ABC-9
Saturday, August 20, 2016

MORE THAN 2,000 ATTEND AUGUSTA'S 3RD ANNUAL BEERFEST

AUGUSTA, GA (WFXG) - The 3rd Annual Augusta Beerfest was more than successful Saturday afternoon.

More than 2,000 beer lovers packed the James Brown Arena to try a variety of different beers

More than 50 breweries from around the Southeast lined the James Brown Arena. These included Eagle Creek, New Belgium, Dogfish Head, and Sweetwater.

From right here in Augusta River Watch Brewery's tent was a hot spot.

"It's so much fun finally to be at the Augusta Beerfest as the Augusta brewery. It means a lot to us and we're just so happy to finally be here," said Anne Sloan with River Watch Brewery.

The company has seen a lot of success since opening earlier this year. But all participating breweries said events like really help boost business.

"It's a great chance to have a ton of people to try all our beers, try what they like and find what they love. That way they can go out to the bars and the restaurants and they can say "I want that River Watch Scenic Overlook Blonde Ale, Do you guys have it? So that's just huge for us," Sloan said.

Augusta restaurants got in on the action too. The Hive focuses on selling local and regional beer and was happy to sponsor the event.

"I think it's pretty cool. I think Augusta's been lacking in cultural events. So this is just one more thing that's fun to do," said Erick Kinlew, owner of The Hive.

With more than 100 beers available to sample folks say they love the uniqueness of craft beer.

"Because you can create your own beer. It's unique, it's different from everybody else's," said attendee Paul Smith.

That's exactly what these breweries wanted to show off. River Watch Brewery said another goal for them today was to let people know about the tours of their facility they offer and tastings. You can find more information about those on their website.