

Czech Republic, low-budget press trip

September 4-6 2018

Chmelařské muzeum Žatec

The Hop Museum in Žatec is the biggest exposition of its kind in Europe. In the area of 4.000 square meters the development of hop industry from the Early Middle Ages until now is shown. In addition to the many exhibits displayed, visitors will see the building, which is of functional industrial architecture from the end of the 19th century to be found in Žatec, famous all over the world for the finest hops.

You will learn why the Žatec district became the producer of the best hops in the world and why the Žatec brand has had to be protected against low-quality imitations ever since medieval times.

You will be impressed by the charm of the photographs and writings about hop-growing and beer-making. You will also find here some agricultural machinery and historical machines.

The buildings, the museum is situated in, were built at the end of 19th century and were used as hop stores and packing-plants. The Hop museum was founded by the Chmelarstvi Cooperative Žatec during 1994 to 1997. The museum was opened during the International Hop Congress in Žatec in July 1997.

Chrám chmele a piva

Hop & Beer Temple is an amusement and educational complex, whose roots run deep in the rich tradition of the world-renowned hop-growing region. The attractive content of the tour will intrigue a broad variety of visitors. The programme is suitable for all age categories. During the visit to this tourist centre, many a secret of hop growing and good beer brewing will be revealed to you.

Stekník u Žatce

Hop research has within Czech hop cultivation a long tradition and important position. The beginning of its activity can be shown since 1925, it is the time when hop station was established.

In 1950 Hop Research Institute was put into operation. The main objective of it is not only hop breeding but hop protection against pests and diseases as well.

Within hop cultivation technologies Hop Research Institute solved the problematic of reconstruction to wide-spacing planting of hop stock, progressive methods in hop cultivation, development in mechanisation, hops harvesting and processing. A great deal of attention was devoted to hop breeding of Saaz semi-early red bine hops.

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Město Žatec

The royal town of Žatec is one of the oldest historical towns in Bohemia; the first written reference to it dates back to 1004. There is no other place in the world where you can find such a unique complex of hop-growing buildings, streets and squares in close vicinity of medieval walls. As early as a thousand years ago, Žatec was already an important centre and hub of hop growing. Thanks to its typical characteristics, hop from Žatec has always been the standard defining the quality and prices in the world market. At the same time, it experienced the rise of the most famous beer brands, and it still is the symbol of quality of this frothy beverage.

Žatecký pivovar

The Žatec Brewery today continues the tradition of producing a light beer type of beer, just as this technology has stabilized since the second half of the nineteenth century. It insists on the use of only three basic raw materials: water, malt and hops. What has been seen in almost every Czech brewery in recent times is now rarely seen.