

# THE BEER, BOURBON & BBQ 2012 TOUR HEADS TO CARY, NC TO TOAST SOUTHERN TRADITIONS AT REGENCY PARK!

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For Immediate Release

## THE BEER, BOURBON & BBQ 2012 TOUR HEADS TO CARY, NC TO TOAST SOUTHERN TRADITIONS AT REGENCY PARK

*Summer Festival Returns to the Koka Booth Amphitheatre on  
August 3<sup>rd</sup> and 4<sup>th</sup>*

**Cary, NC** – The Fifth Annual Beer, Bourbon & BBQ Festival, hosted by The Trigger Agency, is returning to Cary on **Friday, August 3 and Saturday, August 4, 2012** at the Koka Booth Amphitheatre. Enjoy a great day of beer sippin', bourbon tastin', music listenin', cigar smokin', and southern style barbeque eatin'. Friday, the Whole Hog Pig Pickin' will begin at 6:00pm and last until 10:00pm. On Saturday, an exclusive VIP only tasting will begin at Noon and last until 2:00pm. General Admission will follow from 2:00pm – 6:00pm. A souvenir glass is included with ticket purchase and offers guests unlimited tastings of the best beers and finest bourbons. With over 60 beers, 40 bourbons and plenty of barbeque, everyone is sure to find something they love.

The all you care to taste extravaganza features a great menu of beers, bourbons, and alternative spirits. Here is a glimpse of what we will be serving:

**Beers:** Mike's Hard Lemonade, Saranac, Crispin', Sierra Nevada, Sam Adams, Magic Hat, Roanoke Railhouse, Palm, Rodenbach, Lagunitas, Anchor Steam, Woodchuck, Victory Brewing, Dogfish Head, Flying Dog, Stone Brewing, Rogue, Wells Banana Bread Beer, Chimay, Brewery Ommegang, Duvel, Heavy Seas, Blue Point, , and many more!

**Bourbons:** Buffalo Trace Small Batch, 1792 Ridgmont Reserve Small Batch, Eagle Rare Single Barrel, Blanton's Single Barrel, Benchmark, Firefly, Evan Williams, Elijah Craig, Evan Williams Honey Reserve, Bernheim, Jim Beam, Knob Creek, Basil Hayden, Booker's, Baker's, Maker's Mark, Rebel Yell, Wild Turkey 101, Rare Breed American Honey, Russell's Reserve, Jack Daniels, Gentleman Jack, Jack Daniels, Four Roses, and many more!

**Alternative Spirits:** Skinny Girl, Pucker, Jameson Irish Whisky, Absolute, Malibu Black, St. Germain, Pearl, Patron, Catdaddy Carolina Moonshine, Junior Johnson's, and many more!

Some of the best barbeque vendors will be on site, cooking up traditional southern style barbeque. Selections will include pulled pork from whole hogs, ribs, brisket, chicken, and sausages with all the fixin's you can imagine. Guest can also enjoy seminars throughout the day in the Tasting Theater with Master Distillers, Brewmasters, and Pit Masters from the Deep South. A cigar tent for cigar aficionados will also be available. LIVE Rock, Blues and Bluegrass music will be playing on The Main Stage all day from bands such as Uncle Hamish and the Hooligans, David Via & Corn Tornado and many more. **NEW!** This year we have WATERWARS where attendees can beat the heat and get soaked during this fun game for all ages!

**WIN BIG MONEY!** Guests can participate in some exciting contests including The \$100 Annual Biggest Beer Belly Competition and The NEW \$500 BBQ Babe Competition. BBQ Cookers can also enter the 3<sup>rd</sup> Annual Cary BBQ Classic sanctioned by *The North Carolina Barbeque Society* to show off your BBQ skills in many different categories. Over \$3,000 in prizes will be offered as 20 teams will compete to win! Email [shamilton@triggeragency.com](mailto:shamilton@triggeragency.com) for all the Official Cary BBQ Classic Rules, Application and to sign up today!

**Admission Options:** Grand Poobah admission is \$75 in advance only and will sell out! VIP admission is \$55.00 in advance only. General admission to the festival is \$35 in advance or \$45 on-site and includes admission into the event and a souvenir glass. For the non drinkers out designated driver admission ticket is available for \$25.00 in advance and on-site and includes admission to the event only. Kids 12 and under are FREE.

For more information on purchasing tickets for the Beer, Bourbon & BBQ Festival, please visit [www.BeerAndBourbon.com](http://www.BeerAndBourbon.com) or call [800-830-3976](tel:800-830-3976). Please drink responsibly and bring a designated driver.

**About The Trigger Agency**

The Trigger Agency is a full-service event and promotional marketing firm based in Baltimore, Maryland. The company creates and executes unique brand building experiences and promotional events that captivate audiences through all senses. Trigger produces over 24 events annually, from New York to Nashville.

--- [www.BeerAndBourbon.com](http://www.BeerAndBourbon.com) ---

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