



VM Travel

FROM TRADITION TO
INNOVATION, ONE PINT AT A
TIME

10 DAYS / 9 NIGHTS

EUROPEAN BEER ROUTE

A JOURNEY ACROSS NORTHERN AND CENTRAL EUROPE, WHERE BEER IS MORE THAN A DRINK — IT IS HISTORY, CRAFTSMANSHIP AND SOCIAL RITUAL. FROM THE TIMELESS PUBS OF LONDON, THROUGH THE MONASTIC AND ARTISANAL HERITAGE OF BELGIUM, THE STRUCTURED EXCELLENCE OF GERMANY, AND FINALLY TO PRAGUE, THE SPIRITUAL HOME OF LAGER, THIS ITINERARY EXPLORES EUROPE THROUGH ITS MOST CONVIVIAL TRADITION.

VM TRAVEL SRLS

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LONDON – THE ART OF THE PUB

THE JOURNEY BEGINS IN LONDON, WHERE THE PUB IS A CULTURAL INSTITUTION. DARK WOOD INTERIORS, HANDWRITTEN CHALKBOARDS AND CENTURIES-OLD TRADITIONS CREATE AN ATMOSPHERE OF WARMTH AND BELONGING. HERE, BEER ACCOMPANIES CONVERSATION, STORYTELLING AND EVERYDAY LIFE — AN INTRODUCTION TO THE SOCIAL SOUL OF EUROPEAN BREWING.

BELGIUM – WHERE BEER BECOMES CULTURE

CROSSING THE CHANNEL, BELGIUM REVEALS A WORLD WHERE BREWING IS ELEVATED TO AN ART FORM. HISTORIC TOWNS AND INTIMATE BREWERIES REFLECT CENTURIES OF EXPERIMENTATION AND DEVOTION, FROM ABBEY TRADITIONS TO FAMILY-RUN CRAFT HOUSES. BEER HERE IS COMPLEX, EXPRESSIVE AND DEEPLY ROOTED IN PLACE — BEST DISCOVERED SLOWLY, GLASS BY GLASS.

GERMANY – PRECISION AND PURITY

IN GERMANY, BREWING FOLLOWS A PHILOSOPHY OF BALANCE AND DISCIPLINE. FROM LIVELY BEER HALLS TO TRADITIONAL BREWERIES, THE EXPERIENCE IS DEFINED BY CLARITY, STRUCTURE AND RITUAL. THE ATMOSPHERE IS GENEROUS YET GROUNDED, WHERE BEER IS ENJOYED AS PART OF DAILY LIFE, GUIDED BY HERITAGE AND RESPECT FOR INGREDIENTS.

PRAGUE – THE SOUL OF LAGER

THE JOURNEY CULMINATES IN PRAGUE, A CITY OF SPIRES, COBBLED STREETS AND LEGENDARY BEER CULTURE. HERE, LAGER IS NOT SIMPLY CONSUMED — IT IS CELEBRATED. HISTORIC TAVERNS, GOLDEN POURS AND A DEEP SENSE OF PRIDE DEFINE AN EXPERIENCE THAT FEELS BOTH AUTHENTIC AND TIMELESS. PRAGUE OFFERS THE PERFECT CLOSING CHAPTER: VIBRANT, WELCOMING AND UNMISTAKABLY GENUINE.



BEST TIME TO VISIT

MAY–JUNE AND SEPTEMBER OFFER IDEAL CONDITIONS, WITH LIVELY CITIES, BREWERY-FRIENDLY WEATHER AND SEASONAL FESTIVALS ENHANCING THE EXPERIENCE.

IDEAL FOR

- BEER ENTHUSIASTS AND CULTURAL EXPLORERS
- GROUPS AND EXPERIENTIAL TRAVELERS
- CLIENTS SEEKING AUTHENTIC, SOCIAL AND STORY-DRIVEN JOURNEYS
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