

FOR IMMEDIATE RELEASE

Penticton Gets Weird: Second Annual Weird Beer Festival Returns for Penticton Beer Week September 18–27

PENTICTON, BC — Beer is getting weird again in Penticton.

Following the success of its inaugural event, the **second annual Weird Beer Festival** is returning September 18–27 as part of Penticton Beer Week, inviting beer lovers, adventurous drinkers and the simply curious to step outside their comfort zones and discover just how strange — and delicious — beer can be.

This year's celebration brings together seven participating local breweries, each creating a one-of-a-kind "weird beer" specifically for the occasion. Rather than sticking to traditional styles and familiar ingredients, brewers have been encouraged to experiment, play with unexpected flavours and challenge the idea of what belongs in a pint glass.

And they've delivered.

Expect bold combinations, surprising ingredients, unusual colours, unexpected heat, tropical flavours, and plenty of beers that will have drinkers asking, "*Wait... what's in this?*"

Among this year's creations is a beer experience that turns two beers into one striking glass — creating an **Okanagan "sunrise"** of vivid pink and blue. Another brewer has taken inspiration from Thailand's iconic **Som Tam (papaya salad)**, bringing together bright papaya, fresh lime and a kick of Thai chili. And one creation combines orange peel and coriander in a **kolsch biere gone blanche** in an unexpected take on a classic style.

And those are just the teasers.

But there's only one way to discover exactly what the brewers have dreamed up.

The Weird Beer Brewery Crawl

The festival's signature experience is the **Weird Beer Brewery Crawl**, giving participants the opportunity to visit all seven participating breweries and taste their exclusive weird creations.

Guests can pick up an official Weird Beer Passport at any participating brewery and set off on their own weird beer adventure. At each stop, they'll try the brewery's weird beer and collect a stamp in their passport.

Those brave enough to collect all seven stamps will earn a **limited-edition Weird Beer Crawl Hat** — the ultimate badge of weird beer honour.

“We wanted to create an event that gives our breweries permission to have some fun and really push the boundaries,” says Alexis Esseltine of Tin Whistle Brewing. “There are so many talented and award-winning brewers in Penticton, and this is a chance to see what happens when you tell them they can make whatever they want. The results are weird, surprising and, most importantly, delicious.”

The Weird Beer Festival is designed for everyone from seasoned craft beer enthusiasts to people who simply enjoy trying something new. No beer expertise is required — just curiosity and a willingness to embrace the weird.

Seven breweries. Seven weird beers. One seriously strange adventure.

Event Details

What: Second Annual Weird Brewery Crawl

When: September 18-27

Where: Seven participating breweries in Penticton including: Tin Whistle Brewing, Yellowdog Brewing, Neighbourhood Brewing, Abandoned Rail Brewing, Barley Mill Brew Pub, Highway 97 Brewing, and Cannery Brewing

Passports: Pickup passports at participating breweries between September 18-27. Complete your crawl before September 27, and pick up your limited-edition hat at any of the 7 participating breweries.

For more information, visit www.pentictonbeerblocks.ca or follow @pentictonbeerblocks.

About Penticton Beer Week

Penticton Beer Week celebrates Canada’s Craft Beer Capital with 10 days of beer, discovery and good times. Bringing together local breweries, beer lovers and visitors, the annual celebration shines a spotlight on Penticton’s creative and diverse craft beer scene — from classic favourites to the wonderfully weird.

Photos:

https://drive.google.com/drive/folders/1o8fUrdaw-1EvogW3-RSd7hZOSCrUWSjb?usp=drive_link

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