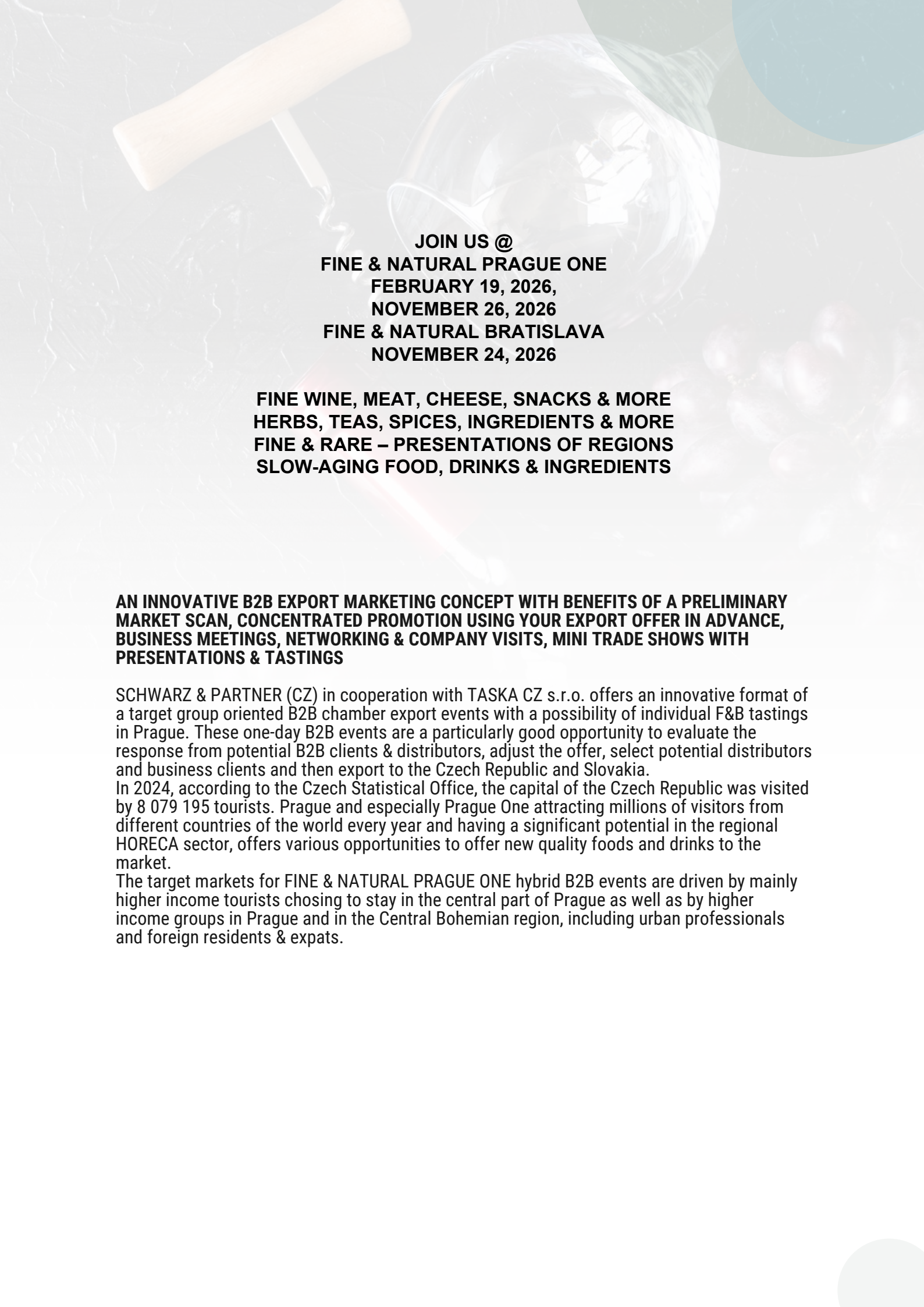


A still life composition featuring wine bottles, a glass of red wine, cheese, grapes, and nuts on a wooden surface. The scene is set on a dark, textured wooden table. In the upper left, a red wine bottle lies horizontally. To its right, a glass of red wine is partially filled. In the center, a wedge of white cheese with a rind is visible. In the foreground, a bunch of dark red grapes and several almonds are scattered. A green wine bottle lies horizontally in the lower right. The background is softly blurred, showing more of the same items. The overall lighting is warm and focused on the central elements.

