

World of Beer Stone Oak to Host 1st Year Anniversary Celebration

Written by Australian Business

ST. PETERSBURG, FL, September 25, 2013 **/24-7PressRelease/** -- World of Beer (WOB) Stone Oak, a thriving beer-centric tavern boasting an extensive collection of beers from around the globe, will host a WOB Stone Oak One-Year Anniversary in celebration of its first year of business. The event will take place on Saturday, September 28, 2013 from 12pm to 2am at World of Beer Stone Oak, located at 22810 U.S. 281 N., Suite 103 in San Antonio, TX 78258.

WHAT: Stone Oak WOB One-Year Anniversary WHERE: 22810 U.S. 281 N., Suite 103, San Antonio, TX WHEN: Saturday, September 28, 2013 from 12 noon - 2AM

World of Beer Stone Oak is excited to be celebrating its first anniversary, and is inviting everyone to join them in the festivities. This One-Year Anniversary celebration will be open to the public with free admission. Loyalty members are invited to enjoy special flights, mixed drafts and brand new craft beer releases while they have the opportunity to try their luck in a raffle contest. All raffle proceeds go to the benefit of St. Baldrick's Foundation.

"We can't wait for everyone to join us as we celebrate our one year anniversary!" said Lisa Weatherston, Vice President of Marketing & New Store Development at RKE Franchising. "It's an honor to celebrate with the customers at WOB Stone Oak, and we look forward to an exciting evening of live entertainment, awesome raffles, giveaways, food and great craft beer."

For this event, WOB Stone Oak will be partnering with local breweries Karbach Brewery, GLI Distributing, Silver Eagle Distributors, and Ranger Creek Brewery. Guests at the One Year Anniversary are welcome to enjoy food from Cosmic Subs and Big Bibs BBQ, who will be vendors on location. Live music will be featured from 9pm to 12am, with special guest, Right On Red.

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.

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WOB was founded in Tampa, FL in 2007. Currently, 49 taverns are open in 16 states (FL, AL, VA, TX, WI, OH, IL, NC, GA, AZ, CO, SC, MI, MD, NJ and WA). Locations soon to follow include Baltimore, MD and Tuscon, AZ.

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.