



VISITOR RULES

Plzeňský Prazdroj, a. s., Velké Popovice brewery

I. General provisions

1. All visitors are obliged to familiarize themselves with these Visitor Rules at the beginning of the brewery tour.
2. The tour route leads through the production premises of the Plzeňský Prazdroj, a.s, Velké Popovice brewery, which may only be visited by persons accompanied by a designated guide and following the guide's instructions. Participants in the 'Brewing – A Successful Czech Industry' Program will not visit the production facilities; despite that, staying in the area of the plant is possible only with the presence of a designated guide.

II. Opening hours, tour routes

1. Brewery tours take place **daily from 10:00 a.m. to 6:00 p.m.** (from 10:00 a.m. to 4 p.m. from October to March) following prior receipt of an order (with the exception of point 2). Tours outside the opening hours are subject to prior agreement with the Visitor Centre manager and receipt of a written order.
2. Individual visitors may participate in a tour of the brewery without a prior order **every day from April to September at 1 p.m. and at 3 p.m.; from October to March, tours are available at 1pm in Czech only. English-speaking visitors may take a brewery tour in English throughout the year on Tuesdays, Fridays and Saturdays at 2:45 p.m.**
3. The tour will always be led by an authorised guide and will begin at the appointed time at the reception of the Visitor Centre. At the end of the tour the guide will accompany the group or individuals back to the Visitor Centre.
4. Payment for the tour shall be made in cash in return for an entrance ticket (tax document) at the reception of the Visitor Centre, or in the event of payment by invoice, in accordance with prior agreement on the method of payment. Based on a timely prior order, it is possible to schedule a tour outside the designated time as long as the premises are not already reserved for another event. A supplemental fee is charged for reservations made for tours outside the designated times, in the amount of 50 CZK per person.
5. The brewery tour includes the following: the Visitor Centre, the brewery's historical courtyard, the brewhouse, video screening, exhibition in the brewhouse, storage cellar, the packaging halls, the live mascot Olda the goat, and the souvenir shop. Tour duration: approx. 75 mins.
6. Based on prior agreement, the brewery tours and the 'Brewing – A Successful Czech Industry' program can be organised in Czech, English, Russian or German. For travel agencies' groups it is possible, in exceptional cases, to arrange the presence of an interpreter, who must be supplied by the travel agency.

III. Admission Fee

1. **The brewery tour fee is paid in advance.** The tour shall be paid for in cash or by credit card at the reception of the Visitor Centre. In the case of travel agencies' groups, payment can be made by invoice, as per prior agreement. The admission fee for each individual season is displayed on the notice board at the reception of the Visitor Centre.
2. After paying the entrance fee, visitors receive a ticket or a tax document which they must retain throughout the brewery tour and be prepared to present at any time if asked to do so by Plzeňský Prazdroj, a.s. – Velké Popovice brewery staff. By buying a ticket the visitor agrees to respect the rules and conditions stipulated in these Visitor Rules.

Together with the ticket, visitors shall also receive an "EXKURZE" (tour) sticker which they are obliged to wear in a clearly visible place for the whole duration of the brewery tour.

3. Entrance tickets are valid only for the period for which they were purchased. **Tickets cannot be refunded or rebooked after being purchased.**