**SHOWCASE YOUR TOP OFFERS AT
HYBRID B2B ONE DAY MINI TRADE SHOWS
WITH PRESENTATIONS & TASTINGS**

**EXPORT TO THE CZECH
REPUBLIC & SLOVAKIA**



**JOIN US @
FINE & NATURAL PRAGUE ONE
FEBRUARY 19, 2026,
NOVEMBER 26, 2026
FINE & NATURAL BRATISLAVA
NOVEMBER 24, 2026**

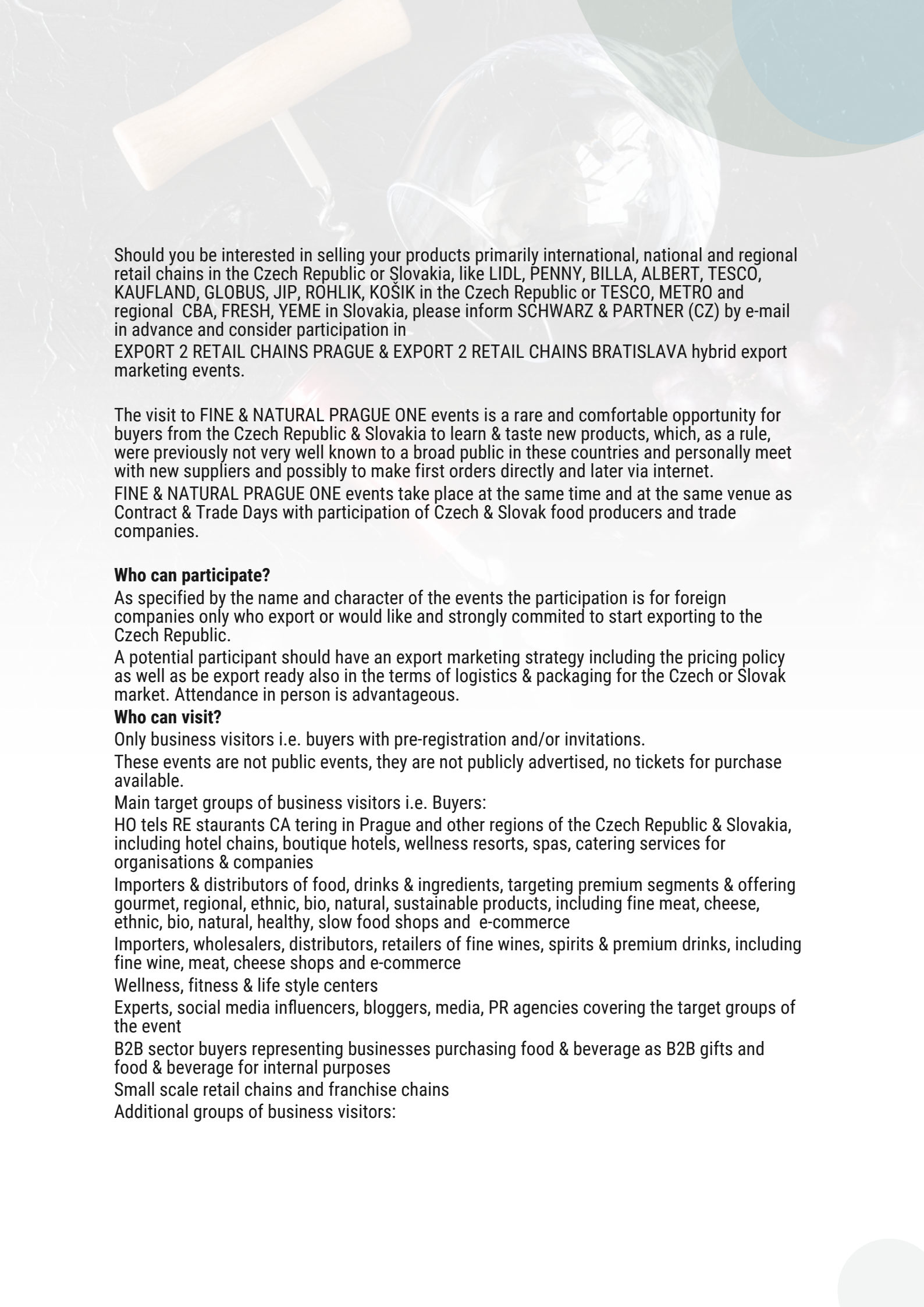
**FINE WINE, MEAT, CHEESE, SNACKS & MORE
HERBS, TEAS, SPICES, INGREDIENTS & MORE
FINE & RARE – PRESENTATIONS OF REGIONS
SLOW-AGING FOOD, DRINKS & INGREDIENTS**

