

St. Joe WINTER BEER FEST FAQ's

January 31, 2026 | 12:00p-4:00p

Event produced by St. Joe Today / (269) 985 1111 / stjoe today.com/beerfest

What does General Admission (\$45) include?

A 5oz sample cup (hang on to it!), 12 tokens, winter comradery and music! One token is a 4oz sample.

What does VIP Ticket (\$80) include?

30min early access (11:30a), 15 tokens, a long sleeve 2026 Winter Beer Fest t-shirt (preferred size must be submitted by January 2), a sample cup (hang on to it!), winter comradery and music! One token is a 4-ounce sample.

Will I get a physical or digital ticket?

There are no physical or digital tickets. All ticket purchases will be confirmed at the entry tent. Please make sure to have your ID out and ready when you get in line. **Your ID must match the ticket reservation name. Any ticket name changes must be made through Eventbrite by 11:59p on Friday, January 30, 2026! The ticket name must match a photo ID. Please include the name and contact information for each attendee.**

We will start checking in and IDing at 11:00a. VIP attendees will gain early access at 11:30a. General Admission attendees are welcome to "check in" early, but will not be allowed in the event until 12:00p.

How big is a sample?

A sample is 4oz.

Can I leave and come back in?

Yes, you will be wrist-banded which will allow re-entry.

Can I bring my kids? Dog?

Sorry, 21 and over only and no pets, please!

Which breweries will be there?

Bell's Brewery, Blackrocks Brewery, Blake's Hard Cider, Brew Detroit, Good Boy Vodka, Goose Island Brewery, Grand Armory Brewing Co., Griffin Claw Brewery, Haymarket Brewing, Lazy Ballerina Winery (Hard Cider Only), New Belgium Brewing, North Pier Brewing Co., Peat's Cider, Perrin Brewing Co., River Saint Joe Brewery, Round Barn Brewery, Saugatuck Brewing Co., Silver Harbor Brewing Co., Sister Lakes Brewing Co., The Livery, Watermark Brewing Co. Plus, the St. Joe Community Taproom will host a table featuring Transient Artisan Ales, Mothfire Brewing, City Built Brewing Co. and Arvon Brewing Co.

Can I bring in outside food or beverages?

No outside food or beverages are permitted. Food will be available for purchase inside the event from food vendors. However, pretzel/snack necklaces will be allowed and will be inspected at the entry gate for non permitted items!

Which food vendors will be there?

Ben's Pretzels, Chick-fil-A, Hill District by North Pier, La Chula.

Is smoking allowed?

Yes, but not under any tents.

Will I be able to purchase a "to-go" 6 pack or growler?

NO. Per the MLCC (State) restrictions alcohol may NOT leave the festival grounds.

Can I get cash back for unused tokens? Can I buy more tokens?

NO buybacks! Extra tokens will be available for \$2 each (cash only).

Is there a "rain date" ...what about snow/blizzard?

Snow (rain) or shine event – no rain date. Wear your clunkiest boots and a thick sweater!

What about designated drivers? Is coffee available?

A limited number of DD tickets will be available for purchase (\$20) in advance only at the Welcome Center and will not be available once General Admission & VIP tickets sell out! DD's will be stamped and wrist-banded a separate color and will be allowed to enter at 12:00p with General Admission. Coffee will be available.

Prohibited items?

10x10 tents, tents, beach umbrellas, coolers, outside food and beverages, outside cups or containers, firearms, weapons, fireworks, explosives or illegal substances of any kind are prohibited. *Rain umbrellas are allowed.*

