




**"One of the best beer
festivals in the world"**

The Beer Connoisseur

MELBOURNE
17-19 May 2019

SYDNEY
1 June 2019

AUCKLAND
29 June 2019



“What if we could convince the country’s most exciting craft breweries to all brew and release a brand new beer on the same day at the one event?”

Like most great events, GABS Beer, Cider & Food Fest started with a simple idea.


Back in 2011, the team behind The Local Taphouse bars in Melbourne and Sydney staged the first ‘Great Australasian Beer SpecTAPular’ with 20 breweries crafting a unique beer just for the event. The idea struck a chord, and had enthusiastic beer lovers lining up around the block.

From there, the event moved to the stunning Royal Exhibition Building in Melbourne, before expanding to Sydney and Auckland.

Over the years, more and more breweries got involved, and in 2018 the festival featured 170 ‘Festival Beers & Ciders’, representing the very best brewers and cider makers from Australia, New Zealand and around the world.

Attracting 40,000 people across the three cities, the event (now better known as GABS) has been described as “one of the best beer festivals in the world” by prestigious US magazine *The Beer Connoisseur*.

THE IDEA



“The non-disposable moments at festivals carry so much weight – they are unforgettable, watertight, locked-down emotional memories that, as a brand, you want to access and be associated with.”

*Alasdair Willis, Creative Director @ Hunter
The New York Times*

At GABS, we're all about sharing our love of craft beer and cider with as many people as possible through exceptional experiences.

That 'experience' part is really important. We don't think of our event as a traditional festival. We think of it as a truly immersive experience.

From the opening of the doors to the final bell, we create powerful moments - from spectacular highs to the deftest of touches - that surprise and delight our audiences at every turn.

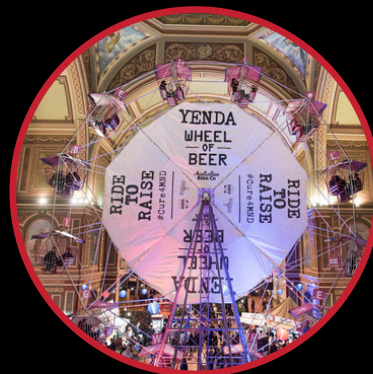
Imagine...

THE EXPERIENCE



The thrill of choosing from hundreds of beers and ciders made especially for you.

That nostalgic glow of riding a Ferris wheel... inside a building!



Watching spellbound as an acrobat performs incredible feats.

Hearing the behind-the-brew story of your favourite beer or cider.



Savouring the delicious combination of beer and cheese.

Singing with abandon along with thousands of happy punters.



And sharing all these unforgettable experiences with your closest friends.



THE EXPERIENCE



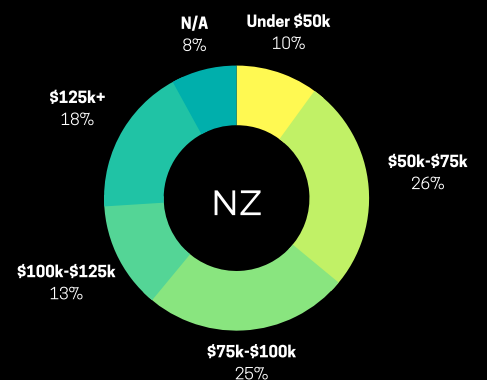
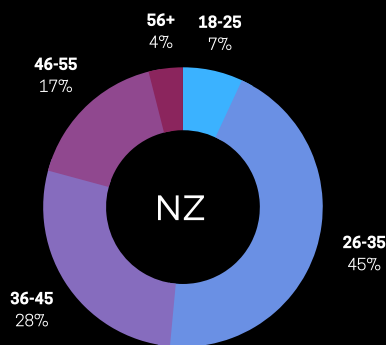
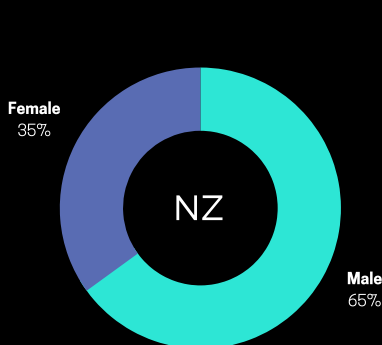
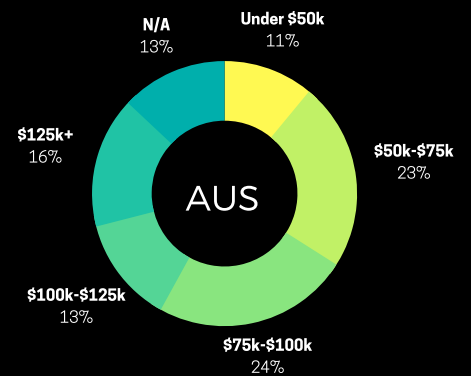
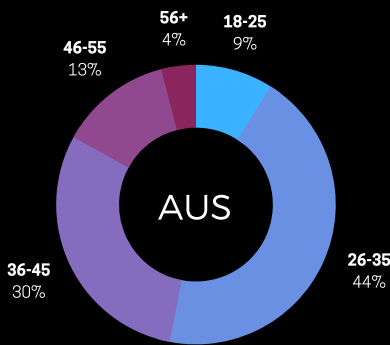
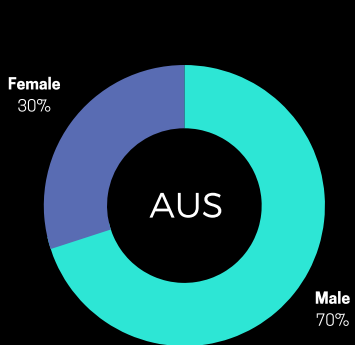
Increasing female audience each year



