



SOUTHERN SAUCE BEER, BARBEQUE AND BANDS FESTIVAL PRESENTED BY DEVIL'S BACKBONE BREWERY AND GOCAROLINAS.COM SET FOR ROMARE BEARDEN PARK AND BB&T BALLPARK ON SEPT. 18 AND 19

Second Annual Charlotte Beerfest Grows into a Spectacular Fall Celebration

CHARLOTTE, NC (August 4, 2015) – The inaugural [Charlotte Beerfest](#) last September was such a success that it is expanding this year into the two-day [Southern Sauce Beer, Barbeque and Bands Festival](#), a fall celebration featuring the best Southern barbeque, fantastic blues bands and plenty of authentic Carolina products on display, as well as the city's best beer festival with multi-platinum recording artist Gin Blossoms as the headline act.

The Southern Sauce Beer, Barbeque and Bands Festival is located at Romare Bearden Park and BB&T Ballpark on Friday, September 18, from 11 a.m. to 6 p.m. and Saturday, September 19, from 11 a.m. to 9 p.m. The Southern Sauce Beer, Barbeque and Bands Festival at Romare Bearden Park is open to the public and admission is required for the Charlotte Beerfest at BB&T Ballpark.

The Southern Sauce Festival includes several fun and entertaining activities for everyone including the Q-City Charlotte BBQ Championship, a "Pig Pit" dining area, blues bands performing on the Charlotte Blues Society stage, arts and crafts, hammocks and rocking chairs, all unique to the Carolinas. The Southern Sauce Beer, Barbeque and Bands Festival is presented by GoCarolinas.com.

On Saturday beginning at 4 p.m., BB&T Ballpark will host the second annual Charlotte Beerfest presented by Devil's Backbone Brewery. The Charlotte Beerfest will also feature a concert by local favorite Simplified and multi-platinum artist Gin Blossoms as the headline act.

The celebration of craft beers will showcase some of the finest breweries throughout the world, each providing samples of their best brewing achievements. Featured breweries will include the award winning Devil's Backbone beers from Roanoke, VA, as well as OMB, Goose Island Beer Company, Foothills Brewing, Oskar Blues Brewery, Natty Green's Brewing Company, D9 Brewing Company, Sycamore Brewing, Bayne Brewing Company, RJ Rockers Brewing Company and many more.

Brewers will feature special themed areas where fans can learn more about the brewers, sample their offerings and have fun by participating in special beer-themed games and events. Fan experience areas include Devil's Backbone Brewery, Carolina Country, Corona Find Your Beach and the Guinness Irish Hills.

General admission prices for the Charlotte Beerfest are \$50 and VIP admission is \$100. All ticket packages include an unlimited sampling of brews and access to all music performances. General admission includes a sampling of craft beers, a Charlotte Beerfest sampling cup and live entertainment.

The VIP package includes all general admission benefits plus early admission (4 p.m.) an expedited entrance line at gate, VIP area with exclusive craft beers not available to other festival attendees, hospitality area and VIP-only restroom facilities, and a VIP gift bag with a t-shirt and custom pint glass. Advanced tickets may be purchased online at www.charlottebeerfest.com.

“It’s really going to be a wonderful weekend in Charlotte because Southern Sauce is a festival that truly has something for everyone -- great southern barbeque, terrific blues music, and we cap it all off with a Beerfest and concert at BB&T Ballpark,” said David Hynes, festival director. “We are excited to see everyone at this fantastic two day event.”

Southern Sauce and Charlotte Beerfest sponsors include Devil’s Backbone and GoCarolinas.com. For details on festival activities and times, visit SouthernSauceCLT.com or CharlotteBeerfest.com. Charitable donations are made to the USO of North Carolina and Ace and TJ’s Grin Kids. For more information visit www.charlottebeerfest.com and <http://www.southernsauceclt.com/>.

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MEDIA NOTE: Hi-res photos, event logos and graphics are available at <http://www.southernsauceclt.com/media-kit/> and <http://charlottebeerfest.com/media-kit/>