

World of Beer Westchase Invites Craft Beer Lovers to Celebrate WOBtoberfest

Written by Australian Business

TAMPA, FL, October 03, 2013 **/24-7PressRelease/** -- The original World of Beer is bringing the celebration back to where it all began. World of Beer (WOB) Westchase, a thriving beer-centric tavern boasting an extensive collection of beers from around the globe, is bringing Germany's biggest party to the States with WOBtoberfest, the annual World of Beer craft beer and music festival. The two-day event will feature national live music acts and will take place on Friday (5pm - 12am) and Saturday (12pm - 12am), October 4-5, 2013 at World of Beer Westchase, located at 9524 West Linebaugh Avenue, Tampa, FL 33626.

WHAT: WOBtoberfest WHERE: 9524 West Linebaugh Avenue, Tampa, FL 33626 WHEN: Friday, October 4th (5pm - 12am) and Saturday, October 5th (12pm - 12am)

World of Beer Westchase is excited to celebrate another year of WOBtoberfest, and is inviting everyone to join them in the festivities. WOBtoberfest will be open to the public with the option to purchase weekend or day passes for a small fee. World of Beer Westchase is offering an extensive lineup of German beers available for everyone in attendance. Brewery partners include Radeberger and Leinenkugels. A portion of the proceeds go to benefit the JP Dunn Jr. Foundation. World of Beer's signature Tavern Fare will be served from the WOB Westchase kitchen.

"Celebrating WOBtoberfest is something we look forward to each year, especially at this location," said World of Beer Westchase General Manager Dung To. "As the first World of Beer, we make sure that this event is bigger and better every year - and this year will be the best yet!" All ages can participate in a game of cornhole, take a spin in the bounce house, or sport some face painting. On Saturday, guests 21 & up are welcome to test their skills at Olympic-style beer sports, such as a keg toss and liter hoisting. Live music will be featured on both days of the event, with special guest C'Nergy performing on Friday, and the Grammy-nominated rock band Tonic taking the stage on the following day. After a two-year hiatus, Tonic is back on tour and is going to make this WOBtoberfest an event to remember.

Admission is \$25 for a weekend pass, \$10 for a Friday day pass, and \$20 for Saturday. Saturday admission is limited. For information on WOBtoberfest at Westchase, visit <http://wobusa.com/Locations/Westchase.aspx> or call (813) 852-2337. World of Beer Westchase is located at 9524 West Linebaugh Avenue, Tampa, FL 33626.

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.

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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, MD, NJ 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.