

Bars, brewers, guides

Celebrate Belgian beer culture together



A co-creation event

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

24-30 August 2026

belgiumbeerweek.be

#BBW26



With support from



7th 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. There are lots of ways to celebrate Belgian beer culture, recognised by UNESCO as an Intangible Cultural Heritage of Humanity.

This year's edition of Belgium Beer Week is going to be even bigger and better in Belgium and around the world. Over 145 bars, brewers and guides participated in 2025. Join them in 2026.

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.

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).
- Other participants can download digital versions at and print: <https://belgiumbeerweek.be/about-belgium-beer-week/>

You are responsible for:

- Promoting your own business and events.
- Adding your logo and events to the 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

<https://belgiumbeerweek.be/registration>



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

@BelgiumBeerWeek and #BBW26

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.





Contact

Any comments? Need help?

Connect with BBW's ambassadors!



contact@belgiumbeerweek.be



[facebook.com/BelgiumBeerWeek](https://www.facebook.com/BelgiumBeerWeek)



[@belgiumbeerweek](https://www.instagram.com/belgiumbeerweek)



<https://belgiumbeerweek.be/our-ambassadors>

We are a non-profit supported by Beer Idiots (www.idiots.beer), a Belgian non-profit founded by Ahmed ElAmin and Dieter Proost.

Beer Idiots VZW - 736.435.777

