

**Register your venue/activity**



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**21-27 August 2023**

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A showcase of Belgian beer culture

**belgiumbeerweek.be**

**#BBW23**

In partnership with:



4th edition

# It's going to be a great beer week!

This year's edition of Belgium Beer Week is going to even bigger and better in Belgium and around the world.

Whether you are a craft beer bar, brewer, bottle shop, beer club, event organiser or a traditional brown bar, be bold and join us in an opportunity to attract beer lovers by creating unique experiences over seven days of fun.

This year we will promote visits to the many beer museums and collections across Belgium as part of our focus on culture. Talks and events featuring beer history are welcome. We will also feature international venues in Europe and elsewhere.

## For only €20 you will get:

- » Promotion on the BBW website and online calendar, in the press, on social media, at events and via our partners.
- » A page for each event, which you can personalise yourself with text, photos and logo, along with listing in our calendar.
- » Belgium Beer Week coasters, stickers and posters (In Belgium you can collect by contacting us [contact@belgiumbeerweek.be](mailto:contact@belgiumbeerweek.be) / international participants can download digital versions and print as needed (<https://belgiumbeerweek.be/press/>).

## You are responsible for:

- » Promoting your own business and events.
- » Adding your logo and events to the BBW23 online calendar.

*Belgium Beer Week and Beer Idiots vzw do not collect any money from beer lovers. If you charge money for an event, then be transparent with your visitors.*

# Join now, add events later

[belgiumbeerweek.be/add-venue](https://belgiumbeerweek.be/add-venue)

- » **31 July:** Last date to register for BBW23
- » **13 August:** Last date to enter events on BBW23 calendar

*You only need to host one event during the week.  
We encourage you to add many more.*



**Tip:** Promote your events on Facebook and make Belgium Beer Week your co-organiser to ensure it is promoted in our calendar.

Use **@BelgiumBeerWeek** and **#BBW23**

Note: The same events over the week (eg a giveaway or discount) will only be promoted once on the calendar. We are looking for quality, not quantity!



## Contact

**Any suggestions or comments? Need help?**

» [contact@belgiumbeerweek.be](mailto:contact@belgiumbeerweek.be)

### **Or call us:**

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*We are a non-profit run by three beer lovers and supported by Beer Idiots vzw ([www.idiots.beer](http://www.idiots.beer)), an online magazine.*

Beer Idiots VZW - 736.435.777

**We are counting on you to launch innovative events.  
Live beer canning, food pairings, tap takeovers, mini-festivals,  
beer glass blowing, talks on beer archeology, tours, music and  
other fantastic events.**

