

**Time:**

Local time in Prague is GMT+1
(Central European Time)

Communications:

The international access code
for the Czech Republic is +420

The outgoing code 00

followed by the relevant country
code (e.g. 0044 for the United
Kingdom)

Currency:

Czech Koruna
(international code CZK)

Exchange rate for 1 EUR is
about 27 CZK

Emergency:

112 (24 hours a day)

Programme of press trip: Beer tour Czech Republic – Land of Stories

May 22 – 25, 2014

Day 1, Thursday 22nd

Prague

Individual arrivals at the Václav Havel International Airport or Prague Main Train Station.

Transfers to the hotel arranged by CzechTourism.

15:00 Meeting in hotel lobby with the CzechTourism representative Martin Slavík and the guide.

15:30 Visit of **Strahov Monastery and Brewery** - the Strahov Monastic Brewery is located close by to the Prague Castle in the building of the Strahov Monastery. The first documentation on the brewery comes from the turn of the 13th and 14th centuries. The brewery was closed in 1907, and the buildings were used solely as farm houses. The brewery was restored in 2000, during an extensive and difficult reconstruction of the entire complex.
www.klasterni-pivovar.cz/index.php?process=34&languageID=2.

16:30 **Prague Castle** - national cultural monument, the symbol of more than millennial development of the Czech state. It is a monumental complex of ecclesiastical fortifications, residential and office buildings representing all architectural styles and periods.

Golden Lane - the lane of modest dwellings, which are now the last remainder of the small-scale architecture of Prague Castle. They were inhabited by the castle servants, perhaps goldsmiths and the castle marksmen.

Gardens of the Prague Castle - the verdure around Prague Castle today consists of six gardens. Along the northern face wall there is the historically most valuable garden of all - Royal Garden.
www.hrad.cz/en/

19:00 **Czech Beer Festival** - 46 kinds of Czech beer are concentrated in one place. Tasting, traditional Czech cuisine, fun and a good mood.
www.cesky pivnifestival.cz

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Czech hop varieties belong to varieties of the **world's highest quality**. Growing hops in the Czech Republic is traditional and dates back to the 10th century. From our territory growing gradually spread to Germany and on to the world. In the 19th century the cultivation of hops began in Moravia, near city of Olomouc. Currently, the Czech Republic **ranks among the five largest hop producer in the world** (in 2011 **Czech Republic** produced **over 6000 tons of hops**, which ranks it in the, 5th place in the world). Germany is traditionally first in the world in growing hops, followed by Ethiopia, USA and China.

--:-- Breakfast + check out

09:00 Transfer to **Litoměřice** (70 km)

10:00 Town **Litoměřice is one of the oldest Czech cities**. The surrounding of town is also well known as an important agricultural center. Nationwide is famous for the traditional fruit-growing and produce market operated virtually the entire territory of Litoměřice. The surrounding fertile lands in the lower Elbe and Poohří are flatteringly referred to as the *Garden of Bohemia*.
www.litomerice.cz/eng/

11:00 **Visit of small brewery Labuť** - microbrewery is located in the basement of the original Art Nouveau hotel in the city center.
www.minipivovarlabut.cz

13:00 Short walking tour - Mountain Plešivec - exceptional views of the surroundings. **Natural curiosity - ice pit**, from which, thanks to specific geological composition of the mountains, the cool air comes in the summer. This trait was known already in the 17th century, when during the summer months, the stored ice was intended **for cooling the beer**.

14:30 Transfer to **Žatec** (65 km)

15:30 Arrival to town **Žatec**, check in **Hotel Černý Orel**
www.hotelzatec.cz

16:00 Visit of hop processing, **Bohemia Hop a. s., Žatec** - the world's supply of hops to breweries

17:00 Hop & Beer Temple is an amusement and educational complex, whose roots run deep in the rich tradition of the world-renowned hop-growing region. The attractive content of the tour will intrigue a broad variety of visitors. The programme is suitable for all age categories. During the visit to this tourist centre, several secrets of hop growing and good beer brewing will be revealed to you.
www.chchp.cz/en/hop-and-beer-temple/about-us

Day 3, Saturday 24th

Plzeň/Pilsen

--:-- Breakfast + check out

09:30 Transfer to **Plzeň** (80 km)

10:30 Visit of **Brewery Groll** - a unique brewery in the Czech Republic with a wooden heating jackets with solid copper pan. Boiling system built into the tiled stove is placed in the interior of the restaurant. Another uniqueness is a replica of the 150 year old copper shower.
www.pivovargroll.cz

12:00 Lunch in the **Restaurant Na Parkánu** - is directly linked to the Brewery Museum, a great bar serving among others fairly treated traditional lager and completely unique **unfiltered Pilsner Urquell**.
www.naparkanu.com

13:30 Short walking tour throught the **historical center of Pilsen**
www.pilsen.eu/en/tourist

14:30 Free time

16:00 **Tour of the Pilsner Urquell brewery** - the brewery has opened a new exhibition that shows the manufacturing process and raw materials used to brew Pilsner Urquell beer. The exhibition extends the current visitor´s tour of the brewery and takes place in the pemises of the historic brewhouse, renovated to its original appearance in the first half of the 20th century.
www.prazdroj.cz/en

17:30 Transfer to **Prague** (94 km)

18:30 Arrival to Prague + check in

Day 4, Sunday 25th

Prague

Free time and individual departures

Reasons why to drink original Czech beer

- **Beer is the most famous isotonic drink in the world!**

It contains calcium, sodium, magnesium, vitamin B, folic acid and other useful substances . Each resident of Czech Republic drinks 156.9 liters of beer per year. We beat soundly beer powers such as Germany (115.8) and Ireland (131.1) .

- **Beer improves immunity!**

When the Czech researchers studied the effect of drinking beer on the immune system, leaving 20 people at the age from 18 to 27 years drink 0.5 liter of beer a day for two months, they found out that while the blood was tested that some of the tested people increased white blood cell up to three times the original number.

- **Beer is healthy for the heart!**

But only in small doses ! If you are a moderate drinker, you have up to a 60% greater chance compared with non drinkers that you will have vascular or cardiac disease.

- **Beer ensures peace of mind and a good night's sleep!**

Are you overworked, nervous and tired ? Go for one! Beer improves cognitive function and in addition it contains substances such as nicotinic acid and Lactoflavin that favorably affects sleep and sleep quality.

- **Beer for strong bones and healthy teeth!**

Beer contains calcium and phosphorus, which are extremely important for the formation of bones and teeth. Calcium also acts as a neurotransmitter.

- **Beer banishes thirst and prolongs life!**

92 % of its content is water and according to Spanish scientists the human body benefits from it better than some special drink.

Finally:

If you are standing in a draw before choosing whether to indulge yourself with light or dark beer, go for a dark one. It contains slightly more calories, but much more flavonoids, which are powerful antioxidants.

Small vocabulary

Beer	pivo
Small beer	malé pivo (0,3 l)
Big beer	velké pivo (0,5 l)
Pub	hospoda
Brewery	pivovar

Cheers = Na zdraví! ☺