

**PRESS RELEASE**

Date: April 24, 2023

**bpv BRAUN PARTNERS assisted Plzeňský Prazdroj with a unique joint venture Pilsner Urquell Experience for half a billion crowns**

**bpv BRAUN PARTNERS** provided legal advice and assistance to [Plzeňský Prazdroj, a.s.](#) in negotiations with QLS Assets a.s. on a "joint venture" with a total value of approx. half a billion CZK regarding the creation and operation of the "[Pilsner Urquell Experience](#)" - a Prague-based interactive visitor centre about the history of brewing in Bohemia and the unique Pilsner Urquell story.

QLS Assets has created this project at the prestigious address 28. října 13, Praha 1 in cooperation with Pilsner Urquell, following the example of similar centres (e.g. Guinness in Dublin or Heineken in Amsterdam), and on 22 April 2023 a very successful opening of this interactive story about the "golden brew" was held, told not only with the help of the latest audio-visual technology.

The law firm **bpv BRAUN PARTNERS** not only helped Plzeňský Prazdroj to negotiate the parameters of cooperation, but also created complex transaction and licensing documentation, enabling the smooth implementation of the project.

Legal advice was provided by a team consisting of partner [David Vosol](#) and senior associate Filip Baloušek.

**About bpv BRAUN PARTNERS**

**bpv BRAUN PARTNERS** is one of the most important international law offices in the Czech Republic and Slovakia. It is also a founding member of **bpv LEGAL**, a close alliance of law firms that have worked together for many years in Central and Eastern Europe. Its team of 45 attorneys offers legal services across many different fields of law to clients including leading Czech, Slovak and international corporations. The main practice areas of **bpv BRAUN PARTNERS** include M&A, companies law, real estate law and tax advice. Its specialists also provide services in intellectual property rights, IT, competition law and labour law, and represent clients before Czech, Slovak and German courts and arbitration tribunals. For more information please see our website: [www.bpv-bp.com](http://www.bpv-bp.com).

**Contact:**

**bpv BRAUN PARTNERS s.r.o.**

Mgr. Sandra Kvasnicová, Head of Marketing

[sandra.kvasnicova@bpv-bp.com](mailto:sandra.kvasnicova@bpv-bp.com)

tel: +420 224490000