

May12, 2014.

Etobicoke Community Council  
100 Queen Street, West  
New City Hall-12<sup>th</sup> Floor  
West Tower  
Toronto, ON  
M5H 2N2



Re: **Toronto Beer Week - September 12 to 20, 2014**

Councilors,

We are asking that you designate the Toronto Beer Week Festival as a significant event for the city of Toronto.

### **Toronto Beer Week Ltd. (TBW)**

The mission of TBW is to celebrate, promote, and further craft beer and local culture in Toronto by working with local pubs, restaurants, and craft breweries. TBW is responsible for organizing and marketing the Toronto Beer Week Festival (Beer Week), consisting of a wide variety of events at different venues across the core of the city.

TBW is a collectively owned organization involving some of Toronto's most seasoned and passionate beer industry members. Our team includes restaurateurs, brewers, media marketers, and authors. All bring their experience and vision to help create an event that celebrates the best of what Toronto has to offer and markets the experience to both residents and tourists. TBW has a not-for-profit mandate and re-invests any net proceeds into future events.

### **About Beer Week**

This will be the 5th annual Toronto Beer Week Festival. The 2013 Beer Week was tremendously successful with programming over nine days and was designated an event of municipal significance. Sixty venues participated along with thirty breweries. There were an extensive range of memorable events, including brewery dinners, beer festivals, special beer and food pairing menus, educational tastings, writer's nights, music, movies, and more. It was a citywide event that appealed to Torontonians sense of diversity and exploration and was attended by thousands.

### **Where Does Beer Week fit in?**

Beer Week helps round out Toronto's list of significant cultural events. It promotes local independent businesses and the food, drink, and culture unique to our city. A burgeoning craft beer scene and diverse hospitality industry is a significant tourism attraction and something that Toronto should be proud to show off to the world.

We hope that you agree that this festival is worthy of status as a significant event and will designate September 12 to 20, 2014 as Toronto Beer Week.

Thank you for your consideration,



George Milbrandt,  
Chair,  
Toronto Beer Week  
torontobeerweek.com  
@torontobeerweek  
facebook.com/torontobeerweek

For more information please contact:

George Milbrandt  
C'est What? Brew/Vin Pub Restaurant  
67 Front St. E.  
Toronto, ON  
M5E1B5

[george@cestwhat.com](mailto:george@cestwhat.com)  
416-880-1549

### **List Of Venues Applying For Extended Hours**

*These are the establishments that are applying for an Extension of Hours for their Liquor License from 10am-4am during Toronto Beer Week September 12 to 20, 2014.*

#### **Etobicoke**

**1793777 Ontario Ltd.**  
3030 Dundas Street West  
Toronto, ON  
Liquor License #814433

**Taste Portuguese Cuisine**  
2888 Lakeshore Boulevard  
Toronto, ON  
Liquor License #810418