

January 30, 2018

Chair and Members
Corporate Services Committee

Re: I ♥ Beer and Bacon Event
Saturday, March 24, 2018, 4 PM -10 PM, London Convention Centre – 2nd Floor

The I ♥ Beer and Bacon Event is scheduled to take place on Saturday, March 24, 2018, from 4 PM to 10 PM, at the London Convention Centre. In order to be permitted to serve alcohol at the event, the Liquor Control Board requires the City of London to designate our event as one of municipal significance. The event will feature 24 Ontario breweries, cideries and distillers and 12 local eateries. Tickets will be sold at the door, with the majority sold online to any member of the general public aged 19 and up, with multiple check points making sure valid ID is present. Full security will be in attendance for the event.

We held a holiday “I ♥ Beer” event at the Convention Centre on November 25, 2017, and it was also a great community building event. The restaurants/catering companies for the November 25, 2017 and March 24, 2018 events are primarily local, chosen to showcase various eateries in London. We’ve have hosted these festivals across Southern Ontario, including such cities as Kitchener, Hamilton and Guelph, for the past year and they have been very well received.

We can assure you that we have been in full contact with the coordinator of the London Convention Centre and every rule and regulation will be adhered to.

The promotional information for the event can be found at <http://iheartbeer.ca/london/>

We look forward to your continued support in recognizing London’s I ♥ Beer and Bacon Event as a Municipally Significant Event.

Sincerely,



Matthew Surina
Assistant Co-Ordinator
I Heart Beer Limited
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