



VISITOR RULES

Brewery Tour – Pilsner Urquell Route

I. General Provisions

1. All visitors are obliged to familiarize themselves with these Visitor Rules before the brewery tour starts.

II. Opening hours, tour routes

2. The Visitor Centre building is open every day between the following times:

April – June	8:00 – 18:00	September	8:00 – 18:00
July – August	8:00 – 19:00	October – March	8:00 – 17:00

3. The Cash Desk – Reception has the same opening hours as the Visitor Centre.

4. The following tours of the Pilsner Urquell Brewery are available:

- a) **Brewery Tour – Pilsner Urquell Route** is comprised of a 70-minute tour of the brewery and a separate tour of the bottling plant, of approximately 25 minutes.

The brewery tour includes the Visitor Centre gallery, a film on the making of Pilsner Urquell beer, a visit to a sensory exposition of ingredients, old and new brew house, the People Exposition, and brewery cellars.

The price of the tour of the bottling plant is included in the price of the Pilsner Urquell Brewery Tour and cannot be purchased separately. If you are interested in touring the bottling plant, make sure to book your tour time:

- Groups of 20 persons and more, when making their booking of the Pilsner Urquell Brewery Tour, via the Booking Department, at least three days in advance of the tour;
- Individual visitors at the Reception of the Visitor Centre, on the day of their tour.

- b) Adventure programmes – for a detailed description of our offer of adventure programmes, see our website at www.prazdrojvisit.cz.

5. Individual visitors may visit the Pilsner Urquell tour every day, at the scheduled tour times. The scheduled tour times are to be found at www.prazdrojvisit.cz. **The tour can only be taken in the language assigned to the respective tour time. Translation into another language is not possible.**

6. **For groups of twenty or more visitors, brewery tours must be booked in advance.** For all organized groups, it is required to make bookings in advance, either by phone or by email using the contact details below, and at least 3 days before the tour. Cancellations or delays need to be notified in advance by phone or by e-mail.

The number of persons booked is binding. A change in the headcount, as compared to a confirmed booking, by 10 or more persons (up to the maximum group limit) must be notified to the booking department at least 24 hours in advance of the tour. The Booking Department must confirm the change in writing. Otherwise, Pilsner Urquell cannot guarantee that the entire group will be served.

If a group does not use the entire tour capacity, Pilsner Urquell is authorised to sell the remaining capacity to other visitors.

7. Based on a timely prior booking, it is possible to schedule a tour outside the designated times, as long as the space is not already reserved for another event. A supplemental fee is charged for bookings made for tours outside designated opening times, in the amount of 50 CZK per person.



III. Admission fees

1. The brewery tour fee is paid **in advance**. **Information on the amount of admission fee and the range of discounts provided in each visitor season is available at the Reception of the Visitor Centre and on the website www.prazdrojvisit.cz.**
2. After paying the entrance fee, visitors receive a ticket, which they must retain throughout the entire brewery tour and be prepared to present at any time, if asked to do so by Plzeňský Prazdroj, a.s. brewery staff. By buying a ticket, the visitor agrees to respect the rules and conditions stipulated in these Visitor Rules.
3. The ticket is valid only for the period for which it is purchased. **Tickets cannot be refunded or rebooked after being purchased.**
4. Detailed rules for purchasing tickets are set out in our General Business Terms and Conditions which are available at the Reception of the Visitor Centre and on the website <https://prazdroj.colosseum.eu>.

IV. Plzeňský Prazdroj, a.s. Brewery Tour

1. In addition to Czech, the Brewery Tour -- Pilsner Urquell Route is available in four languages (German, English, Russian, French). If a guide who speaks the relevant language of the group of visitors is available, the brewery tour will proceed in this language alone. In the case of other languages, the interpretation shall be given in Czech and a visitors' tour guide can provide a qualified translation into the appropriate foreign language. **This option does not apply to times specified for individual visitors, when it is always necessary to respect the language assigned to the tour.**
2. The maximum number of visitors per group is 40. For numbers exceeding this figure, the service of another guide will be needed, unless an exception is made. The maximum number of disabled persons allowed in the brew house premises is 11.
3. Tour bookings may be made in person, in writing, or electronically (see the contact list below). For a booked group, a guide will wait up to 30 minutes beyond the agreed meeting time, and only if there is no other group to follow.
4. Visitors to the brewery under the age of 18 years are allowed to enter the brewery tour only with the consent and under the constant supervision of parents or other responsible accompanying persons over 18 years of age and with full legal capacity (e.g.: teachers, guides).
5. **Each brewery tour includes a tasting of unfiltered and unpasteurized beer. The beer contains alcohol and cannot be served to minors (persons under the age of 18, pursuant to Act No. 65/2017 Coll., on the Protection of Health against the Harmful Effects of Addictive Substances).** Beer tasting is voluntary and therefore the company does not take any responsibility for any unforeseen or unexpected negative consequences.
6. **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.), none of the members of the group will be allowed to participate in the tasting.**
7. A brewery tour shall be restricted to the designated tour routes and may **only** be conducted by the allocated guide. **Visitors shall respect the guide's instructions and these Visitor Rules.** The number of visitors in a group is regulated in order to ensure the smooth progression of tours and visitor safety, as well as in order to prevent damage to property or health.
8. Attention! The visit of the brewery area could elicit in some visitors an allergic reaction to hops, malt or other substances used for brewing.
9. The Plzeňský Prazdroj brewery's liability for any damage caused to visitors is governed by generally binding regulations.
10. Visitors enter the brewery premises at their own risk and are obliged to observe maximum caution, especially with respect to possible vehicular traffic, the great temperature fluctuation, noise, wet surfaces and steep steps encountered on the route of the brewery tour. 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 shoes, also in the summer. Visitors should exercise greater caution in areas with wet floors.



