

6TH EDITION

Beirut 2021

WHISKY LIVE

14 - 16 OCTOBER
5 - 11 pm, Seaside Pavilion

FACTSHEET

EVENT PROFILE

As the unmissable event for whisky enthusiasts, more than 60 specialist whisky producers, distributors and suppliers from around the world gather at Whisky Live Beirut to provide over 5,000 high-caliber consumers with the opportunity to taste the finest international brands.

Date: 14 - 16 October 2021

Time: 5 - 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



Showcasing the skills of baristas in creating alcohol-based coffee beverages.



Providing visitors with the chance to taste innovative cocktails and exiting creations with the best local and international bartenders.

WHISKY SECTION

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

MASTERCLASSES

Whisky tasting classes with international brand ambassadors from Europe and beyond.

DISCOVERY BAR

A broad range of the newest whiskies and white spirits on the market.

VIP BAR

Rare and limited-edition whiskies, available by the glass.

WHISKY BOUTIQUE

Boasting a large selection of whiskies at discounted prices.

VISITOR PROFILE

- Trade
- Whisky connoisseurs and enthusiasts
- Press

STAND PARTICIPATION FEE*

4.5 sqm stand (per brand)

3,000 USD

9 sqm bar (per brand)

3,500 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. Its HORECA brand has also been franchised in Jordan, Kuwait and KSA.

In addition, 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 guide.