

FESTIVAL

KAVALA
BEER & MORE
A CITY CELEBRATION

twin towns
NÜRNBERG • KAVALA

25 - 26

JULY

2026

FALIRO PARK



PARTNERS



nsarabu

UNDER THE AUSPICES



ΔΗΜΟΣ ΚΑΒΑΛΑΣ



FORUMSA. Member of NürnbergMesse Group

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NÜRNBERG
MESSE

FESTIVAL



A CITY CELEBRATION

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

“We present to you KAVALA FESTIVAL a celebration 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 25 to 26, 2026, the beautiful city of Kavala will host a new 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 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.



KAVALA FESTIVAL



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

The KAVALA 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!

KAVALA FESTIVAL



A CITY CELEBRATION

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Who are participating as exhibitors?

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

- Breweries & Microbreweries from Greece & abroad
- Restaurant Chains - Pubs
- Bakery & Pastry Shops
- Shops / Producers of Traditional Products
- Agrotourism Cooperatives with Local Products
- Street Food Vendors
- Businesses with accessories
- Gift shops

Who will we welcome as visitors?

KAVALA FESTIVAL is an event 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 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

HOSPITALITY PROGRAM

A festival with global reach

Through the targeted hosting program, prominent institutional representatives, entrepreneurs, and journalists from abroad will engage with the festival's exhibitors. At the same time, they will be immersed in the local culture through a specially designed program of tours and cultural activities.

23.7 Arrival & Welcome, Seaside Networking Event

24.7 City tour with a guide & VIP Gala Dinner

25.7 Historical experience to archaeological site of Philippi, wine tasting & visit to Kavala festival

26.7 Boat trip along the Kavala riviera or nature activities at Nestos River

27.7 Departure



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!



NUREMBERG • KAVALA

Direct flight

Marabu Airlines will operate direct flights from Nuremberg to Kavala every Thursday and Monday for the summer of 2026.

Building a dynamic brand!

Our goal is to dynamically establish the KAVALA 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.



Print Ads in high-profile regional newspapers and print media.



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



Ready made outdoor booths

“Exhibitors can participate with ready-to-install booths of high aesthetics and functionality or by constructing a booth of their choice. The options are as follows:



Ready made booth:

The ready-made booths have dimensions of 3x3 meters, with a total area of 9.00 sq.m. The total participation cost for ready-made booths is €1,620 + VAT.

Technical Specifications of Booths

- Raised floor with a height of 70–100 mm made of galvanized steel frame
- Metal frame structure of a four-pitched awning (2x4 m) covered with white PVC
- External surfaces of the canopy clad with black melamine panels and accented with decorative wooden slats

Amenities

- Sign with the exhibitor’s name in white adhesive letters
- Sign with the festival logo
- Counter made of black melamine, dimensions 1.80 x 0.60 x 1.05 m (height)



Ground trace
In the case that the exhibitor wishes to build their own stand or already has a ready-made construction, the cost for 9.00 sq.m amounts to €720.00 + VAT.



Festival Venue

Kavala Municipal Faliro Park

It is one of the most popular recreational areas for both residents and visitors. Located at the city’s entrance, right next to the port and the coastal promenade, it features extensive green spaces, a playground, sports courts (basketball/tennis), and a beautiful seaside path ideal for walking or cycling. It is easily accessible on foot from the city center.

Organized by FORUM S.A.

Member of NürnbergMesse Group

The festival is organized by FORUM SA. For 40 years, the undisputed leader of the Greek exhibition industry and a member of the German NürnbergMesse Group since 2019, FORUM continues to lead the way by redefining the trade fair business ecosystem through a holistic growth model.

By combining the organization of prestigious international exhibitions (HORECA, FOOD EXPO, XENIA, OENOTELIA, GLOBAL PACK, FOODTECH, LOGISTICS EXPO, TRUCK & VAN EXPO, ATHENS COFFEE FESTIVAL, WORLD OF BEER FESTIVAL) with specialized publishing activity and the services of FORUM TOTAL SOLUTIONS, the company guarantees more than just commercial progress and business success. It ensures a tangible boost to the extroversion and reach of industry professionals in both the national and global markets.

FESTIVAL

KAVALA BEER & MORE A CITY CELEBRATION



BOOK YOUR STAND

T.: 210 5242100 • e-mail: sales@forumsa.gr

FESTIVAL DATES AND TIMES

SATURDAY

25

18.00 - 00.00

JULY

SUNDAY

26

18.00 - 00.00

JULY

www.kavalabeerandmore.gr

FORUM S.A.
Member of NürnbergMesse Group

LEADING EXHIBITION
ORGANIZER IN GREECE

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foodexpo Greece

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