



**BELK SOUTHERN MUSICIAN SHOWCASE WINNERS DOWN HOME BAND ADDED TO LINE-UP FOR INAUGURAL SOUTHERN SAUCE BEER, BARBEQUE AND BANDS FESTIVAL FEATURING THE Q-CITY CHARLOTTE BBQ CHAMPIONSHIP AND THE SECOND ANNUAL CHARLOTTE BEERFEST PRESENTED BY DEVILS BACKBONE**

**Nashville Artists Join Gin Blossoms and Simplified to Complete Musically Diverse Main Stage Line-up**

**CHARLOTTE (September 4, 2015)** – When it comes to live music, there will be something for just about everyone at [Charlotte Beerfest](#) presented by Devils Backbone, part of the inaugural [Southern Sauce Beer, Barbeque and Bands Festival](#) September 18 and 19.

Today, Belk and the Southern Sauce Beer, Barbeque and Bands Festival announced that Belk Southern Music Showcase winner the Down Home Band will join the live music lineup for the second annual Charlotte Beerfest. Nationally known pop rock artists the Gin Blossoms will headline the main stage at BB&T Ballpark. They will be joined by local rock band Simplified.

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 10 p.m. and Saturday, September 19, from 11 a.m. to 8 p.m. The Southern Sauce Beer, Barbeque and Bands Festival at Romare Bearden Park is open to the public. The Charlotte Beerfest is Saturday, September 19, with the VIP admission from 4 p.m. to 5 p.m. and general admission from 5 p.m. to 9 p.m. The Charlotte Beerfest is an over 21 event and admission is required.

**Schedule of Charlotte Beerfest Bands**

**4:15 p.m.**

**DOWN HOME BAND**

Down Home Band is an energetic, authentic Americana band with a solidified core of folk rock, alternative country, and Southern blues. Members of the group have parted ways in the past, but their artistic chemistry has always reunited them and ensured their work stood the test of time. They call themselves the hardest working musicians in Nashville and they've even slept on the floors of music studios in order to get their latest album recorded. As a winner of the 2015 Belk



Southern Musician Showcase, Down Home band has earned a spot on the Belk Road South Tour, rocking stops including MerleFest, CMA Music Festival and Music Midtown.

**5:30 p.m.**

### **SIMPLIFIED**

When the laid back vibe of the Southeastern beach meets acoustic rock of The Great Lakes, Simplified, the island rock band arrives with a loud and welcoming splash. Their signature sound is a contagious fusion of rock and reggae, attracting a diverse audience and embracing every kind of fan.



**8 p.m.**

### **GIN BLOSSOMS**

Gin Blossoms literally define the sound of jangle pop. Boasting sales of over 10 million in the US alone, the Tempe, Arizona-based combo has drawn critical applause and massive popular success for their trademark brand of chiming guitars, introspective lyricism, and irresistible melodies. Their crossover hits are also heard on TV and hit film sound tracks and their magnetic live show continue to make Gin Blossoms one of the most influential Pop bands today.



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.

Charlotte Beerfest 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, 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, which includes Gin Blossoms, Simplified, and Down Home Band. 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 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](http://www.charlottebeerfest.com).

Southern Sauce and Charlotte Beerfest sponsors include Devil's Backbone and GoCarolinas.com. For details on festival activities and times, visit [SouthernSauceCLT.com](http://SouthernSauceCLT.com) or [CharlotteBeerfest.com](http://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](http://www.charlottebeerfest.com) and [www.southernsauceclt.com](http://www.southernsauceclt.com).

**Media Information:** Media will have an opportunity to cover the event and interview the participating brewers. To RSVP, please contact Deborah Robinson at [drobinson@vmg1.com](mailto:drobinson@vmg1.com) or 312.505.4336. Hi-res photos, event logos and graphics are available at [www.southernsauceclt.com/media-kit/](http://www.southernsauceclt.com/media-kit/) and [www.charlottebeerfest.com/media-kit/](http://www.charlottebeerfest.com/media-kit/).

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