

FOR IMMEDIATE RELEASE

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Experience Seekers, Kombucha Enthusiasts and Brewers to Celebrate Kombucha at the Second Annual International BOOCHFEST in Montreal.

Montreal, QC. August 1, 2019 – [BOOCHFEST](#) is a must-experience International Festival that will take place in IGA Stadium at Jarry Park, Montreal. Activities will be held on **Friday, August 23rd from 7:00 pm - 10:00 pm, Saturday, August 24th from 10:00 am - 4:00 pm and Sunday, August 25th , from 10:00 am - 4:00 pm.**

This year's Festival will feature brewers from all around the world with the best of Kombucha in one location, including **Y Kombucha, RISE, Fous de L'ile, GT's, Gutsy, LAO, Humm**, and many more. The fiercely popular fermented tea will feature even more varieties of Kombucha to sample and appreciate than at last year's festival, which was held in Ottawa.

Originating over 2,000 years ago in Asia, Kombucha is a blend of tea and sugar along with a SCOBY, (Symbiotic Culture of Bacteria and Yeast) fermented into a delicious, vitamin-packed, lightly effervescent beverage. Boasting many health benefits, such as immune-boosting properties, digestive health, and cancer-fighting abilities, kombucha is rapidly on the rise, becoming the drink of choice over sugar-loaded beverages.

Kombucha is overtaking the beverage market as consumers seek drinks with minimal sugar and greater health benefits from natural sources. This growth in the health and wellness industry has Kombucha taking the lead, with forecasts showing estimated sales at USD 4.6 billion by 2024, according to Expert Market Research (EMR). Increasingly available in retail stores and supermarkets, consumers looking for healthier alternatives are finding what they need in Kombucha tea as a healthy probiotic drink.

BOOCHFEST is free to attend and will take place at the **IGA Stadium (Jarry Park), which is located at 285 Rue Gary-Carter Montreal, Québec H2R 2W1**. Rain or shine, there is a ton of fun to be had at this family-friendly event.

The festival has a long list of activities including a Kombucha pop-up shop featuring Kombucha-making kits, the world Kombucha homebrew contest, complimentary Kombucha sampling, a children's activity corner by Shanti Tea and live DJs from CJLO 1690AM. In addition, community yoga and fitness classes will take place in the park. Friday night will be kicked off with a live concert featuring Montreal's own **gardY furY**, Y Kombucha and a delicious mocktail bar.

BOOCHFEST is **free to attend**, but for an upgraded kombucha celebration, the BOOCHFESTVIP experience will be available for \$44.85, including a private VIP lounge and terrace, kombucha skincare spa, mocktail bar, hard kombucha tasting, kombucha seminars and a gift card for the Boochfest pop-up store. The ultimate Kombucha fan will want the BOOCHFESTFestiPass combining the VIP experience plus the Friday night concert for \$55.

BOOCHFEST is an exciting annual gathering, which promises to be a magical experience, a place to celebrate the culture of Kombucha with an educational and fun-filled day for everyone.

To learn more about BOOCHFEST, please visit <https://www.boochfestmtl.com/> Event details can also be found on the [Facebook Event Page](#).