11. Visitors **shall follow** the instructions of the tour guide and other Plzeňský Prazdroj brewery staff. Visitors on the brewery tour who fail to follow instructions issued in the interest of visitor safety and the protection of company property will be asked to leave the building with immediate effect and without a refund. Any visitors asked to leave shall be subject to prosecution in accordance with generally binding regulations.
12. **Infectious persons may not enter the production areas.** If a visitor is 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.
13. Persons who are justifiably suspected of being **under the influence of alcohol or drugs** shall **not be permitted** to join a brewery tour. The company does not take any responsibility, should persons under the influence of alcohol or drugs do any harm to themselves.
14. Entrance to the tour route **is not permitted** for visitors with excessive luggage, pets or extremely dirty clothing.
15. Plzeňský Prazdroj, a.s. **shall not be liable** for lost or abandoned items.
16. It is **forbidden** to, in any way, damage or put the building and other brewery property at risk. **It is particularly forbidden to:**
 - a) touch the walls and exhibited items, write or paint on the walls or otherwise damage or destroy the property of Plzeňský Prazdroj, a.s.
 - b) leave the demarcated route – of the brewery tour – or stray away from the guide and the tour group.
 - c) interrupt the guide (by telephone, music, singing, use of radio and recorders, speech or other such activity) or in any other way to disturb or bother other visitors, damage property or health, or otherwise impair the brewery tour.
 - d) eat and drink during the brewery tour, except in places designated for beer tasting.
 - e) **smoke** except in the area specially set aside for smokers, or to use an open flame and light.
 - f) litter the brewery tour route or brewery premises, or to otherwise disturb the peace and order of brewery operations or break safety regulations.
 - g) bring into the brewery any firearms, cutting and stabbing weapons, explosives of any type, dangerous objects or harmful substances that may cause damage to property or human health.**
17. On tours of the Plzeňský Prazdroj, a.s. brewery, taking photographs and/or making audio, video, combined audio-video or any other type of recordings (“recordings”) is permitted for free. 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.
18. By their participation (active or passive) in the tour, Customers – visitors grant their consent to PPAS to non-remunerated taking of photographs (i.e., portraits, images) in which Customers will be captured in relation to the tour, and to their further non-remunerated use (portraits, images) within PPAS communication media. If a Customer does not agree to the taking of pictures of their person (or a parent of a minor child does not agree), they must express their disagreement actively prior to the beginning of the tour and avoid being in the camera shots (a tour guide will notify the visitor of the location of such cameras). As part of the granted consent, the visitor agrees to the keeping and processing of their personal data – photographs (portraits, images) which will be gathered in the way and for the purpose stated in the previous sentence. The consent is granted for a period of three years and can be withdrawn at any time, by writing to the Company’s address or via e-mail at personaldataprotection@eu.asahibeer.com or registrace@asahibeer.cz.
19. More detailed information related to personal data protection is specified in the “[General Terms and Conditions for the Use of the Website](#)” and in the “[Privacy Policy](#)” with which Customers are obliged to familiarize themselves prior to submitting their booking, and in case of the Standard Ticket prior to the beginning of the tour. In order to execute their rights, the Customer may contact PPAS by writing to the address: Plzeňský Prazdroj, a.s., Legal Department, Myslbek, Ovocný trh 8, 110 00 Prague 1, or via e-mail to the address of the data protection officer of PPAS: personaldataprotection@eu.asahibeer.com, or registrace@asahibeer.cz.
20. Visitors to the Plzeňský Prazdroj, a.s. brewery are liable for any breaches of the Visitor Rules and damage caused under generally binding regulations.



**V.
Concluding provisions**

1. Visitors may communicate any wishes, complaints and comments at the Visitor Centre cash desk.
2. These Visitor Rules come into effect on 1 February 2020.

Visitor Centre
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www.prazdrojvisit.cz

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