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Prague to Host Four-Day Oktoberfest Celebration at Holešovice Market

Bavarian beers, traditional food, and live music set to attract locals and tourists for an authentic festival experience

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Prague is preparing to host its own version of Oktoberfest, the famous German beer festival, with a four-day event scheduled from Wednesday, September 17 to Saturday, September 20. The festivities will take place at the Holešovice Market, which will be transformed into a Bavarian-style beer garden. Entry to the event is free, and doors will be open daily from 11 a.m. to 10 p.m.

This marks the fourth time Prague has organized Munich-inspired Oktoberfest celebrations. The event aims to bring together locals and visitors with a selection of Bavarian beers, traditional food, live music, dancing, and singing. Organizers have confirmed that six classic Bavarian beers will be available on tap, including well-known names such as Hofbräu Dunkel, Paulaner, and Löwenbräu. Special Festbiers brewed exclusively for Oktoberfest by Munich breweries will also be featured.

One of the highlights this year is a beer from Weihenstephaner, recognized as the world’s oldest brewery with operations dating back to 1040. In keeping with tradition, all beers will be served by the liter, mirroring the customs of Munich’s original Oktoberfest.

Attendees are encouraged to wear Bavarian clothing to enhance the authentic atmosphere of the festival. While traditional dress is not required, organizers have stated that those who arrive in Bavarian attire will be warmly welcomed.

The food offerings will include classic Bavarian fare such as pretzels, fresh radishes, sausages, and Obatzda, a creamy cheese spread. For those seeking heartier options, burgers and other dishes will also be available.

Entertainment is set to play a central role in the celebrations. Live music performances, folk dancing, and traditional drinking songs are planned throughout the event. Beer-related contests are also on the schedule, including stein-holding competitions that test participants’ strength and endurance.

Last year in Munich’s Karl-Stützel-Platz area, Oktoberfest organizers introduced a booze-free beer garden in an effort to address concerns about antisocial behavior. While this initiative has not yet been adopted in Prague’s version of the festival, organizers have indicated they are monitoring trends related to alcohol consumption and may consider similar measures in the future.

The official Oktoberfest in Munich also made headlines last year when it banned the song “L’Amour Toujours” after incidents where crowds used it as an opportunity for far-right chants. No such restrictions have been announced for Prague’s event.

Germany’s beer industry has faced challenges recently despite its global reputation. Meanwhile, Prague’s beer exports have increased and local styles remain popular both domestically and abroad. The city continues to look for new ways to attract beer tourists while maintaining its brewing traditions.

With these preparations underway, Prague’s upcoming Oktoberfest celebrations are expected to draw large crowds and offer an authentic taste of Bavaria in the heart of the Czech capital. Organizers hope that this year’s event will strengthen ties between

Czech and German beer cultures while providing a festive atmosphere for all who attend.