

14TH INTERNATIONAL
BAR & BEVERAGE TRADE B2B SHOW

PRAGUE BAR SHOW

THE LARGEST B2B
BEVERAGE & HOSPITALITY TRADE SHOW
IN THE CZECH REPUBLIC
22 MARCH 2027, 11 AM - 8 PM
KŘÍŽÍK PAVILIONS, VÝSTAVIŠTĚ PRAGUE HOLEŠOVICE



PRAGUE BAR SHOW

THE LARGEST B2B
BEVERAGE & HOSPITALITY TRADE SHOW IN THE CZECH REPUBLIC.
CONNECTING RESTAURANTS, CAFÉS, BISTROS, BARS AND HOTELS
WITH PRODUCT AND SERVICE SUPPLIERS. WHERE TRENDS TAKE SHAPE,
KNOW-HOW IS SHARED AND BUSINESS PARTNERSHIPS ARE FORMED
TO MOVE THE ENTIRE INDUSTRY FORWARD.

PRAGUE BAR SHOW 2027

DATE: 22 MARCH 2027, 11 AM - 8 PM

VENUE: KŘIŽÍK PAVILIONS, VÝSTAVIŠTĚ PRAGUE HOLEŠOVICE

EXPECTED ATTENDANCE: 4,500 HOSPITALITY PROFESSIONALS

EXPECTED EXHIBITORS: 150 COMPANIES

BRANDS: 500+

EXHIBITION SPACE: 7,000 M²

ORGANISER: LINKMAN MEDIA S.R.O.

WWW.PRAGUEBARSHOW.CZ



THE CONCEPT

Business, education and inspiration in one place.

Prague Bar Show connects manufacturers, distributors and suppliers with owners, operators, buyers and teams from bars, restaurants, cafés, bistros and hotels, as well as wholesale and retail representatives.

Products in action. Direct contact. New opportunities.

The exhibition centres on face-to-face meetings, tastings and live product demonstrations. Exhibitors gain direct feedback, strengthen relationships with existing customers and start conversations with new buyers.

Know-how that drives your business forward.

Talks, seminars and discussions offer insights from leading industry figures, fresh perspectives on beverage trends and practical ideas for your menu, service and business management.

From emerging trends to menus and retail shelves.

Brands can meet the people who influence product selection and how products reach consumers, from drinks menus to retail ranges.





WHO EXHIBITS

**The largest B2B
event for beverage
professionals**

Spirits
Wine
Beer
No- & low-alcohol drinks
Soft drinks
Coffee & tea
Ingredients, fruit & snacks
Bar & kitchen equipment
IT services & solutions
Food accessories
Hotel suppliers
Catering suppliers
Hospitality audio equipment
Design, furniture & décor
Tableware & glassware
Restaurant software
Sustainability & innovation





WHY EXHIBIT

Put your products in front of the people who make purchasing decisions.

Win new customers

Meet owners, operators and buyers from hospitality, hotels and retail. Connect with distributors and open up new sales channels.

Show your products in action

Let potential customers taste, try and understand how your products can fit into their offering.

Build on existing partnerships

Meet your customers in person, introduce new products and explore further opportunities together.

Get direct feedback

Discover what professionals are looking for, how they respond to your range and what their businesses need.

VISITORS

Prague Bar Show is for trade professionals from hospitality, hotels and retail.

Who will you meet at Prague Bar Show?

Owners, operators and managers of bars, cafés, bistros, restaurants and hotels

Buyers and representatives of retail chains, specialist shops and online stores

Beverage distributors, importers, wholesalers and producers

Bartenders, baristas, sommeliers, chefs and other frontline professionals

Suppliers of services, technology and equipment for hospitality and retail

Representatives of global brands, independent businesses and family firms

PBS connects the people who make purchasing decisions, shape product ranges and work with products every day in hospitality and retail.



Prague Bar Show 2026

Exhibitor testimonials

“Last year, we experienced a 20% drop in attendance at BCB, while this year’s ProWein was down by around 25%. We are very glad that PBS is seeing the opposite trend. So we expect to be there again next year.”

Dávid Chovanec | Export Manager, Karloff – Tatra Tea

“Thank you very much. We really enjoyed it and would be happy to take part again next year.”

Michal Škoda, Pilsner Urquell Brewery

“We greatly value this attendance. I believe it makes sense to continue in 2027. I see the event very positively: its popularity is clearly growing, and it certainly has potential for the years ahead.”

Martin Karbula | Event Manager, Heineken Czech Republic

“I would like to thank you. It is great to see so many exhibitors. We are also planning to take part next year.”

Marek Fetr | Trade Marketing Manager, Maspex Czech

“You can definitely count on us for next year. It was a really enjoyable event once again. We have had excellent feedback, plenty of people visited us, and we all thoroughly enjoyed it. The organisation was excellent and deserves a lot of praise. Everything ran smoothly.”

