

Media Release

FOR IMMEDIATE RELEASE

June 12, 2019

Cheers Caledon! to attempt a GUINNESS WORLD RECORDS™ Title

On Friday, June 14 a **GUINNESS WORLD RECORDS** Adjudicator will be at the Cheers Caledon! Craft Beer and Cider Festival to witness what could become the **largest cider tasting event** ever held.

The Cheers Caledon cider tasting event will feature ciders from Caledon producers Spirit Tree Estate Cidery and Pommies Cider Co.

A "cider tasting event" as defined by this **GUINNESS WORLD RECORDS** title attempt follows very specific rules. A cider sommelier must lead participants through at least three different ciders, with all participating at the same time.

The official attempt will take place at 6:30 p.m. on Friday, June 14.

Festival-goers wanting to be part of this potentially history-making event are advised to arrive early and check in at the main stage as participation will be on a first-come, first-serve basis.

The current **GUINNESS WORLD RECORDS** Title-Holder for **largest cider tasting event** was set in September 2017 by The Oast House Pub in Manchester UK. The current Guinness World Record is 255 people.

About Cheers Caledon!

The Cheers Caledon! Craft Beer and Cider Festival takes place Friday, June 14, 2019 from 6:00 p.m. to midnight at the Caledon Civic Campus in Caledon East.

Now in its third year, Cheers Caledon! showcases the growing craft beer and cider industry in Caledon, featuring both hometown producers such as Caledon Hills Brewing, Pommies Cider Co., Sonnen Hill Brewing and Spirit Tree Estate Cidery as well as some of the best craft producers from across the province.



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Food trucks will also be on hand as well as games and entertainment on the Husky Main Stage. Advance tickets are \$20 at cheerscaledon.ca or \$25 at the door. The festival is a 19+ event.

About GUINNESS WORLD RECORDS

What's the fastest game bird in Europe? This was the question that inspired the founding of Guinness World Records back in 1955.

Starting with a single book published from a room above a gym, GWR has grown to become a global multi-media brand, with offices in London, New York, Miami, Beijing, Tokyo and Dubai.

Today, GWR delivers world-class content, not just through books, but via TV shows, social media and live events. GWR's ultimate purpose is to inspire people - individuals, families, schools, groups, companies, communities and even entire countries – to read about, watch, listen to and participate in record-breaking. To join this record-breaking community – and find out the answer to that original question – visit guinnessworldrecords.com.



**OFFICIAL
ATTEMPT**

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