

# Oktoberfest

AUBURN, AL

## Homebrew Alley Information



**Saturday, October 8th, 2016**

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# Oktoberfest Background

2016 marks the sixth year of The Hotel at Auburn University's Oktoberfest. We expect an attendance of 1,500 craft beer enthusiasts at this year's Oktoberfest.

Each local, regional and national brewery in attendance will showcase a small selection of beers, giving attendees an opportunity to sample a variety of great brews. Select breweries will also present one-off beers, which are brewed specifically to be served at the Oktoberfest event. A selection of German wines will also be available throughout the event.

A selection of German Oktoberfest staples will be available for purchase

Live music will serve as the soundtrack to this fun-filled event. Televisions playing college football will also be setup within the festival for the football fans. Several contests encouraging crowd participation will take place throughout the evening.



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# Homebrew Alley

Oktoberfest will feature “Homebrew Alley,” where home brewers are given the opportunity to showcase their craft to the festival goers. Festival attendees will also have a chance to vote for their favorite home brewed beer throughout the event as well and a crowd favorite will be chosen. The homebrew winner will have their winning recipe created as a one-off beer with an Alabama brewery. Once it’s produced, The Hotel at Auburn University will feature the winning beer selection on draft for a limited time during the fall season.

- Contestants in the People's Choice contest are asked to provide and pour at least 4 gallons, however brewers from past events highly recommend bringing at least 10 gallons.
- Brewers will be responsible for providing a system for dispensing beer (i.e. keg with hand pump, jockey box, bottles, etc.). Power can be provided upon request prior to the festival. Day of requests will not be guaranteed.
- At least 1 person should be at the booth from 4:00pm-9:00pm and be prepared to educate and answer questions about their brew(s) and their technique.
- The crowd favorite entries will be tallied up at 7:30pm and the winner will be announced at the main stage at 8:00pm.



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# Homebrew Entry Form

**Please submit one entry per beer. This information will appear on the Festival Program.**

Brewer First Name: \_\_\_\_\_

Brewer Last Name: \_\_\_\_\_

Name For Banner at Tent: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Beer Name: \_\_\_\_\_

Beer Style: \_\_\_\_\_

Description of Brew: \_\_\_\_\_

Once entry form is received, a confirmation email will be sent to the homebrewer which will include a link to claim your booth. There is no cost to enter and registration includes a 10 x 10 tent, two 6ft tables, 1 large cooler with ice and entry for you plus one person to assist you at your tent. Any additional guests/people assisting with your tent will be required to purchase a ticket at general admission price.

Please submit your entry form by September 1, 2016 to Adam Keeshan via email [adam.keeshan@auhcc.com](mailto:adam.keeshan@auhcc.com) or by mail 241 S. College Street, Auburn, AL 36830 Attn: Adam Keeshan.