

# 20 20 WINTERFEST

CRAFT BEERS + CURATED BITES  
US BANK STADIUM, MPLS



## Winterfest Guide

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January 17, 2020

7:00 - 10:00 PM

Earliest Arrival: 6:00 PM

21+ photo ID required

U.S. Bank Stadium, Polaris Club

401 Chicago Ave, Minneapolis, MN 55415

(Use Ecolab Gate on South 4th Street)

### Festival Timeline

6:00 - U.S. Bank Ecolab gate doors open, early arrival begins

6:30 - Festival opens to VIP MNthusiast Members

7:00 - Festival opens to GA Ticket Holders

9:45 - Best Beer and Best Dressed Brewery winners announced

Last Call

Request Ride-Shares

10:00 - Festival Close

10:00 - Official Afterparty at FINNEGANS

### Download the App



Search "Winterfest" in your app store to download the festival app to view the festival map, beer list, in-app to-do list, and competition for Best Beer and Best Dressed Brewery.

# Getting to Winterfest

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## Public Transportation

We encourage you to take advantage of Metro Transit while getting to and from Winterfest! Metro Transit will provide free rides between 5:30 - 11:00 p.m. on January 17.

## Via Light Rail and Metro Transit

Exit U.S. Bank Stadium Station and walk along the sidewalk on 4th Street. The Ecolab Gate is on your right.



***Claim your free ride by completing the survey on our website!***

## Ride Share

Get dropped off on the corner of 4th Street and Chicago Ave and walk along the sidewalk on 4th Street.

## Driving and Parking

There is paid parking at the Fleet Farm Ramp on 740 South 4th Street. Exit the Parking Garage on ground level. Cross the street and walk along the sidewalk on 4th Street.

You can NOT enter the stadium through the Skyway.

For those without a designated driver, we encourage you to take advantage of Metro Transit or ride-share options rather than drive - please see our website to claim a free ticket on Metro Transit!

## Venue Opens at 6:00 PM

U.S. Bank Stadium's Ecolab gate doors will open promptly at 6:00 PM. The Ecolab gate is located on the north side of the stadium, on South 4th Street. Please do not arrive before 6:00 PM unless you are prepared to wait outside.

You may check in, scan your ticket, and enter the venue's waiting area any time between 6:00 - 7:00 PM.

Once you have been wristbanded, you will not be able to leave the stadium and return. The waiting area will have bathrooms and water available.



# What to Bring to Winterfest

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## What to Bring

- All bags will be subject to search
- 21+ Photo ID
- Ticket printed or on your phone
- Empty water bottles, snack-necklaces
- Anything you may need during the festival (a sweater, medicine, etc.) - no exit and reentry is allowed for the duration of the festival!
- Winterfest encourages cocktail attire!

***There will be a FREE coat check upon entry!***

## What NOT to Bring

- Other food or drink, including full water bottles (even if sealed)
- Children, infants, or anyone who does not have a 21+ ID
- Pets (service animals welcome)
- Weapons of any kind, including pocket knives.

## Accessibility

U.S. Bank Stadium is an accessible facility.

## Smoking Policy

U.S. Bank Stadium is a smoke-free venue. There will not be a designated smoking area, and there is no fest reentry. Please plan your evening accordingly!

## Children and Pet Policy

We love that many MN taprooms are kid and pet friendly! Unfortunately, our festivals cannot be. No children, including infants, are allowed at Winterfest. Pets are also not allowed. Service animals are welcome.

## Lost and Found

If you lose something at Winterfest, please check in at Coat Check for your item. If you notice something missing after the fest, please contact U.S. Bank Stadium's Lost and Found.

## Exit and Re-entry

Once your ticket has been scanned and you have been wristbanded, you can no longer go outside and be re-admitted to U.S. Bank Stadium.



# Food and Beer Pairing Information

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Winterfest's one-of-a-kind format makes it easy to discover beer and food flavor combos, and take what you learned and throw your own beer + food pairing party at home!

Each of our 200 locally-made brews will be labeled with a flavor category, and every bite is designed to pair with one of those flavor categories.