**AN INNOVATIVE B2B EXPORT MARKETING CONCEPT WITH BENEFITS OF A PRELIMINARY
MARKET SCAN, CONCENTRATED PROMOTION USING YOUR EXPORT OFFER IN ADVANCE,
BUSINESS MEETINGS, NETWORKING & COMPANY VISITS, MINI TRADE SHOWS WITH
PRESENTATIONS & TASTINGS**

SCHWARZ & PARTNER (CZ) in cooperation with TASKA CZ s.r.o. offers an innovative format of a target group oriented B2B chamber export events with a possibility of individual F&B tastings in Prague. These one-day B2B events are a particularly good opportunity to evaluate the response from potential B2B clients & distributors, adjust the offer, select potential distributors and business clients and then export to the Czech Republic and Slovakia.

In 2024, according to the Czech Statistical Office, the capital of the Czech Republic was visited by 8 079 195 tourists. Prague and especially Prague One attracting millions of visitors from different countries of the world every year and having a significant potential in the regional HORECA sector, offers various opportunities to offer new quality foods and drinks to the market.

The target markets for FINE & NATURAL PRAGUE ONE hybrid B2B events are driven by mainly higher income tourists choosing to stay in the central part of Prague as well as by higher income groups in Prague and in the Central Bohemian region, including urban professionals and foreign residents & expats.



Should you be interested in selling your products primarily international, national and regional retail chains in the Czech Republic or Slovakia, like LIDL, PENNY, BILLA, ALBERT, TESCO, KAUF LAND, GLOBUS, JIP, ROHLIK, KOŠIK in the Czech Republic or TESCO, METRO and regional CBA, FRESH, YEME in Slovakia, please inform SCHWARZ & PARTNER (CZ) by e-mail in advance and consider participation in

EXPORT 2 RETAIL CHAINS PRAGUE & EXPORT 2 RETAIL CHAINS BRATISLAVA hybrid export marketing events.

The visit to FINE & NATURAL PRAGUE ONE events is a rare and comfortable opportunity for buyers from the Czech Republic & Slovakia to learn & taste new products, which, as a rule, were previously not very well known to a broad public in these countries and personally meet with new suppliers and possibly to make first orders directly and later via internet.

FINE & NATURAL PRAGUE ONE events take place at the same time and at the same venue as Contract & Trade Days with participation of Czech & Slovak food producers and trade companies.

Who can participate?

As specified by the name and character of the events the participation is for foreign companies only who export or would like and strongly committed to start exporting to the Czech Republic.

A potential participant should have an export marketing strategy including the pricing policy as well as be export ready also in the terms of logistics & packaging for the Czech or Slovak market. Attendance in person is advantageous.

Who can visit?

Only business visitors i.e. buyers with pre-registration and/or invitations.

These events are not public events, they are not publicly advertised, no tickets for purchase available.

Main target groups of business visitors i.e. Buyers:

HO tels RE staurants CA tering in Prague and other regions of the Czech Republic & Slovakia, including hotel chains, boutique hotels, wellness resorts, spas, catering services for organisations & companies

Importers & distributors of food, drinks & ingredients, targeting premium segments & offering gourmet, regional, ethnic, bio, natural, sustainable products, including fine meat, cheese, ethnic, bio, natural, healthy, slow food shops and e-commerce

Importers, wholesalers, distributors, retailers of fine wines, spirits & premium drinks, including fine wine, meat, cheese shops and e-commerce

Wellness, fitness & life style centers

Experts, social media influencers, bloggers, media, PR agencies covering the target groups of the event

B2B sector buyers representing businesses purchasing food & beverage as B2B gifts and food & beverage for internal purposes

Small scale retail chains and franchise chains

Additional groups of business visitors:



Trade Media in the Czech Republic & Slovakia
Trade Associations in the Czech Republic & Slovakia
VIPs

Orientation program for foreign participants

optional

10:00 – 12:00 – on-site meetings or visits to gross trade companies & networking

optional

12:00 – 13:00 - business buffet with selected products & ingredients presented by exhibitors & pitch session

obligatory

14:00 – 20:00 – mini-trade show with tastings & pre-scheduled and ad hoc B2B meetings

SCHWARZ & PARTNER (CZ) and TASKA CZ s.r.o. are delighted to invite **small and medium-sized businesses offering high-quality products** and interested **in export to the Czech Republic & Slovakia** and in sales to HORECA as well as to GOURMET, FINE, HEALTHY, NATURAL, BIO, ETHNIC, PREMIUM foods, drinks & ingredients.

