

cheers@parisdrinks.ca



To Whom It May Concern:

On behalf of Paris Drinks Fest, I would like to request a letter from The County of Brant to once again designate our event as municipally significant in order to obtain a Special Occasion Permit from the AGCO. We intend to reintroduce Paris Drinks Fest as an annual event and would also like to request that The County of Brant recognize Paris Drinks Fest as a municipally significant event in perpetuity for future applications to the AGCO.

The first Paris Drinks Fest event was endorsed by The County of Brant in 2018 and our Celebrate Ontario funding application was submitted through them. We believe this alone designates our event as municipally significant, however the economic benefits of Paris Drinks Fest for The County of Brant offer further proof of this as well.

Now entering its sixth year after two years of inactivity due to the COVID-19 Pandemic, Paris Drinks Fest is the annual outdoor beer, wine, and spirits festival to be held at Two Rivers Stadium at the Syl Apps Community Centre in Paris, Ontario on August 15 and 16, 2025. Paris Drinks Fest will present 30 craft and regional drinks vendors, five food vendors, and nine world-class artists and will continue to establish itself as one of Ontario's best craft drink, food, and music events.

Paris Drinks Fest will bring 5000 attendees to downtown Paris on August 15 and 16, 2025. Paris Drinks Fest offers a unique opportunity to sample craft beers, wines, and spirits from regional and craft makers, interact with brewers and distillers, listen to dynamic guest speakers, enjoy great music on stage, participate in VIP tastings and events, and sample delicious fare served up by some of the best regional food vendors. Paris Drinks Fest encourages exploration of the finest beers, wines, and spirits from the region and endorses small samples from a wide range of product all while enjoying a relaxed and enjoyable atmosphere that promotes responsible consumption. Attendees of Paris Drinks Fest will leave with a better appreciation and understanding of the diversity and flavors available from Ontario's finest craft beer, wine, and spirits.

Based on our preliminary numbers, approximately one third of our attendees will be from outside of Brant County and Brantford. As one of the few ongoing events focused on food, drink and music in our downtown core, this event will continue draw a unique audience to downtown Paris and promote Paris and the County of Brant as a tourist destination.

The majority of our Vendor Booths applications prioritize businesses located in the County of Brant to showcase our talented local producers and chefs. There are currently very few existing opportunities for restaurants and beverage manufacturers to showcase their businesses together to their audience.

Thank you,

A handwritten signature in black ink, appearing to read "Tim Des Islets".

Tim Des Islets

Paris Drinks Fest