



Press Release

Round Trip Brewing Co. inaugural 'Oktoberfest' to take place September 24 - October 3, 2021

Ten-day festival to include special beer releases, live entertainment, food, and a variety of activities each day

August 13, 2021, Atlanta, GA: Round Trip Brewing Company announces its inaugural **Oktoberfest** celebration to take place at the brewery over the course of ten days from September 24 to October 3, 2021.

“For our first Oktoberfest, we want to make the experience fun for everyone with unique festival games, entertainment, and atmosphere. Having the festival over the course of 10 days allows more flexibility for people to come experience Oktoberfest and aligns more with the length of the traditional Oktoberfest in Munich.” Said Craig Mycoskie, CEO & Head Brewer

Each day of Oktoberfest will feature unique activities and entertainment and no day will be the same. Highlights throughout the festival include beer releases (Oak-Aged Oktoberfest and Oktober Haze), Field Day, Euro Dance Party, festival games throughout, small dog race, costume contest, hot dog eating challenge, food vendors, German-themed speed puzzles, stand-up comedy presented by Hissy Fit Comedy, trivia by Dirty South Trivia, traditional German music, and more to be announced.

- **Friday, September 24:** Oak-Aged Oktoberfest beer release; German Food Night with Love at Wurst Sight and Southern Local Nuts food truck
- **Saturday, September 25:** Field Day at 10am; various Festival Games throughout the day; Food vendor: Secret Pint BBQ
- **Sunday, September 26:** Dog race for dogs under 20lbs; Sausage Eating Contest
- **Monday, September 27:** BREWERY CLOSED
- **Tuesday, September 28:** German-themed Speed Puzzle Night; Food: HD PREP Pizza
- **Wednesday, September 29:** Stand-up Comedy presented by Hissy Fit Comedy; Food vendor: Different Twist Pretzels
- **Thursday, September 30:** Oktoberfest-themed Trivia presented by Dirty South Trivia
- **Friday, October 1:** Oktober Haze beer release; German music by Auf Gehts
- **Saturday, October 2:** Euro Dance Party from 9pm-midnight; Festival Games throughout the day; Food: Coffyn Pyes



- **Sunday, October 3:** Costume contest (people and dogs); Festival Games throughout the day

Field Day starts Saturday, September 25 before the brewery opens. Teams of two can register in advance for Field Day where they will navigate their way through five challenges, including: beer balloon toss, keg bowling, pretzel toss, giant puzzle assembly, and a grain sack race. Each participant receives an Oktoberfest t-shirt, beer mug, a beer at the finish, and more. Registration is open and costs \$50 per team.

Euro Dance Party takes over the taproom on Saturday, October 2 featuring DJs spinning trans-Euro beat music. The Event Space will be transformed into a Euro-style discotheque for fun and dancing.

“As the only German-centric brewery inside the Atlanta perimeter, hosting an Oktoberfest is a natural fit for us. We’ll have t-shirts and special .5L ceramic mugs available for purchase. We encourage festival goers to come in the festive spirit, including wearing lederhosen or a dirndl” said Craig Mycoskie.

In addition to our previously released **Oktoberfest** (Märzen beer), two new beers will be released during the festival. **Oak-Aged Oktoberfest** will be released on Friday, September 24 at the start of the festival is aged using wood cut from Oak barrels. On October 1, **Oktober Haze** will be released, and is a Hazy IPA with an auburn red color profile.

Customers are advised to adhere to the latest CDC COVID-19 guidelines when visiting the brewery to ensure the health and safety of all customers and staff. A full list of guidelines is available on our website: <https://roundtripbrewing.com/fags/>

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Round Trip Brewing Company crafts beer for our community of neighbors and explorers in pursuit of unique experiences, common good, and meaningful collaboration. Follow along our journey on Facebook <https://www.facebook.com/RoundTripBeer/>, on Instagram [@RoundTripBeer](https://www.instagram.com/RoundTripBeer), on Twitter [@RoundTripBeer](https://twitter.com/RoundTripBeer), or subscribe to our occasional newsletter at <https://roundtripbrewing.com/subscribe/>. Share your stories using the hashtag #roundtripbeer.

Media Contacts

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