

4TH EDITION

Beirut 2019

WHISKY LIVE

10 - 12 OCTOBER | 4 - 10 PM

Seaside Pavilion

FACT SHEET

EVENT PROFILE

As the unmissable event for whisky enthusiasts, more than 50 specialist whisky producers, distributors and suppliers from around the world provide over 3,000 high-caliber consumers with the opportunity to taste the finest international brands.

Date: 10 - 12 October 2019

Time: 4 - 11 pm

Venue: Seaside Pavilion, Beirut

STRATEGIC PARTNERS

- Ministry of Tourism
- Syndicate of Importers of Foodstuff Consumer Products and Drinks in Lebanon

EXHIBITOR PROFILE

- Specialist whisky producers
- Whisky distributors
- Whisky suppliers

FEATURING

WHISKY SECTION

A large selection of premium single malt, Scotch, Irish, bourbon, blended whiskies and white spirits are available for visitors to sample.

MASTERCLASSES

Commercial masterclasses with international brand ambassadors from Europe and beyond take place during the three-day event.

VIP LOUNGE

Renowned international whisky experts provide small group tastings of rare bottles in the VIP Lounge.

POP-UP BARS

Several well-known bars create innovative whisky cocktails.

WHISKY BOUTIQUE

Boasting a large selection of whiskies at discounted prices.

VISITOR PROFILE

- Trade
- Whisky connoisseurs and enthusiasts
- Press
- Embassy staff

STAND PARTICIPATION FEE*

4.5 sqm (per brand)

2,500 USD

* Prices are subject to 11% VAT.



THE ORGANIZER

Founded in 1993, Hospitality Services specializes in planning, organizing and managing regional hospitality and foodservice shows, conventions, forums and bespoke events. The firm's annual events include HORECA Lebanon, The Garden Show & Spring Festival, Travel Lebanon, Beirut Cooking Festival, Salon du Chocolat Beirut and Whisky Live Beirut. It has also franchised-out HORECA to Saudi Arabia, Kuwait and Jordan.

In parallel, Hospitality Services produces three publications with dedicated digital platforms: Hospitality News Middle East, a go-to source for the latest news, trends, developments and industry forecasts, Taste & Flavors, a lifestyle and cooking reference, and Lebanon Traveler, a tourism magazine.