With over 25 years of export marketing experience and competence in the Central Europe SCHWARZ & PARTNER in cooperation with TASKA CZ s.r.o. will inform you on the specifics of the target markets and the main export target groups. It can significantly reduce risks of failure and save your time and money.

Moreover in the course of the time the foreign market situation has been changing may be even faster than in your home market. The market changes demand flexibility and innovative specific for various target groups concepts. Therefore SCHWARZ & PARTNER first of all consider YOUR unique competitive advantages for the target group in the target market and look for a correspondent niche in the market. In the further dialogue with the client SCHWARZ & PARTNER will formulate the absolute, if any, and relative competitive advantages of your product or service valid for the decision-makers within the target groups in the Czech Republic or Slovakia. These competitive advantages will be communicated through a partner network within the frames of the export marketing dialogue to the approved by you main target groups through various communication channels. These services are already included in the obligatory export marketing fee.

Forms of participation:

Mini START

FINE WINE, MEAT, CHEESE, SNACKS & MORE
HERBS, TEAS, SPICES, INGREDIENTS & MORE

Mini START Product Presentation & Tasting

FEBRUARY 19, 2026: 350,- EUR plus VAT
valid with the written registration deadline by December 15, 2025.

NOVEMBER 26, 2026: 450,- EUR plus VAT
valid with the written registration deadline by September 25, 2025.

Includes:

Presentation & Tasting desk or panel (4 hours during the target product category tasting on the correspondent day of the event)

Group visit to or meetings or networking with specialised gross trade companies (2 hours maximum on the correspondent day of the event)

Event photos from the correspondent day of the event

Important notices:

Online distant participation is possible. Additional costs for a hostess, notebook with internet connection & messengers apply. Additional services, hotel, meals, taxi, water or electricity supply, fridge, hostesses, interpreter services, transportation & insurance costs are not included. Prices for further editions are subject to change. Solely the participant is responsible for high quality of samples & tasting. Czech laws apply. Any participation in the event does not guarantee an export contract / sales.

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Obligatory Export Marketing Fee

FEBRUARY 19, 2026: 350,- EUR plus VAT

valid with the written registration deadline by December 15, 2025.

NOVEMBER 26, 2026: 450,- EUR plus VAT

valid with the written registration deadline by September 25, 2025.

Includes:

You receive the names of the companies invited to the event.

General export marketing support to formulate competitive advantages of your main export product for the Czech Market in English or German, maximum 30 minutes consulting time

Placing of your main export product in Czech e-commerce: <https://www.b2bpoint.cz/> till the end of the event.

Sending of your export offer, maximum 1A4 page in PDF, to over 300 opt-in target companies.

You receive the names of the companies, which received your export offer, no personal data provided.

Multi level marketing campaign of the event in selected social media & newsletters to over 4000 companies in the Czech Republic & Slovakia in relevant sectors.

Number of exhibitors/participants is limited. The organisers select exhibitors/participants and confirm their acceptance and participation in writing. Prices are subject to change. The official communication languages for the registration and invoices are English and Czech. Changes are possible.

Your Export Marketing Support Contact

with correspondence option in English, German, Swiss German or Italian.

Should you have any export marketing enquiries or would you like to discuss your participation requirements and receive a personal offer, please do not hesitate to contact us by e-mail so that SCHWARZ & PARTNER, spol. s r.o. can prepare a solution to meet your unique needs, wants and wishes.

export@export-marketing.eu

SCHWARZ & PARTNER, spol. s r. o. (CZ)

www.export-marketing.eu, www.sp.cz

Meet us @

BIOLIFE 2025 Bolzano/Bozen

INTERFOOD & DRINK 2025 Sofia

FOOD & DRINKS 2025 Thessaloniki

WINE VISION 2025 Belgrade

GLOBAL FOOD EXPO 2025 Warsaw

BIO EXPO WARSAW 2025



ORGANIZATOIN

Organisational, Invoices & Additional Services contact in English:

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+420 776 506 001

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