Michaela Linhartová | Marketing Director, J. J. Darboven

Prague Bar Show 2026

Exhibitor testimonials

“Thank you for organising the event. We were certainly pleased with it. Our entire sales team was there from start to finish. They were happy with the contacts they made. You can count on us again next year.”

Zdeněk Bláha | Regional Marketing Manager CZ/SK, Rauch Praha

“This year was definitely a success for us. The stand location and having our own dedicated presentation made a difference, just as I had expected.”

Ondřej Balvín | Country Manager, Rémy Cointreau

“Thank you very much for the excellent organization. Attendance was excellent, and it was clear that the focus on trade professionals had paid off. We are very pleased with the outcome. We are already putting 22 March 2027 in our calendars.”

Mirek Vrba | Lavazza

“Thank you for a very well-organised Prague Bar Show 2026. We were very pleased with our participation, both in terms of visitor numbers and the quality of the people who stopped by. Our stand was almost constantly full.”

Radek Číhal | Brand Manager, Global Wines & Spirits

“It felt noticeably busier than last year, both across the event as a whole and in our area. We are putting the date of the next Prague Bar Show in our calendars.”

Jan Václavík | On Premise Marketing, Red Bull

PBS 2026 EXHIBITORS

Amity Drinks s.r.o.
Apros group s.r.o.
Balance21 s.r.o.
Barman s.r.o.
Barpros GMBH
Berlimo s.r.o.
Bevande s.r.o.
Boba Tea s.r.o.
Bohemia Sekt s.r.o.
Brainhack s.r.o.
Brand Marketers s.r.o.
Brown-Forman Czechia & Slovakia s.r.o.
Café Boutique s.r.o.
Californian Wines a.s.
Cidérka s.r.o.
Clever Pub s.r.o.
CMT Recycling s.r.o.
Coca-Cola HBC Česká republika s.r.o.
Coffeebreak s.r.o.
Craftbeer s.r.o.
CrossCafe Original s.r.o.
Crystalex CZ s.r.o.
Davinus s.r.o.
Delikomat s.r.o.
Der Weinschmecker s.r.o.
Destilerka s.r.o.
Dios Trading, s.r.o.
Dotykačka ČR s.r.o.
Drink Cans Czech s.r.o.
Drinks and Coffee s.r.o.
Espresso Professional s.r.o.
Espresso Toscano s.r.o.
F.H.Prager s.r.o.

Global Wines & Spirits s.r.o.
Green Heads s.r.o.
Haus of Najime s.r.o.
Heineken Česká republika a.s.
Hustopečská Mandlárna s.r.o.
ChoiceQR s.r.o.
Ice makers s.r.o.
Ing. Pavel Cerman
Inoglas Sol s.r.o.
Intergast a.s.
Iveco Truck Centrum s.r.o.
J.J. Darboven s.r.o.
Jacobs Douwe Egberts CZ s.r.o.
Jan Abt
Jenčík a dcery s.r.o.
Jiří Němeček
Joyce ČR s.r.o.
Julius Meinl Coffee Intl.
JZT Ferments s.r.o.
K+L Market s.r.o.
Karloff s.r.o.
Kofárna s.r.o.
Komfid ApS
L'OR special drinks s.r.o.
LáskuKávo? s.r.o.
Le Patio Group s.r.o.
Limoška s.r.o.
Linkman Media s.r.o.
Loklok s.r.o.
Maspex Czech s.r.o.
Mattoni 1873 a.s.
Mgr. Martin Krupička
Mia Coffee s.r.o.

Ministry of Ferments s.r.o.
Miroslav Zeman
Morella s.r.o.
Nachmelená Opice s.r.o.
Něcojako s.r.o.
Oreon Trading & Marketing s.r.o.
PearCo s.r.o.
Pernod Ricard Czech Republic s.r.o.
Pfanner s.r.o.
Piano Solutions s.r.o.
Pivovar Clock s.r.o.
Pivovar Ferdinand s.r.o.
Pivovar Kunratice s.r.o.
Pivovary Staropramen s.r.o.
Pivovary Zubr a.s.
Plzeňský Prazdroj a.s.
PolymaPack s.r.o.
Premier Wines & Spirits s.r.o.
Premium Europe
Raspenava Distillery s.r.o.
Ratafia Almong Spirit s.r.o.
Rauch Praha s.r.o.
Red Bull Česká republika s.r.o.
Roma & Ginger S.R.L.S.
Rudolf Jelínek a.s.
Rum CZ/SK s.r.o.
Samurai Shot s.r.o.
Sirupárna s.r.o.
Stock Plzeň-Božkov s.r.o.
Takto Yeah s.r.o.
Taste of Italy s.r.o.
Teya Czech Republic s.r.o.
Tipinc s.r.o.

Ultra Premium Brands - Central Europe s.r.o.
Vertex CZ s.r.o.
Vikeza Gastro s.r.o.
Vinium a.s.
WineGAS s.r.o.
Winterhalter Gastronom s.r.o.
WorldBrands s.r.o.
X-Mechanics s.r.o.
Zanzibar s.r.o.
Zlatá kráva s.r.o.
Znovín Znojmo a.s. / Vinařství Lahofer a.s.