## Beer Flavor Categories:

- Crisp & Clean (Pilsener, Kolsch, Cream Ale)
- Hoppy & Bitter (IPA, NEIPA)
- Fruity, Spicy, Tart, & Funky (Sour, Berliner Weissbier, IPA, Lambic)
- Malty & Sweet (Milk Stout, Sweet Stout, Cream Ale, Porter)
- Dark & Roasty (Russian Imperial Stout, Porter, Oatmeal Stout)

## Download the App for the Full Beer List



Search "Winterfest" in your app store to download the festival app.

Learn where a brewery's taproom is, what beer they're pouring, and how you can get their product after the fest is over!

## Looking for non-alcoholic drink options?

There is a booth serving non-alcoholic, locally brewed beverages near the field in the main room .

There is water available near every bathroom and at water stations throughout the fest.

*Special thank you to all of the designated drivers!*



# Food and Beer Pairing Information

## Bites

We want you to feel confident in pairing beer and food after you've left our fest, no matter your prior experience or budget!

We've worked with our caterers to design both simple and more complex bites to give you a variety of ways to pair food with Minnesota beer! See the full menu in your event program.

## Example Bites

Reuben Puff with Spicy Thousand Island Dressing (Complex)

Sweet Potato Frites with Cheyenne Molasses Glaze (Medium)

Spicy Wasabi Peas (Simple)

\* There will be vegan, gluten free, and dessert bites at Winterfest!

Whether you're a skilled chef or a last-minute party planner, you can take this tasting experience home and recreate it with your favorite local brews!



### TIPS FOR PAIRING AT HOME

Learn about pairing your favorite beers with a variety of foods.

<b>CONTRAST</b> Pick a beer and dish each with one dominant flavor. This prevents either from being overpowered by the other.  Ex: Oysters + Stout	<b>COMPLEMENT</b> Rich foods pair well with aged beers, stouts & porters. Light salads or fruited desserts complement lighter lagers and ales.  Ex: Pear Tart + Saison
<b>CLEANSE</b> Use your beer as a palate cleanser. This pairing is ideal for spicy/fatty foods. Tart beers can cleanse between courses.  Ex: Curry + American IPA	<b>KEEP SIMPLE</b> Many medium/dark beers can overpower food. Avoid pairing a strong-flavored beer with a light food. Simplicity can elevate the flavors both.  Ex: Burger + Amber Ale

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# Get Involved at Winterfest

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## Beer Policy and Advocacy

Please stop by our MNCBG booth near the waiting area to learn more about the MNCBG's 2020 policy initiatives and sign up for our advocacy team!

## Vote for Best Beer and Best Dressed Brewery

Download the Winterfest app to vote for Best Beer and Best Dressed Brewery. Search "Winterfest" in your app store to download.

## Get MNCBG Merch

We will be selling MNCBG merch at exclusive festival discounts.

## Win a Free Hat

Use #Winterfest2020 to share your experience with your friends. We'll pick three posters to win our Drink MN Beer Beanie to be picked up at the fest - keep an eye on your direct messages!



# Awards and Last Call

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## Awards Announcements

At 9:30, the winners of the Best Beer and Best Dressed Brewery competitions will be announced in the venue!

## Last Call

Last call will be announced after the awards.

Last call is your signal to try the final beer of the night and begin looking for your ride-share.

Pouring will stop promptly at 10:00 PM.



# Leaving the Fest

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## Fest Exit and Coat Check

Please exit the Polaris Club using the doors you entered through. The line will split into those waiting for coat check, and those who are ready to exit the Stadium.

You will be able to pick up your coats from coat check at any time during the festival.

**Winterfest Ends Promptly at 10:00 PM**  
**Please plan a responsible ride home!**

## Get Your Take Home Pairing Guide

On your way out, don't forget to grab your pairing guide for more ideas about pairing MN beer and food!

# After the Fest

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## FINNEGANS Afterparty

Happy Hour pricing to attendees who show their wristbands!

## Share your photos online

Use #Winterfest2020 to share your experience with the Minnesota Craft Brewers Guild. Photos will be shared on our Facebook page following the fest.

**Thank you for celebrating Minnesota craft beer with us!**



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