



FESTIVAL DETAILS & BREWERY RESOURCES

WHAT

•15th Annual High Country Beer Fest (HCBF)

WHEN

•Saturday, August 27, 2022
•2-7 pm (5 hours serve time)

WHERE

•High Country Fair Grounds
(Boone, North Carolina)

HOW IT WORKS

•Breweries pour for free as a donation /promotion
•We sell tickets to the event (\$50/\$100)

WHY PARTICIPATE

• Over 1500 expected guests

2022

HCBF is a charitable event, raising money for local charities and the Fermentation Sciences program at Appalachian State University

Celebrating 15 years of bubbles and 150 years of the township of Boone!

ABOUT THE FEST

Festival Venue

High Country Fair Grounds

748 Roby Greene Road, Boone, NC 28607

The fairgrounds are nestled just outside of town in a beautiful scenic mountain surrounding. Enjoy plenty of space and cool mountain air while you pour!

Tax Deductible (Tax ID#: 46-5180443)

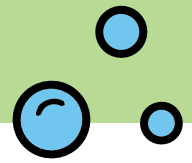
HCBF is a nonprofit fundraising event for Ivory Tower, a private 501(c)(3) that supports Fermentation Sciences through donations. Over the past 11 years, we have raised more than \$500,000 for fermentation science equipment, scholarships, grants and more.

While you will not be able to charge for beer poured at HCBF, you will receive a tax-deductible receipt so you can claim a tax write-off for any beer you donate. Receipts will be included in your check-in packet or can be printed from our website, hcbeerfest.com.

Travel Stipend

We offer a \$350.00 travel stipend to cover hotel or other travel expenses. A check for \$350.00 made out to your brewery's name will be included in the check-in packet. Use this money anyway you desire. As an educational and fundraising event, we cannot pay you for your product.

BREWERY HOSPITALITY



OUR GIFT TO YOU

Free Shirts

2 free t-shirts (designed by local artist)

Promotion

We promote you on social media and on our website. Your logo with a link to your website will be displayed on the HCBF website.

ACCOMODATIONS

Free On-Site Camping

Enjoy the pre-party bonfire before you drift off to sleep in the cool mountain air. We will try to accommodate your vehicles as close to the camping area as possible, but we cannot guarantee a spot directly next to your car. There will be bathrooms specifically for the camping area, and festival attendees will not have access into this area. Please use the Parking Pass that is supplied at registration. Limited power hook-up is available as well. If you have camping questions, please don't hesitate to ask!

Hotel Accomodations

We block off a section of rooms and secure a discount for breweries at two local hotels. You reserve. Specific info about these hotels will be sent out shortly and will also be available on the HCBF website.

GOOD EATS

Brewer's BBQ and Bonfire

Join us:

Friday, August 26, 2022

At the Fairgrounds

Come to a BBQ for brewers/distributors and HCBF staff at the fairgrounds. Festivities kick off at 6 p.m., with dinner served at 7 p.m. Enjoy an authentic NC pig pickin' for dinner (vegetarian options available). Ivory Tower will provide handcrafted beverages. If your brewery has any special brews that you want to show off to your peers, Friday night is a great time to bust them out! The refrigerated truck will be on-site to load your product as well.

Breakfast

Bagels, water, and coffee will be provided Saturday morning.

Hospitality Lunch Tent

So brewery attendants don't have to fight the food truck lines for lunch, we will have a private tent with food and drinks. This will provide a place to take a quick break before going back to pour. Food may be brought back to your brewery tent as well. Refreshments will also be available throughout the day, with HCBF reps checking in with breweries every couple of hours.



THANK YOU FOR ATTENDING!

LOGISTICS AND ESSENTIAL INFORMATION

CHECK-IN AND SET-UP

Check-In

Breweries must go to the check-in table to receive check-in packets before setting up. Check-in no later than noon on Saturday.

Set-Up

Festival grounds open at 10 am Saturday. If you camp, you can set up as soon as you like. There will be plenty of volunteers to help you off-load all of your beer quickly. Set up must be complete by 1 pm.

Clean-Up

After the festival, we ask that you remove any leftover beer from the public space and help clean up your booth space.

WEATHER

High Country Beer Fest is an outdoor festival. Be prepared to serve rain or shine. We have been blessed with beautiful weather for 14 years (knock on wood).

WE PROVIDE

Keg Refrigeration

A refrigerated truck will be available at the fairgrounds from check-in Friday morning through the end of the festival). HCBF board members will be there all day Friday.

Certain Essentials

- Table
- Dump buckets
- Water
- Ice (distributed 1-2 pm on Saturday).
- Glasses

WHAT TO BRING

Serving Staff

Each brewery is allowed up to 4 staff per booth. There will be a surcharge for each extra person. If additional personnel are needed or if you have questions/concerns regarding this rule, please contact us.

Beer

We expect to serve over 1500 guests this year. This year, we recommend bringing 1-2 bbls. Draft beers only please!

Promotional Items

Stickers, bottle openers, and other promotional items. You may sell t-shirts and signs if you desire.

Tent/Canopy and Tablecloths

You bring your own tent for shade and promotion. Breweries who sponsor HCBF receive preferred tent/booth placement. The rest of the spots are first-come, first-served.

Containers for Kegs and Serving Methods

WHAT NOT TO BRING

Promotional Pint Glasses

We supply glasses for all guests.

Canned and Bottled Brews

Draft beers only please! Help us cut down on waste.

QUESTIONS?

Seth: 828-406-8248
Daniel: 826-406-6014

breweries@hcbeerfest.com

SAFETY GUIDE

We want the High Country Beer Fest to be a safe, enjoyable, and educational experience for you and our patrons. We emphasize the appreciation of beer and its diverse styles and flavors by giving brewers the opportunity to educate our patrons. We take preventative measures to promote responsible consumption and offer contingencies to deal with adverse situations as necessary. Please review the rules that we expect everyone to follow and encourage patrons to drink responsibly.

As a participating brewer, we ask that you please comply with the following:

RESPONSIBLE CONSUMPTION

Wristband Colors: Wristbands will clearly mark who is eligible to drink and who is a DD and cannot be served. Your check-in packet will give you the assigned wristband colors.

Pour Volume: Pour only ONE, 2-ounce sample (~ 1/3 glass) of beer per person, per presentation.

Beer Fest Glasses: Pour only into official Beer Fest tasting glasses. NO mugs, pint glasses, Solo cups, etc. No exceptions.

Natural Breaks: Encourage dancing, food, and water or other non-alcoholic beverages between tastings to help patrons have natural breaks between drinks.

Keep Control of your products at all times, especially after Beer Fest.

INTOXICATED PATRONS

Visibly-intoxicated patrons SHOULD NOT be served.

You have the right to refuse the service of alcohol to anyone you believe to be intoxicated. Immediately notify Festival Staff for assistance!

Please be polite and respectful, but firm. Be sympathetic and offer assistance. Always remain in control and avoid confrontations where possible.

Exit Strategy

HCBF has arranged transportation for any intoxicated patrons.

- A Taxi service will transport Beer Fest patrons at our expense.
- Cars can remain on-site overnight.
- We provide shuttle busing to and from campus.



OTHER HELPFUL RESOURCES

Hydration stations are available with water and non-alcoholic beverages for everyone

Sherriff's Officers are on hand to help keep us all safe and to enforce the law if necessary. Please take a moment to thank them for being here.

IT'S ABOUT EDUCATION, NOT INTOXICATION