

FESTIVAL

KAVALA
BEER & MORE
A CITY CELEBRATION

24 - 26
JULY
2026
FALIRO PARK



FORUMSA. Member of NürnbergMesse Group

328 Vouliagmenis Ave. • 173 42 • Athens - Greece • +30 210 5242100 • www.kavalabeerandmore.gr • info@forumsa.gr

 **NÜRNBERG
MESSE**



A CITY CELEBRATION

A great celebration by the people of Kavala...
for the people of the entire region of Eastern
Macedonia & Thrace!

**“We present to you KAVALA BEER & MORE,
a festival that comes to «light up» every neighborhood
of the city and showcase its modern face”.**

Thanasis Panagoulas,

*President of BoD & CEO of FORUM S.A. -
Member of Nurnbergmesse Group*

From July 24 to 26, 2026, the beautiful city of Kavala will host KAVALA BEER & MORE, a festival aiming to highlight the refreshing and rich world of beer, local products of all kinds, as well as the history, identity, and cultural heritage of the city.

With countless varieties of beer from the best breweries in Greece and abroad, delicious street food options, impressive concerts, diverse outdoor activities for young and old, and a festive program full of events in every corner, the KAVALA BEER & MORE FESTIVAL will transform the city's streets into meeting and entertainment spots.

The city of Kavala will be “flooded” with unique flavors and aromas, while residents – along with their guests from all over Greece – will experience unforgettable moments during this special summer celebration.



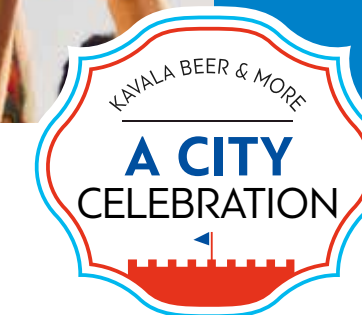
The festival is organised under
the auspices and with
the support of the
Municipality of Kavala.



3 of the most famous
Greek breweries are based
in the Region of Eastern
Macedonia & Thrace.



Businesses participating
in the festival
will be able to sell
their products to visitors.



A “BROTHERLY”
RELATIONSHIP OF
26 YEARS
Nuremberg – Kavala

A festival born out of the friendship and mutual
institutional respect between the two cities.

The KAVALA BEER & MORE FESTIVAL will be organized by FORUM S.A., the company behind Greece's most important and largest trade fairs, and a member of the NürnbergMesse Group, headquartered and operating in Nuremberg. Since 1999, a strong bond of friendship has developed between the two cities, with meaningful actions in the field of cultural exchange. The festival will serve as yet another cornerstone of this relationship and become a bridge connecting the people of both cities!





A CITY CELEBRATION

Who are participating as exhibitors?

At the festival, the following businesses will showcase their products:

- Breweries & Microbreweries from Greece
- Importers - Distributors & Representatives of International Breweries
- Collaborative, Greek, and Nomadic Beers
- Restaurant Chains - Beer Halls
- Shops / Producers of Traditional Products
- Agrotourism Cooperatives with Local Products
- Street Food Vendors
- Companies offering accessories / serving items

Who will we welcome as visitors?

KAVALA BEER & MORE is a festival for everyone! For those who love beer and want to taste premium varieties, for those seeking fine traditional delicacies for their home table, but above all for those who want to enjoy an unforgettable, fun-filled three-day experience with friends, family, or even on their own, taking part in unique happenings.

A festival also for b2b audience.

The exhibitors participating will also welcome a professional audience at their booths, who will attend the festival to discover new beer selections, accessories and serving items, as well as local traditional products. Specifically, they will connect with:

- Owners and Managers of cafés, bars, refreshment stands, & beer halls
- Sommeliers & Bartenders
- Food & Beverage Wholesalers
- Wine Cellar Owners
- Foodservice Industry Executives
- Hotel F&B Managers



Music events

The neighborhoods, streets, and squares of Kavala will be filled with music and dance. Concerts featuring well-known names from the Greek music scene, as well as rising local talents, will create the most unique invitation to dance

and celebrate. Every day, the Music Stage set up in one of the city's most central spots, along with themed street parties, will become the ultimate meeting points for all generations and every musical taste.



Gastronomic Experiences

A rich program of activities combining gastronomy with culture, showcasing the local traditional cuisine.



Activities for children

Theatrical performances, puppet shows, imaginative games, face painting, drawing, a storytelling corner, fun science experiments in physics and chemistry!

Building a dynamic brand!

Our goal is to dynamically establish the KAVALA BEER & MORE FESTIVAL, supporting it with a comprehensive and modern marketing strategy.



Radio advertisement on regional stations, for a duration of 20 days.



Digital advertisement on META, GOOGLE, and local websites of Kavala, Xanthi, and Drama, featuring articles and display banners.



Advertisements in high-profile regional newspapers and print media.



Email marketing campaigns to 90,000 contacts -b2b and b2c audiences. and consumers.

Showcasing the region

The festival, aiming to highlight both the local culture and gastronomy, will collaborate with local authorities, cultural associations, cooperatives, and other regional organizations.

FESTIVAL

KAVALA
BEER & MORE
A CITY CELEBRATION

BOOK YOUR STAND

T.: (+30) 210 5242100 • e-mail: sales@forumsa.gr

FESTIVAL DATES AND TIMES

FRIDAY

24

12.00 - 23.00

JULY

SATURDAY

25

12.00 - 23.00

JULY

SUNDAY

26

12.00 - 23.00

JULY

With the support and under the auspices of the Municipality of Kavala.

www.kavalabeerandmore.gr

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