Prague Bar Show 2027

PRAGUE BAR SHOW 2027

VENUE

Výstaviště Prague Holešovice, Křižík Pavilions

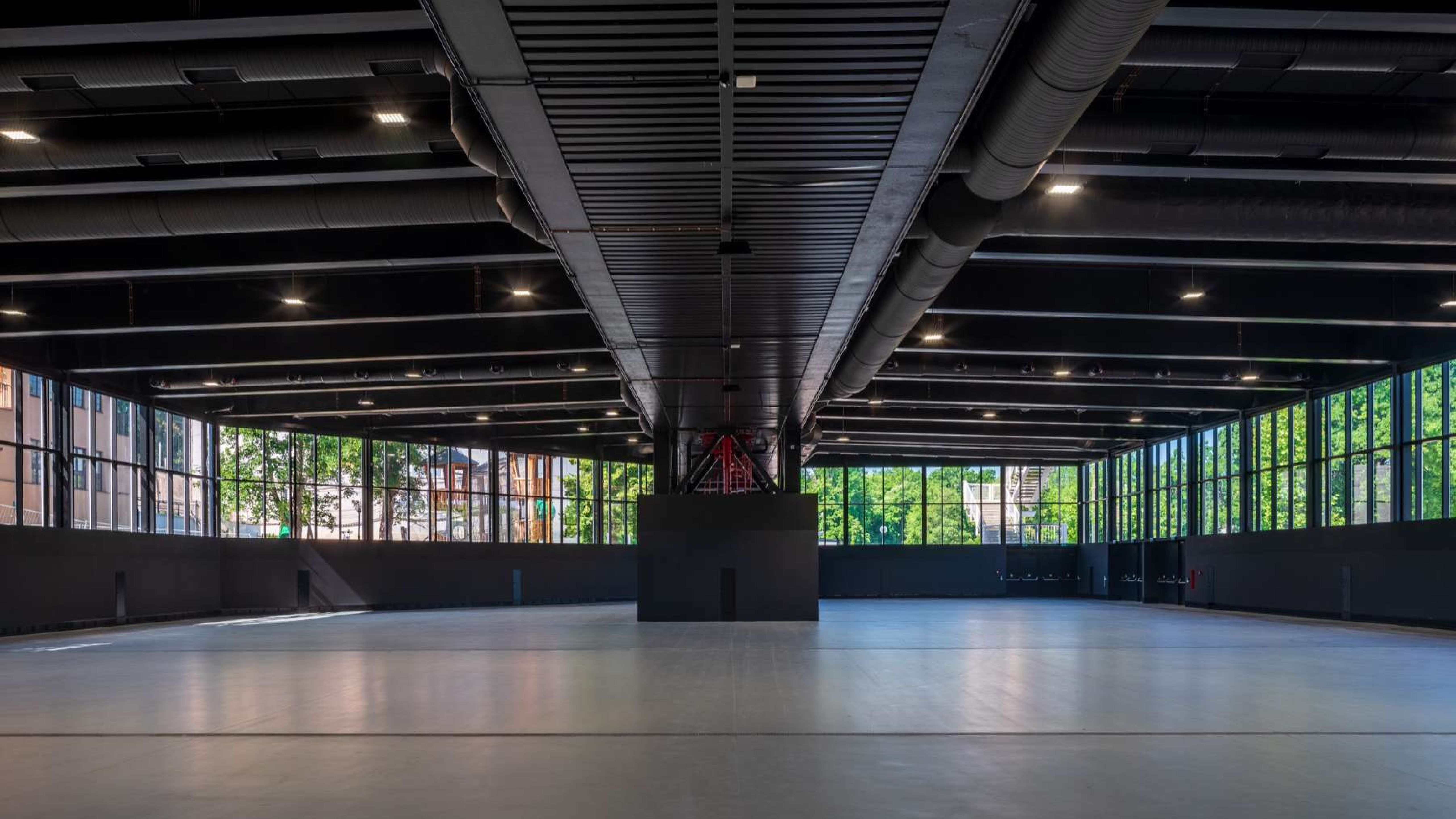
The Křižík Pavilions are located in the lower park area of the Výstaviště exhibition grounds. Built in 1991, the four buildings - Pavilions B, C, D and E - form a single complex surrounding the Křižík Fountain. The pavilions underwent a complete refurbishment in 2022.

Prague Bar Show will take place in all four pavilions and in the outdoor area by the fountain. The venue offers step-free access, excellent transport links, ample parking and a wide choice of accommodation nearby.