IV. Tour of the Velké Popovice Brewery

1. The maximum number of visitors in a group is 40 persons. In the event of a larger number, it is necessary to divide the group into several smaller groups, unless an exception has been granted.
2. Tour reservations may be made in person, in writing or via e-mail (see contact details below). The guide will wait for a group for a **maximum of 30 minutes** after the agreed time on the given day only in the event that there is no other group afterwards. The Velké Popovice brewery is entitled to demand the sum of CZK 300 from the subject ordering the tour for a tour which did not take place and which was not cancelled at least two hours before the start of the tour.
3. For individual visitors under the age of 18, the tour of the brewery involving a visit to the beer production premises is accessible only upon the consent of the person's parents or of another legally competent adult (such as a teacher or guide) who is personally in charge of these underage persons for the whole duration of the brewery tour. Underage visitors are encouraged to take the 'Brewing - A Successful Czech Industry' tour instead. In the event of organized groups with at least one group member under the age of 18 (for example, primary or secondary school educational trips, children's or junior athletics clubs etc.), this shall result in the entire group being denied participation in any beer tasting.
4. Each brewery tour **includes a tasting of the Velkopopovický Kozel pale draft beer. This beer is alcoholic and must not be served to underage persons (persons under the age of 18, pursuant to Act No.37/1989, Coll., on Protection against Alcoholism and Other Drug Addictions). On request, adults may taste the non-alcoholic Birell beer instead of alcoholic beer. Beer tasting is voluntary and the company bears no responsibility for any consequences of beer consumption.**
5. Brewery tours may only follow the designated tour route and only with an allocated guide. **Visitors are obliged to follow the guide's instructions and abide by these Visitor Rules.** The number of visitors in each group is limited in order to ensure uninterrupted tours, visitor safety, and to prevent damage to property and human health.
6. The liability of Plzeňský Prazdroj, a.s., the Velké Popovice brewery, for any damage incurred by visitors is governed by generally binding legislation.
7. **Visitors enter the premises of the plant at their own risk and are required to exercise greater care especially due to the movement of vehicles, large temperature differences, noise, wet surfaces and steep stairs on the route. Given that the tour goes through the production areas of the brewery, including the cellars, where the temperature is 7 °C all year round, visitors are recommended to wear suitable clothing and sturdy footwear, also in the summer. Visitors should exercise greater caution in areas with wet/slippery floors.**
8. Visitors are advised that a visit to the brewery can cause an allergic reaction in some visitors to hops and other substances used in the production of beer.
9. Visitors shall follow the instructions of the guide and other employees of the Velké Popovice brewery. Failure to follow such instructions or directions issued in the interest of visitor safety and protection of the company's property will result in visitors being excluded from the brewery tour without compensation for the admission fee, and visitors will have to leave the brewery tour immediately as instructed by the guide and accompanied by a security guard. In addition to this, visitors run the risk of being prosecuted in accordance with generally binding legislation.
10. **The production areas may not be entered by infectious persons.** If visitors are aware of such indisposition, or if they have been in contact with an infectious person, they must report it to the reception personnel at the Visitor Centre prior to the start of the tour.
11. Persons reasonably suspected of inebriation or of being under the influence of other intoxicating substances are **prohibited** from taking part in the brewery tour. The company bears no responsibility for persons who injure themselves under the influence of alcohol or other intoxicating substances.
12. Visitors with oversized baggage, live animals or in extremely dirty clothing will not be permitted to take part in the brewery tour.
13. Plzeňský Prazdroj, a.s. accepts **no liability** for abandoned or forgotten items.



14. It is forbidden to damage or endanger buildings and other brewery property in any way, namely, it **is forbidden to:**

- a) touch walls and exhibited objects, write or draw on walls, or otherwise damage or destroy the property of Plzeňský Prazdroj, a.s.,
- b) deviate from the given brewery tour route and wander off from the guide and the group,
- c) disturb by making a noise (telephoning, playing music, singing, using a radio or other audio equipment, loud noises and other similar activities) the guide's commentary, or to bother other visitors in any other way, to damage their property or health, or hinder their tour of the brewery in any other way,
- d) eat or drink during the brewery tour with the exception of the area designated for beer tasting,
- e) smoke, to handle naked flames or lights,
- f) dirty the premises of the brewery tour route and otherwise disturb the peace, order or safety,
- g) bring into the brewery any firearms, cutting or stabbing weapons, explosives of any type, substances or objects which may cause damage to property or harm to human health.**

15. It is possible to take photographs, film footage and other recordings during the tour of the Plzeňský Prazdroj, a.s., Velké Popovice brewery. Photos and recordings may only be used for private purposes by the person who has made them and it is prohibited to publish and/or commercially use them in any way whatsoever, unless expressly agreed by the Plzeňský Prazdroj, a.s. company.

16. Each visitor to the Plzeňský Prazdroj, a.s., Velké Popovice brewery, or the designated representative of underage visitors, is personally responsible for abiding by these rules and for damages caused, in accordance with generally binding legislation.

V. Concluding provisions

1. Visitors may convey requests, complaints and comments to the Visitor Centre manager.
2. These rules and regulations are effective as of 1st December 2017.

Plzeňský Prazdroj, a. s.
Pivovar Velké Popovice
Ringhofferova 1
251 69 Velké Popovice
Tel: + 420 323 683 425
E-mail: exkurze@kozel.cz
www.kozel.cz

Mgr. Pavla Mášková
Visitor & Commercial Services Manager