



Czech Gastronomy Week in Athens

Czech Tourism, represented in Greece by Travel Media Applications (www.tma.travel), organizes the **Czech Gastronomy Week** in Athens, which will take place from **26th November to 5th December 2010** in **Royal Olympic Hotel** (www.royalolympic.com). The visitors will taste the Czech cuisine.

On 24th November the **press conference** will host Greek journalists from newspapers, magazines, radio- and television stations covering travel, gastronomy, life style and fashion reportage. The guests will enjoy Czech cuisine, will attend a short presentation of the Czech Republic as tourism destination and will be informed about the activities of CzechTourism in Greece.

The **opening night** of Czech Gastronomy Week for official guests will be on Friday 26th November and **from Saturday 27th November to Sunday 5th December the event will open its gates for open public**. The visitors will taste traditional recipes and authentic specialties of Czech cuisine. During the event, the Christmas decorated Abbey Restaurant of Royal Palace Hotel will operate as Czech restaurant offering only creations of the Czech chef, **Mr.Robert Burian**, which will be accompanied by the Czech beer Pilsner Urquell; all in the price of **€35 per person**.

In the next hall a small exhibition area will give to the visitors the opportunity to come in contact with few Czech products and take the new practical tourism guide for the Czech Republic in the Greek language, an initiative of TMA for the Greek tourism market. Moreover, information and proposals for trips to the Czech Republic will be provided to all interested parties.

Whoever tastes the Czech gastronomy, they will participate in a **lottery for a trip for two people to the Czech Republic**, an offer of travel agency **Neotourismos**, specialized in trips to the country (www.neotourismos.gr). During that week lotteries for lunch coupons will take place in radio stations and popular television programs.

MEGA sponsor of the event is **OK Athens**, exclusive importer of world famous Czech beer **Pilsner Urquell** in Greece.