



# Have a Hoptical Illusion This Summer at the North Fork Craft Beer, BBQ & Wine Festival, August 11th

Starfish Junction Productions, July 09, 2007

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PR9.NET July 09, 2007 - LINDENHURST, NY — On August 11, 2007 some of the biggest names in the craft beer industry will gather for a tasting event in Jamesport, NY. Dubbed the North Fork Craft Beer, BBQ & Wine festival, the event will focus on high quality craft beers and breweries, while also showcasing wine from Martha Clara Vineyards and featuring catering from Maple Tree BBQ.

Craft brewers produce flavorful beers that combine classic European recipes with bold American innovation. "This event will give people the opportunity to try many varied brews and offer their palate a little something more than they're used to," explains Greg Holmes of the Boston Beer Company. On hand for the celebration are 50 craft beer industry leaders, including many local favorites, each showcasing a variety of their finest brews. Mark Burford, founder and brewmaster of Hoptical Illusion creator Blue Point Brewing Company, notes, "Long Island wine country has led the way in developing awareness for locally made high quality wine. This beer festival will highlight Long Island's locally made beer."

Over the past three years, craft beer has grown 31.5%, and for 2006 the segment had sales of \$4.7 billion. According to scan data from Information Resources Inc. (IRI), the craft beer segment is the fastest growing segment of alcohol surpassing other beer, wine, and spirits with a 17.8% increase in dollar sales from 2005. In addition, the North Fork of Long Island is the perfect venue for harnessing such growth; as Donald Sullivan of Southampton Publick House describes, "the local area is beautiful and reflects the culture of persons interested in micro wineries and breweries."

Sponsors of the event include two of Long Island's finest breweries, Southampton Publick House and Blue Point Brewing Company, as well as WBAB 102.3 FM, Long Island Press, and caterer Maple Tree BBQ. Energy Express will be performing live with music from the '40s to today throughout the festival. A portion of the proceeds will go to the Peconic Bay Medical Center, a not-for-profit hospital providing quality healthcare for Long Island. In addition, some proceeds will go to the New York State Brewers Association, a strong proponent of the craft brewing industry. There will also be a food drive conducted to support the Harry Chapin Food Bank of Long Island Cares in their mission to end hunger on Long Island.

The North Fork Craft Beer, BBQ & Wine Festival ([www.craftbeerfestival.com](http://www.craftbeerfestival.com)) will have two sessions: 12:00pm-4:00pm and 6:00pm-10:00pm. Tickets are limited and can be purchased at the event website for \$50 each. Full price tickets include a 6oz glass with freedom to enjoy a 2oz sample of any of the many delicious brews present at the festival. Designated driver tickets are also available online and the day of the event for \$10 each. All attendees receive a coupon for a free barbeque sandwich and side order from Maple Tree BBQ. No one under 21 will be admitted and photo ID is required for entry. The festival is sanctioned by the New York State Brewers Association.

This event is being organized by Starfish Junction Productions, an event planning, production and management company focusing on the creation of social, corporate and charitable events worldwide.

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## About Starfish Junction Productions

Starfish Junction Productions is an event planning, production and management company. With over 20 years experience, Andy Calimano and Ed Duhon became partners and started Starfish Junction in August of 2005. We are a full-service special event company focusing on the creation of social, corporate and charitable events worldwide.

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