Výstaviště Praha, a.s.
Areál Výstaviště 67
170 00 Prague 7





PRAGUE BAR SHOW 2027

EXHIBITOR OPPORTUNITIES

EXHIBITION SPACE RENTAL

MOBILE BAR & BACK BAR RENTAL

ADDITIONAL SERVICES & EQUIPMENT

CATALOGUE ADVERTISING

SEMINARS, COMPETITIONS & WORKSHOPS

PBS AFTER PARTY PARTNERSHIP

DISCOUNTS & PACKAGES

EXHIBITION SPACE RENTAL

Choose space for your own or a rented bar. Prices are based on the area occupied.

Area up to the stated size | PRICE

2 M²: EUR 539	10 M²: EUR 1,649	30 M²: EUR 3,649
4 M²: EUR 919	15 M²: EUR 2,049	40 M²: EUR 4,249
6 M²: EUR 1,099	20 M²: EUR 2,699	40+ M²: CUSTOM QUOTE

FIXED CHARGES PER EXHIBITION SPACE

Electrical connection up to 2 kW | EUR 65

Waste removal and disposal | EUR 39

All prices exclude VAT.

ADDITIONAL SERVICES

Higher-capacity electrical connections

ELECTRICAL CONNECTION UP TO 4.4 kW: EUR 149

ELECTRICAL CONNECTION UP TO 10.5 kW: EUR 209

Washing your own glassware

GLASSWARE WASHING FOR BARS UP TO 10 M²: EUR 139

GLASSWARE WASHING FOR BARS OVER 10 M²: EUR 209

Glassware rental is not available to exhibitors.

PAVILIONS & EXHIBITION LAYOUT

CHOOSE THE SPACE FOR YOUR EXHIBIT

The pavilion themes are indicative. We will agree the exact location with you based on your exhibit and space availability. Adjacent spaces can be combined into larger areas.

PAVILION B

ALCOHOLIC DRINKS, SOFT DRINKS, WORKSHOP STAGE

PAVILION C

BEER, ALCOHOLIC DRINKS, SOFT DRINKS, BEER STAGE

PAVILION D

COFFEE, ALCOHOLIC DRINKS, SOFT DRINKS, COFFEE STAGE

PAVILION E

ALCOHOLIC DRINKS, SOFT DRINKS, STAGE

OUTDOOR

OUTDOOR EXHIBITION SPACES FOOD ZONE

Contact us for current space availability.

Would you like to see the venue in person?

Arrange a site visit with us and choose the right exhibition space.

