

TORONTO BEER WEEK®

Tuesday July 4, 2018

Toronto City Council
Toronto City Hall
100 Queen St. West 2nd Floor
Toronto ON M5H 2N2

Re: "Event of Municipal Significance" for the purpose of obtaining an SOP

Dear City Council,

St. Joseph Communications is proudly producing Toronto Beer Week (TBW) September 14 – 22, 2018. For nine glorious days, we will bring the city's top talent, bars, brands and enthusiasts together to celebrate Toronto's celebrated beer scene at a series of celebratory events, edifying seminars and tastings and unforgettable bar crawls.

Canada's beer scene has been punching above its weight for some time now. TBW plans to take that to the next level that by promoting the city's bar and brewery culture and simultaneously re-establishing itself as the city's landmark event for industry and consumers alike. Unlike so many exclusively beer events and festivals around the world, this isn't just geared toward industry, but will also get consumers engaged and into Toronto's bars—Toronto Beer Week is the industry's answer to TIFF.

Events include unforgettable events at Toronto landmark institutions such as The Monarch Tavern and The Edmund Burke. Guests will have the opportunity to sip on top-shelf local brews, hand-crafted by the city's top breweries, themed tastings, classes and a home base where consumers, industry and out-of-towners can mingle. We will also be offering a curated program that includes a raft of participating bars and restaurants serving up signature beers.

Thank you for your consideration. I look forward to hearing your decision. If you have any questions, please feel free to call me at 416.995.4993 or email me at carrie.gills@stjoseph.com and I will be happy to discuss the event.

Kind regards,



Carrie Gillis
Director, Events & Experiential
St. Joseph Communications

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T: 416.995.4993

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 14-22, 2018.

The Edmund Burke
107 Danforth Ave
Liquor License #816041

Sauce
1376 Danforth Ave
Liquor License #815562

Nest
423 College Street
Liquor License #802670

The Monarch Tavern
12 Clinton Street
Liquor License #9123

The Painted Lady
218 Ossington Ave
Liquor License #813241

AAA Bar
138 Adelaide Street East
Liquor License #810430