



**MEDIA RELEASE**

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## **A New Brat is Uniting Local Traditions with Munich Flavours**

*Three local business join forces to offer first-ever Waterloo Beer Bratwurst!*

**KITCHENER, Ont.** — Three leading Waterloo-region business are joining forces to create an offering unlike any other this Oktoberfest season — the Waterloo Beer Bratwurst, created by the unique partnership of Bingemans Oktoberfest, Waterloo Brewing and Stemmler Meats.

The Waterloo Beer Bratwurst is an authentic old-style Bavarian bratwurst recipe with a local twist – Waterloo Brewing’s best seller Craft Lager is infused right in the sausage! A limited quantity will be available starting September 12 and throughout the Oktoberfest season at a few exclusive locations.

“Our goal has always been to curate Oktoberfest experiences that are consumer centric,” says Mark Bingeman, president at Bingemans. “These experiences engage our local community, and also draw tourists from outside of the tri-city area to visit Waterloo Region during the fall season. The excitement of this initiative and others we are developing are paving the way for an even more robust 2020 Oktoberfest season.”

All partners involved are very excited as this initiative opens the door to provide the public with even more innovative products and experiences in the years to come.

“One of the most prevalent experiences during the Oktoberfest season is pairing delicious seasonal food with great beer,” says George Croft, President and CEO of Waterloo Brewing. “When this opportunity was presented, we immediately knew we wanted to be a part of it. This has become a catalyst for other concepts and events where we can feature beer of all kinds with culinary offerings to help invigorate even more aspects of Oktoberfest.”

“We have always wanted to be involved with Oktoberfest,” says Kevin Stemmler, CEO of Stemmler Meats. “When Bingemans and Waterloo Brewing approached us, we couldn’t wait to get started as this is a collaboration that has ushered in exciting future opportunities for unique offerings during the festival season and beyond.”

This must-try Waterloo Beer Bratwurst will be available exclusively at Bingemans Oktoberfest events, Waterloo Brewing’s retail store and Stemmler Meats, meaning that the public can enjoy the fantastic offerings of the Bingemans Oktoberfest, as well as bring the celebrations into their own homes and patios to experience true gemulichheit!

For more information on Bingemans Oktoberfest, please visit [bingemans.com/Oktoberfest](http://bingemans.com/Oktoberfest). Join the conversation on social media; follow Bingemans on [Instagram](#) and Twitter [@Bingemans](#), Like it on [Facebook](#) and watch exclusive video on [YouTube](#).



**About Bingemans:**

Waterloo Region's leader in entertainment and hospitality, Bingemans is a multi-use amusement park, campground, conference and event centre and catering service located in Kitchener, Ont. With a heated wave pool, Spray "n" Play for kids and huge waterslides, Big Splash Waterpark is a great spot to cool down in summer's heat. Explore FunworX all year long, a three-level indoor playground for children of all ages, boasting an arcade, ropes course and more. The camping resort features 450 sites for tents, trailers and RVs, seasonal camping, and cabins. Bingemans is also home to Canada's largest Boston Pizza, 28 lanes of 10-pin bowling at Kingpin Bowling, billiards, ping pong, outdoor beach volleyball, three food trucks and outstanding banquet and catering facilities for your business or wedding needs. Celebrate North America's largest Oktoberfest celebration at Bingemans, and experience Canada's most terrifying attraction, Screampark. Visit Bingemans during the holiday season for Gift of Lights, a drive-through holiday light display like no other!

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For more information, please call 519-744-1555 or email [Oktoberfest@bingemans.com](mailto:Oktoberfest@bingemans.com)