdrpepper.ca. To learn more about our commitment to corporate social responsibility, visit: www.keurigdrpepper.ca/en-ca/our-company/corporate-responsibility.

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