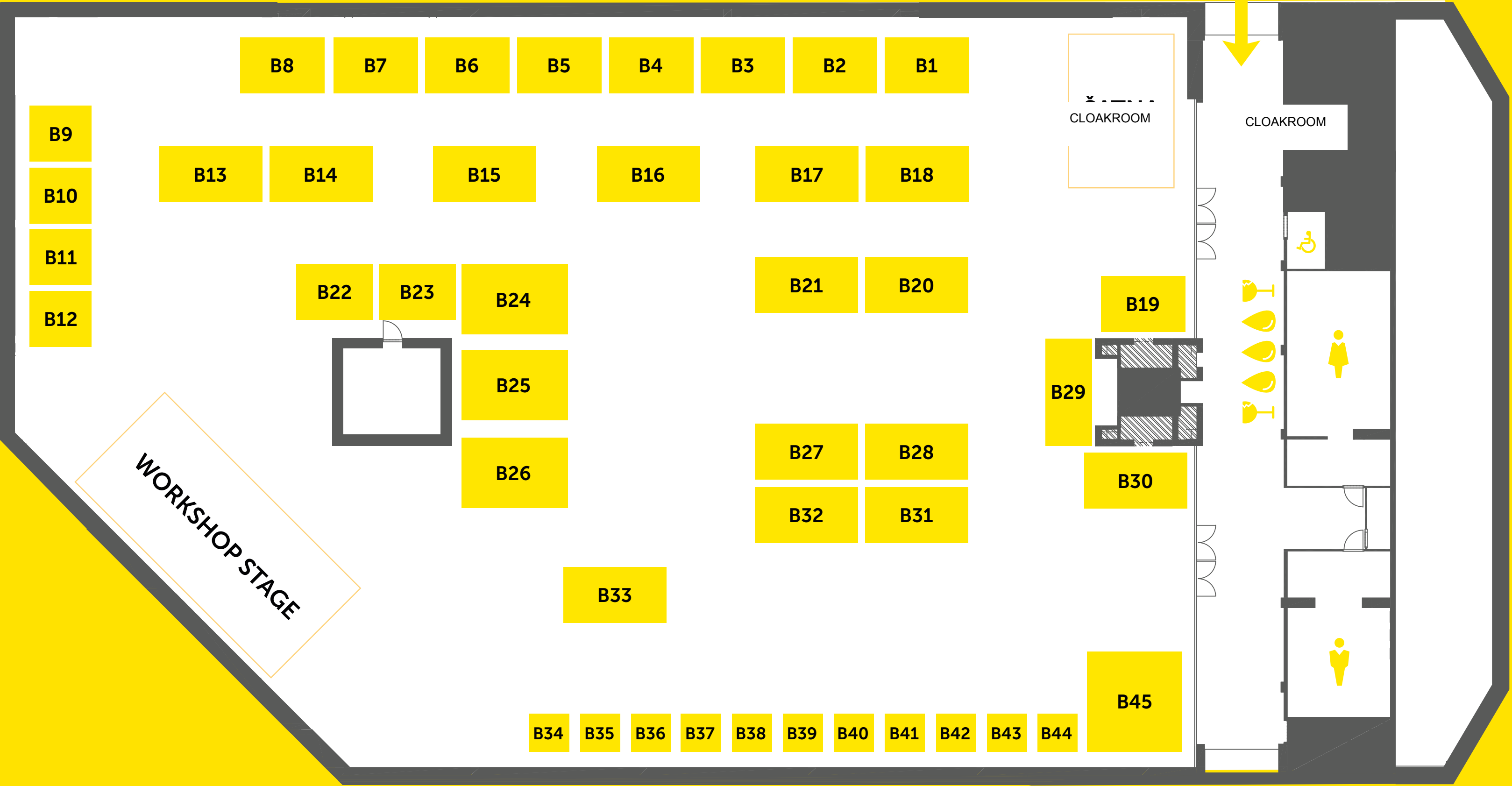
Gabriela Ponert, Event Manager

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PRAGUE BAR SHOW 2027

B

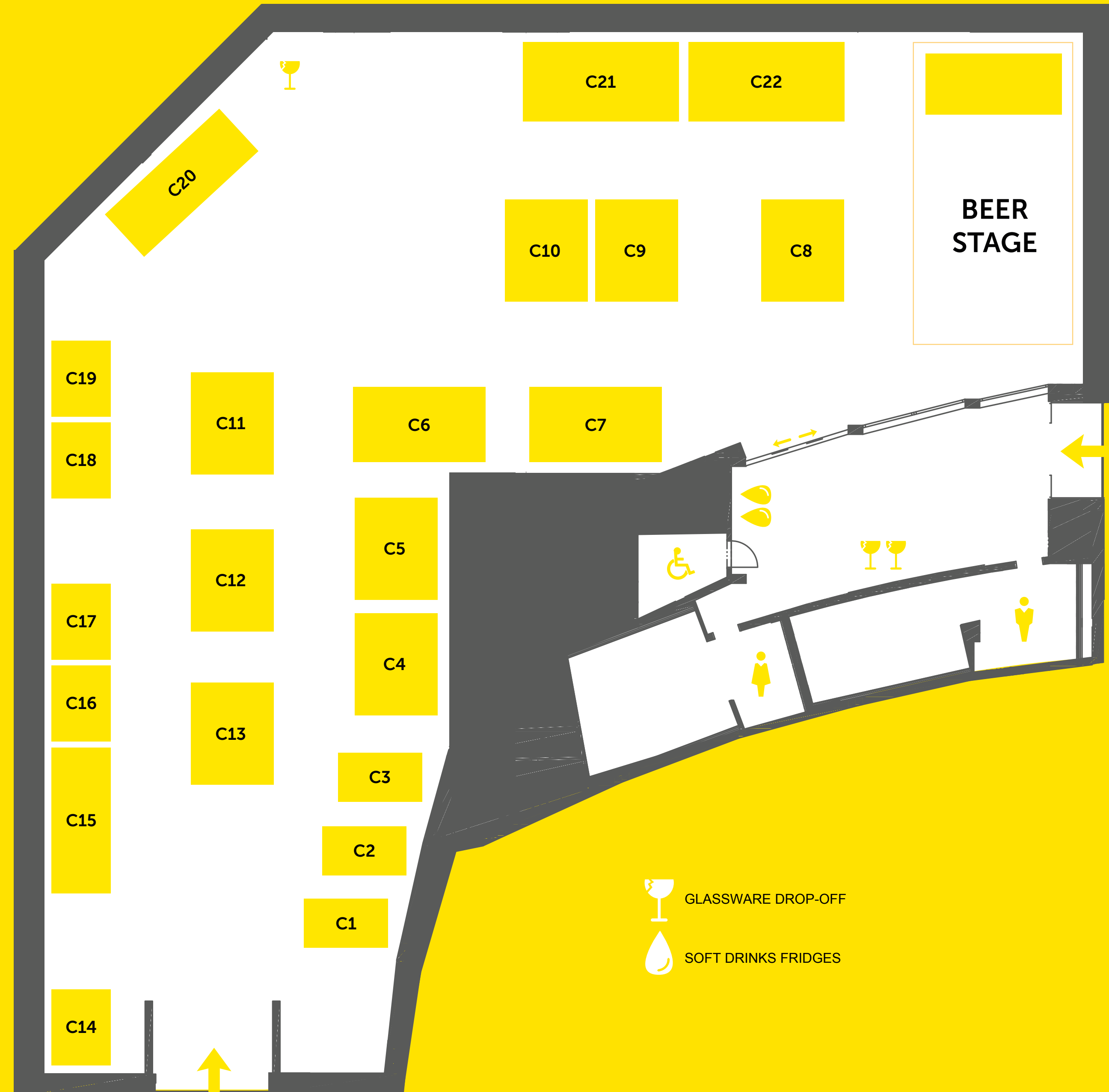


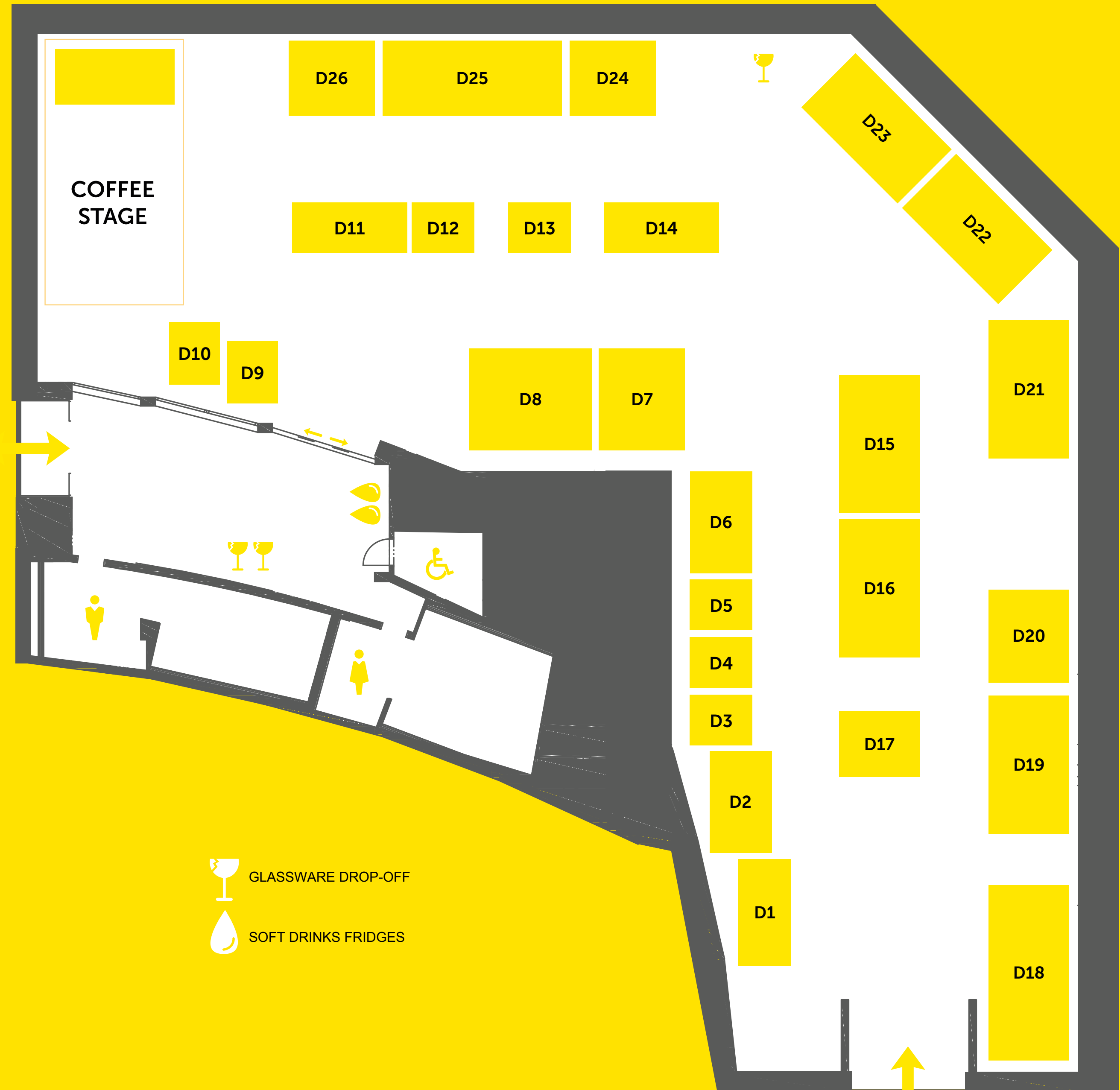
GLASSWARE
DROP-OFF



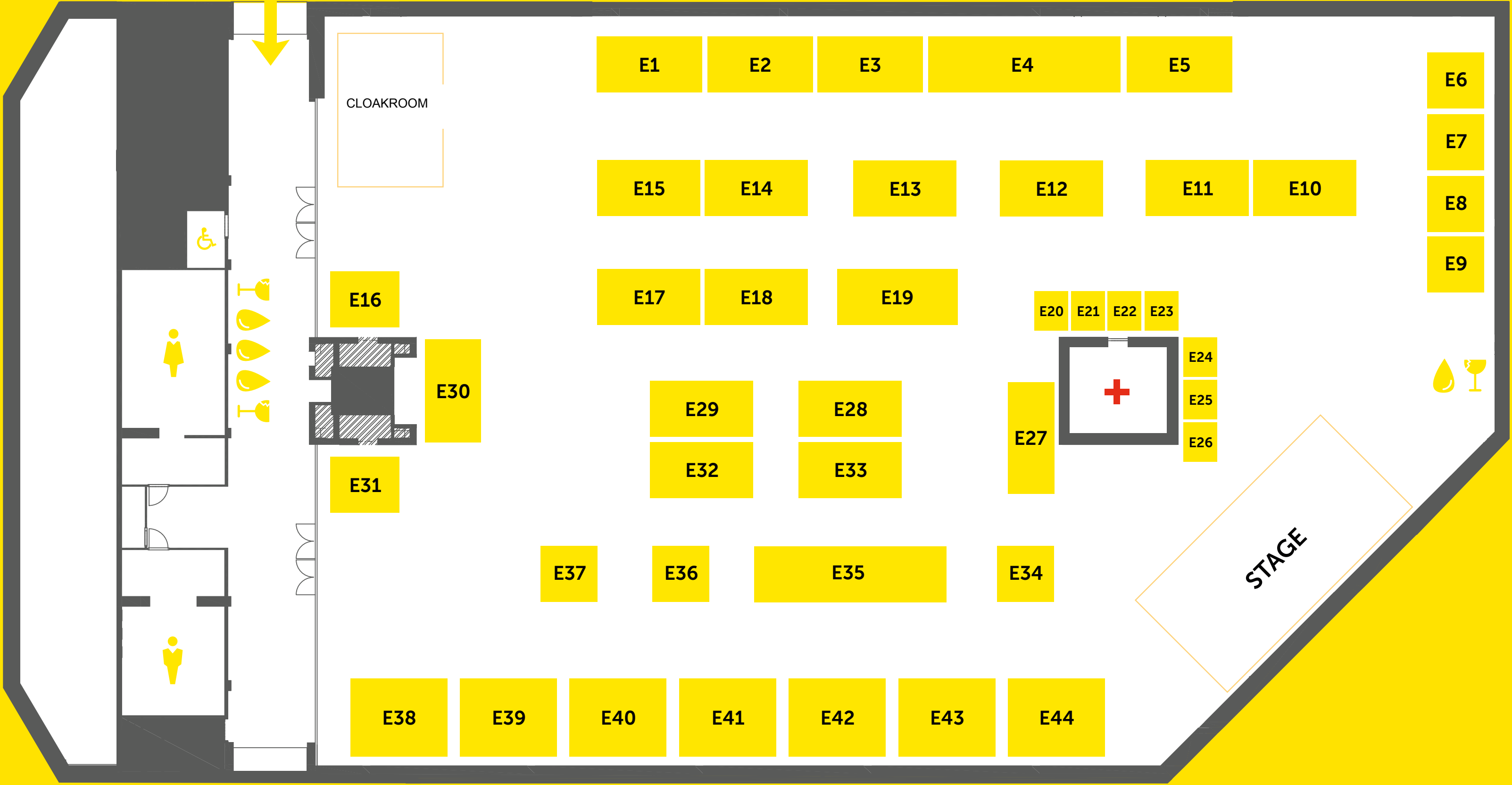
SOFT DRINKS FRIDGES

GLASS RINSERS





PRAGUE BAR SHOW 2027



GLASSWARE
DROP-OFF



SOFT DRINKS FRIDGES



FIRST AID

PRAGUE BAR SHOW 2027

LOW & NO ZONE

**YOUR PRODUCT ON DISPLAY.
YOUR RANGE, ONE QR SCAN AWAY.**

Showcase your no- and low-alcohol drinks in a shared themed exhibition. We offer display cases with your own QR code.

TURN PRODUCT INTEREST INTO BUSINESS CONTACTS

Visitors can view your product and scan the QR code to go straight to your website, product catalogue or contact form.

Reach professionals from hospitality, hotels and retail looking for new drinks to add to their range.

Contact us to reserve a display case and request a quote.



