

South Florida Gears Up For WOBtoberfest Celebrations

Written by Australian Business

ST. PETERSBURG, FL, September 20, 2013 **/24-7PressRelease/** -- World of Beer is bringing the heat to Miami and Palm Beach with WOBtoberfest! World of Beer (WOB) Dadeland, Kendall, Wellington, Midtown and Clematis locations will be hosting their highly anticipated WOBtoberfest events throughout the next five weeks.

"We can't wait to take over South Florida with World of Beer's most highly anticipated event of the year," said Lisa Weatherston, Vice President of Marketing and New Store Development at the RKE Franchise Group. "With live entertainment, awesome raffles, tons of giveaways and great craft beer, we can guarantee that WOBtoberfest will be an event to remember!"

Guests are welcome to put their skills to the test in a Stein Holding Competition, brewery giveaways, and various raffles. The bartenders and servers will also be joining in the German-inspired fun by wearing traditional German clothing, with the women in dirndls and the men in lederhosen. Order specially priced German draft beers while listening to live music throughout the evening.

The Miami & Palm Beach County events are scheduled throughout the next five weeks. Specific location information is listed below, and further event details can be found online at <http://www.wobusa.com>.

CLEMATISDate/Time: Saturday, September 21 from 12pm - 2am Brewery Partners: Tucher and Hofbrau Admission: Free Location: 101 N. Clematis Street, Suite 100, West Palm Beach, FL 33401

DADELANDDate/Time: Saturday, October 5 from 12pm - 2am Brewery Partners: Tucher Admission: Free Location: 9010 S.W. 72nd Place, Suite F-201, Miami, FL 33156

MIDTOWN MIAMIDate/Time: Saturday, October 12 from 12pm - 2am Brewery Partners: Weihenstephaner and Hofbrau Admission: Free Location: 3252 NE 1st Avenue, Suite 112, Miami, FL 33137

WELLINGTONDate/Time: Saturday, October 12 from 12pm - 2am Brewery Partners: Tucher and Hofbrau Admission: Free Location: 2465 State Road 7, Suite 100, Wellington, FL 33414

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KENDALLDate/Time: Saturday, October 19 from 12pm - 2am
Brewery Partners: Tucher and Hofbrau
Admission: Free
Location: 8525 Mills Drive, Suite 302, Miami, FL 33183

It can be said that the 'WOB Culture' is unlike any other. The specially-trained staff has completed an intensive, two-week beer school, and is on-hand to guide customers through the World of Beer experience, centered around a global menu of beverages, live music and televised sports.

WOB steadily rewards its customers by offering a Loyalty Club Program that enables them to earn points by trying different beers. Guests earn one point for every different beer purchased at WOB, gaining them access, appreciation and rewards that only WOB can offer. The program is available to all guests, and is easily accessible through the WOB app (available for iPhone and Android smartphones). It's WOB culture in the palm of your hand. WOB was founded in Tampa, FL in 2007. Currently, 47 taverns are open in 14 states (FL, AL, VA, TX, WI, OH, IL, NC, GA, AZ, CO, SC, MI, and WA). Locations soon to follow include New Brunswick, NJ, Baltimore, MD and Brandon, FL. World of Beer Franchising: World of Beer is an uncommon establishment where the experience is as essential as the product. Centered around a global selection of craft beer, delicious "tavern fare" and live music. It is important that a broad spectrum of patrons, from the beer aficionado to the casual beer fan, can enjoy the best beers on the planet and increase their beer knowledge in a comfortable and upbeat setting. Visit <http://www.wobusa.com>. Hype Group: Hype Group is a full-service marketing, advertising and public relations agency. Visit <http://www.hypegroup.net>.

Editors: For details, or to schedule an interview contact Brooke Boyd at brooke@hypegroup.net or 727.623.9085.

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