



## Contact

Any suggestions or comments? Need help?

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Or call us:

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

Beer Idiots VZW - 736.435.777



**Bars, brewers, guides**

**Celebrate Belgian beer culture together**



**A co-creation event**

**Sign up for no cost - just your passion  
for Belgian beer culture.**

**26 Aug-1 Sept 2024**

**belgiumbeerweek.be**

**#BBW24**

With support from



5th edition



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

**Promote what you do as part of Belgian beer culture and co-create Belgium Beer Week with us. If you want to add special events during the week, there are lots of ways to celebrate.**

This year's edition of Belgium Beer Week is going to even bigger and better in Belgium and around the world. We have participants in Belgium, the UK, Netherlands, France, Brazil, Germany, Italy, Hong Kong etc.

Whether you are a craft beer bar, brewer, bottle shop, beer club, event organiser or a traditional brown bar, be bold and join the world in celebrating Belgian beer culture, recognised by UNESCO as an intangible cultural heritage of Belgium.

## You get at no cost:

- » **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 BBW24 online calendar.
- » Having fun celebrating Belgian beer culture!

*Belgium Beer Week and Beer Idiots vzw do not collect any money from those who attend your event. If you charge money for an event, then be transparent with your visitors in your listing.*

## Join now, add events later - no cost

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



**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 **#BBW24**

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!

We are counting on you to launch innovative events if you feel inspired: Live beer canning, food pairings, tap takeovers, mini-festivals, talks on beer archeology, tours, music and other events.