

Local companies gear up for this Saturday's King Craft Beer Festival



By Mark Pavilons

Coppa's Fresh Market is coming to King City and the company has jumped on board, supporting this year's King Craft Beer and Food Truck Festival.

Zancor Homes has been a steady and reliable supporter of the King City Festival, which has now evolved into the King City Craft Beer and Food Truck Festival. And once again this year they have stepped up to be the event's platinum sponsor, sponsoring the main stage for all of our musical acts which is headlined by nationally acclaimed Dear Rouge.

This year organizers have another new sponsor that is doing some heavy lifting to really help to make this year's event special.

Patrons of last year's precedent-setting festival will recall that a souvenir beer sampling cup was provided to the first 2,000 attendees to enter the gates. This year, event booster Councillor Cleve Mortelliti thought it would be great to have Coppa's name on that souvenir glass.

He called Mr. Coppa and set up a meeting at his head office.

When I arrived, I was met by Louis Coppa along with his son John and daughter Frances and pitched the idea of their new brand and logo being part of our festival. Without hesitation, Mr. Coppa said we want to be part of this, as we always like to give back and be a part of our community."

Mortelliti said this is huge for the success of the festival because significant sponsorship is required to pull this event off. The beer sampling glasses represent a significant, necessary cost. Thanks to Coppa's Fresh Market, not only are they providing the glasses for this year's event, but a significantly upscale souvenir glass by last year's standards.

The second annual King City Craft Beer and Food Truck Festival will be held Saturday, June 13 at Memorial Park in King City from noon to 9.30 p.m. This year's event will play host to some of the best craft breweries and gourmet food trucks from around the province. The event will also feature two stages with non-stop musical performance throughout the day, including this year's festival headliner, Dear Rouge.

For more information, or to purchase advance tickets, please visit www.craftbeerandfood.ca.

This event is in partnership with The Township of King, Coppa's Fresh Markets, Zancor Homes, The King Weekly Sentinel, and Yelp.