



THE LONDON BIERFEST RETURNS WITH NEW OFFICIAL BEER SUPPLIER ABK BEER

LONDON (26 February 2019) – The London Bierfest, the capital’s premier corporate beer festival, will return to the City of London from 17-18 October with a new selection of award-winning, handcrafted Bavarian beers, as ABK Beer signs as Official Beer Supplier.

Taking place in East London’s iconic Old Billingsgate Market, the two-day Bavarian-style event is set to bring the spirit of the Munich Oktoberfest to London, promising a spectacular programme of live performances, unlimited steins of ABK Beer and traditional Bavarian cuisine.

Brewed for more than 700 years in Kaufbeuren, Germany, ABK Beer’s range of lagers and ales are all overseen by master brewer, Bernd Trick. The unwavering commitment to consistent quality has been at the very heart of its success and is achieved by using only the finest four local ingredients of barley, hops, yeast and pure water.

Guests of London Bierfest will be able to enjoy ABK Hell - the current ‘Supreme Champion’ title holder of the 2018 International Beer Challenge, alongside their Pilsner, Weissbier, Dunkel and Kellerbier variants. There will also be the opportunity to try Radler – an innovative bottled mix of ABK Edel and ABK Organic Lemonade*.

Joel Smith, Vice President, Arts & Entertainment Events, IMG said: “With ABK being the official beer of Oktoberfest UK 2017, we are delighted to be working together to mark the 16th edition of The London Bierfest. Every year, this proves to be such a popular event, and we are delighted for it to return to Old Billingsgate Market. The event offers the ultimate Oktoberfest experience with an evening of corporate entertainment, opportunities to network and team building.”

Mark Jones, CEO of ROK Drinks, commented: “We are incredibly proud of our heritage and even more proud of our beer, which has been hand-crafted since 1308 using techniques passed down from generation to generation. We can’t wait to bring our award-winning beers to The London Bierfest 2019 and deliver the authentic taste of Bavaria to thousands of guests across the two-day event.”

Tables for the event are available to book in groups of 10. This includes an all-inclusive package of unlimited steins of ABK Beer, wine and soft drinks, delicious platters of traditional German cuisine, full table service throughout the night from a team of Heidis, and Helmut, and an action-packed programme of live performances.



To book a table at The London Bierfest 2019, call 0208 233 6701, email info@thelondonbierfest.com or visit [See Tickets](#). Sign up to The London Bierfest newsletter at www.thelondonbierfest.com to keep up-to-date with event information.

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About London Bierfest

London Bierfest is the capital's premier corporate beer festival, taking place annually since its launch in 2003. This two-day Bavarian-style event brings the spirit of the Munich Oktoberfest to the City of London, as a team of Heidis, and Helmut, all in traditional dress, serve thousands of revellers each day.

About IMG

IMG is a global leader in sports, fashion, events and media, operating in more than 30 countries. The company manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in sports training and league development, as well as marketing, media and licensing for brands, sports organizations and collegiate institutions. IMG is part of the Endeavor network.

About ABK Beer

ABK is an award-winning, hand-crafted Bavarian beer brand that has been brewing lager and ales for over 700 years in Kaufbeuren – Bavaria, Germany. The unwavering commitment to consistent quality has been at the very heart of the brand's success since 1308, with only the finest, local ingredients of barley, hops, yeasts and the purest waters used.

It is owned and distributed by ROK Drinks, which is part of ROK Stars - the consumer products company co-founded by John Paul DeJoria and Jonathan Kendrick. ROK Drinks has a multi-national portfolio of outstanding and award-winning drinks, offering high quality and exceptional value.

*ABV values of each beer are listed below:

ABK Hell (5.0% ABV)

Pilsner (4.2% ABV)

Weissbier (5.3% ABV)

Dunkel (5.0% ABV)

Kellerbier (5.1% ABV)

Radler (2.8% ABV)



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ABK Beer

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