

Posted: 6:00 a.m. Friday, June 19, 2015



## Jungle Jim's Beer Festival to feature 400 different brews

New this year are early admission and access to brewery exclusives.



CONTRIBUTED

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**FAIRFIELD** — Jungle Jim's International Beer Festival celebrates its 10th anniversary this weekend, adding to its traditions a new twist: early admission.

The festival begins at 7:30 p.m. today, but for those who don't want to wait that long, early admission tickets will give access to the festival an hour earlier for an extra \$10.

According to a press release for the festival, only those with early admission will get to participate in the tapping of a firkin, a small keg of beer.

Stephanie Adams, marketing associate for Jungle Jim's, said early admission ticket holders will also receive a bigger glass than the one given to those with regular admission.

Only about one-third of the total tickets sold will be early admission, said Ed Vinson, event coordinator for the festival and the beer and wine operations manager for Jungle Jim's.

As a returning feature, participants can also sign up for the Brew Crew, formerly called Bonus Brews, and gain access to 45 exclusive beers. Attendees can sign up for free before or during the event by taking an online survey. Brew Crew members can also receive a newsletter about beer-related events and updates.

Beer tastings and beer festivals have seen a rise in popularity in the area, as evidenced not only by Jungle Jim's growing event, but also by the new Banshee Brew Fest at Kings Island this year.

The convenience of being able to take home favorite brews sampled at the festival sets the Jungle Jim's event apart, Adams said.

"If you try a beer upstairs in the Oscar Center, you can purchase it downstairs on our sales floor," she said.

She also pointed out the variety that comes from having 400 different beers from more than 100 brewing companies. That variety is something few, if any, other festivals can claim, she said.

"No one has the variety that we have," Vinson said. "I don't think anyone in the state has the variety of taste that we do."

While the breweries hail from all over the world, a number of Cincinnati companies are also represented.

The Cincinnati breweries featured at the festival include Angry Orchard Cider Co., Blank Slate Brewing Co., Christian Moerlein, Fifty West Brewing Co., Listermann / Triple Digit Brewing Co., Madtree Brewing Co., Mt. Carmel Brewing Co., Rhinegeist Brewery, Rivertown Brewing Co. and Urban Artifact.

"We (Jungle Jim's) are a local company, and we've always supported local," Vinson said.

The festival is also a way for people to discover up and coming breweries, Vinson said. Urban Artifact, for example, opened earlier this year. Another such brewery is Braxton Brewing Co., based in Covington, Ky. The company has not yet begun to sell their product in Ohio, Vinson said, giving festival attendees a chance to sample it first.

Adams said the festival is a better opportunity to try new beers than simply going to a bar.

"It will open your eyes up to more styles (of beer)," she said.

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### HOW TO GO

**WHEN:** 7:30 to 10:30 p.m. today and Saturday, June 19 and 20. Early admission available at 6:30 p.m.

**WHERE:** The Oscar Event Center at Jungle Jim's, 5440 Dixie Highway, Fairfield

**COST:** \$50 for general admission; \$60 for early admission; \$20 for non-drinkers

**MORE INFO:** Must be 21 or older to attend. For more information, visit [www.junglejims.com/beerfest](http://www.junglejims.com/beerfest) or call 513-674-6000

Must be 21+ to enter