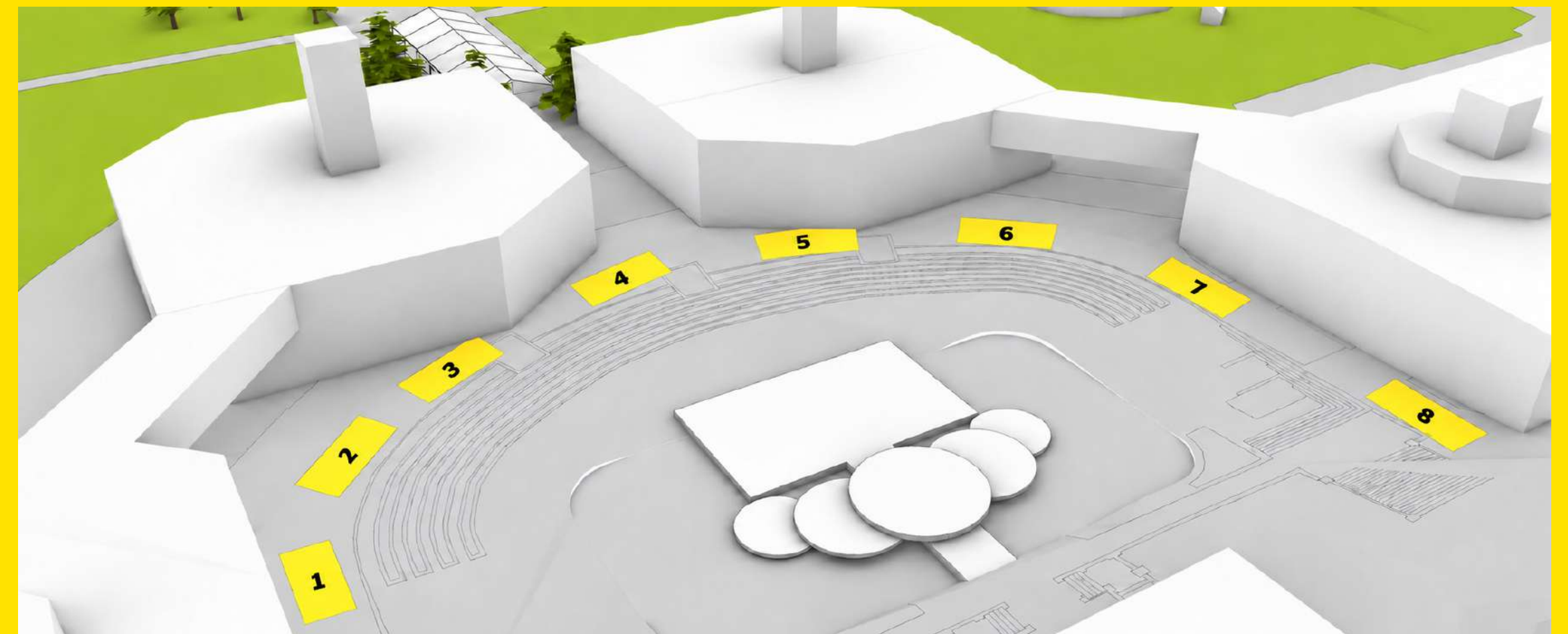
OUTDOOR EXHIBITS

Space for your brand in the open air.

Outdoor spaces for mobile bars, promotional vehicles, bespoke exhibits and food concepts.

Location, floor area and technical requirements are agreed individually to suit your exhibit.

Contact us for available outdoor spaces and a quote.



PRAGUE BAR SHOW 2027

BAR & FURNITURE RENTAL

EQUIPMENT FOR YOUR EXHIBIT

Choose from mobile bars, display counters, back bars and shelving.

Options include custom branding and counters with screens to showcase your brand.

We will help you choose equipment to suit the size of your space. Specific models, dimensions, availability and prices are available on request.

Equipment selection and reservations

Gabriela Ponert

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PRAGUE BAR SHOW 2027

CATALOGUE ADVERTISING

Event programme catalogue

Every visitor receives a catalogue at the entrance. The booklet includes the programme and details of all seminars, floor plans showing every exhibitor, and lists of companies and brands.

FULL INSIDE PAGE: EUR 609

INSIDE BACK COVER: EUR 839

BACK COVER: EUR 1,249

All prices exclude VAT.

Artwork specifications

Print-ready PDF, 148 × 210 mm

Plus 5 mm bleed on all sides



PRAGUE BAR SHOW 2027

BRAND SEMINAR / MASTERCLASS / WORKSHOP

Showcase your brand on your chosen stage.
Book a 25-minute slot on one of the stages.

STAGE: EUR 729

WORKSHOP STAGE: EUR 729

BEER STAGE: EUR 579

COFFEE STAGE: EUR 579

A limited number of slots is available.
Audio and video equipment, a mobile bar and a host/hostess are
provided.



PRAGUE BAR SHOW 2027

BOHEMIA PAVILION

Official PBS After Party partnership

Keep the conversation going after the show. Create a place with your brand where customers, business partners and industry peers can meet beyond the exhibition floor.

Bohemia Pavilion is just a two-minute walk from the Křižík Pavilions. Invite your customers, business partners and guests to an evening together after Prague Bar Show.

LET'S SHAPE THE EVENING TOGETHER

- Space for your customers, partners and invited guests
- Invitations and promotion integrated with PBS communications
- Your brand featured in the evening's visual identity and programme

The scope of the partnership, organisation and budget will be agreed individually.



BE PART OF PRAGUE BAR SHOW 2027

Choose your exhibition space and present your brand or service to professionals from hospitality, hotels and beverage retail.

Contact us for current availability and partnership opportunities.
We will also be happy to arrange a personal tour of the venue.

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www.praguebarshow.cz