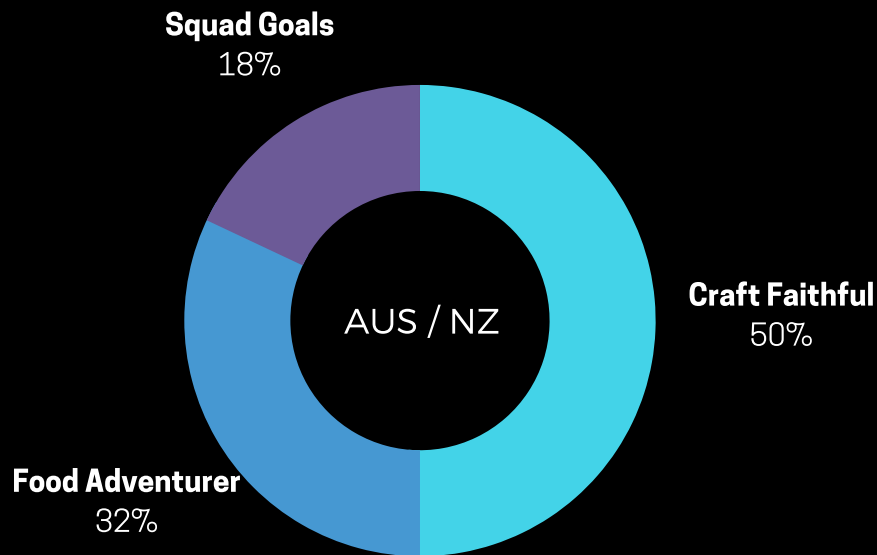
7 in 10 attendees aged between 26-45



50% earning over \$75k per annum



THE AUDIENCE



CRAFT FAITHFUL

I love craft beer and actively seek these out over mainstream beers. I like to know more about the beers I drink.



FOOD ADVENTURER

For me, craft beer is part of my bigger passion for good food and drink. I love checking out the latest bars and restaurants, and am always curious to try different beers, wines, and food dishes.



SQUAD GOALS

For me, food and drink is more about the social element. I'm not so fussed about any particular craft beer, but like to get together with friends to share a quality meal and drinks.

WHAT UNITES THEM?

GABS audiences are early adopters. They follow their passions rather than the crowd. And they'll spend more on quality products and experiences.

