

Come aboard. Be part of Pint of Origin 2027.

Melbourne's choose-your-own beer adventure is back for its 15th year, and we're on the hunt for new venues, new regions and a whole lot of new excitement. Pick your corner of the beer world, pour it proud, and let the city come to you.

[Host venue spots now open](#)

May 21st - 29th 2027

2026 was our biggest year yet

Ten days. Record numbers.

1,373

Passport sign-ups

More than double 2025 (+135%)

5,995

Passport stamps

Venue visits up 31% on 2025

50,000+

Pints poured

That's around 405 kegs

1M+

Instagram views

Up 67% on 2025's campaign

691

Mini-Crawlers

A record, up 19% on 2025

1,351

Check-ins in one day

Our busiest Saturday ever

Good for your bottom line

9 in 10

venues saw takings up on a regular May week, most by 25-50%

100%

of venues rated the festival positively

95%

said they're keen to come back in 2027

Live on Sunrise. And then some.

Sunrise • Channel 7

10 News First

Time Out

Broadsheet

Herald Sun V Weekend

ABC Radio

3AW

Smooth FM

Onya Magazine

16+ editorial pieces, plus a sold-out launch party with 30 media and 33 venues in the room.

What's in it for your venue

A spot on the map

Your venue on the Passport, website and festival map

Your own Mini-Crawl

Teamed up with neighbouring venues to share the foot traffic

A proper PR push

TV, radio and press pitching that puts venues front and centre

Crafty Pint promo

Socials, eDMs, articles and the podcast, all pointing to you

Launch party and events

Kick off together, then get your events promoted all festival

Festival kit

Posters, coasters, tees to dress up your venue



Please do it again. Word will spread and next year's will be bigger.

A Pint of Origin traveller, 2026 · and 97% of festival-goers say they'd come back and bring a mate

Claim your corner of the beer world.

New regions, new suburbs, new countries to pour. Spots are limited, so get in early.

Applications close 09.11.26

[Register Here](#)

James Smith : james@craftypint.com

Will Ziebell: will@craftypint.com