THE AUDIENCE

\$750k

CAMPAIGN

\$2.9m

MEDIA



\$18k

CHARITY SUPPORT

40k

AUDIENCE



2018



600+

BEERS & CIDERS

170

FESTIVAL BEER &
CIDER BREWERS



49

STREET FOOD
VENDORS



171

EXHIBITORS

162k

AUDIENCE



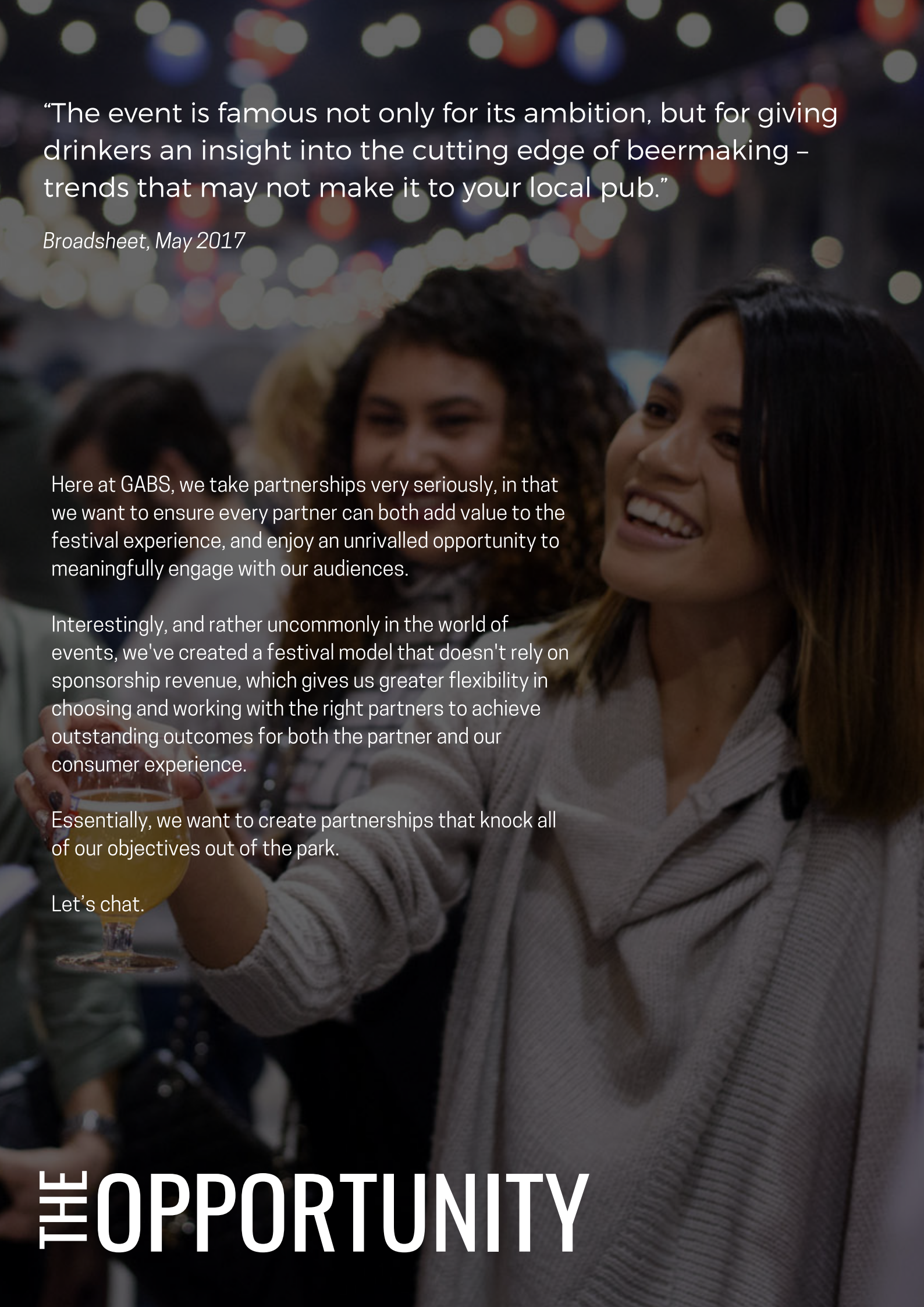
ALL
TIME



870

NEW BEERS &
CIDERS LAUNCHED

THE NUMBERS

A woman with long dark hair, wearing a light-colored jacket, is smiling and holding a glass of beer. She is in a social setting, likely a festival or event, with other people and colorful bokeh lights in the background.

“The event is famous not only for its ambition, but for giving drinkers an insight into the cutting edge of beermaking – trends that may not make it to your local pub.”

Broadsheet, May 2017

Here at GABS, we take partnerships very seriously, in that we want to ensure every partner can both add value to the festival experience, and enjoy an unrivalled opportunity to meaningfully engage with our audiences.

Interestingly, and rather uncommonly in the world of events, we've created a festival model that doesn't rely on sponsorship revenue, which gives us greater flexibility in choosing and working with the right partners to achieve outstanding outcomes for both the partner and our consumer experience.

Essentially, we want to create partnerships that knock all of our objectives out of the park.

Let's chat.

THE OPPORTUNITY

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