

WELCOME TO ATHENIAN RIVIERA

CCH GREECE 19.5.25

The ultimate THIS IS LIVING destination



Introducing Athenian Riviera

You don't need to get on a ferry to escape the bustle of the Greek capital! Just 10 miles south of the city center, a breathtaking stretch of 45 miles coastline, effortlessly combining natural beauty, cultural richness, and modern comforts

From Paleo Faliro to the imposing Temple of Poseidon at Sounio, reflects high visitation score, both for Athenians and tourists, as a stopover on their way to the Greek islands, attracting various customer profiles. (Upper core 25-55, Youngsters 18-22 & Families during weekend)

Athenian Riviera is more than just a destination; it's a timeless escape to indulge beautiful coasts, stylish cafes, relaxing beach bars & Mediterranean cuisine, making it a must-visit part of Greece.

Enjoy the ride!!!

TORTUGA



AREA: ANAVISSOS

SUB TRADE CHANNEL: BEACH BAR

DRINKING MOMENTS: RELAXING, DISCONNECTION

CONSUMER PROFILE: PREMIUM

AVERAGE TICKET: 15 €

PICK HOURS/DAYS: WEEKENDS

Business Data

Beer Status: 1st Agreement (NEW)

Skus Listed: Corona, Cero, SA, SA 0.0%,
Bud, Beck's, Leffe, Franziskaner

HLS: 63

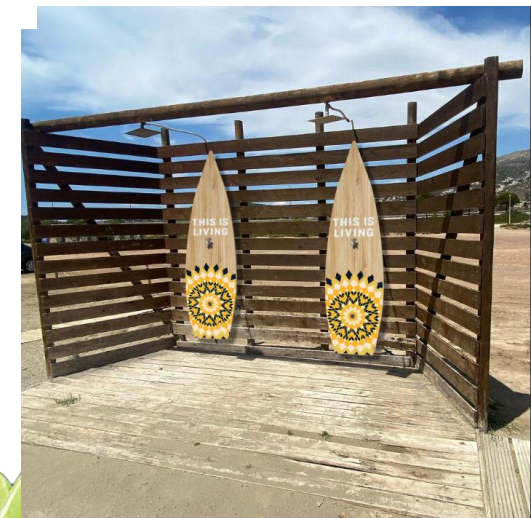
Tap Placement: No

Hero Brand



CORONA EMBASSY

Menu Presence, Bar Equipment, Entrance & Douche Activation,
Corona Cooler,



HAWAI

TOP
100



AREA: ANAVISSOS

SUB TRADE CHANNEL: BEACH BAR

DRINKING MOMENTS: RELAXING, DISCONNECTION

CONSUMER PROFILE: PREMIUM

AVERAGE TICKET: 15 €

PICK HOURS/DAYS: WEEKENDS

Business Data

Beer Status: 1st Agreement (NEW)

Skus Listed: Corona, Cero, SA, SA 0.0%,
Bud, Beck's, Leffe, Franziskaner

HLS: 143

Tap Placement: No

Hero Brand



CORONA EMBASSY

Menu Presence, Bar Equipment,
Corona Coolers, Directional Sign

Entrance Photo Opportunity, Douche Activation

This is living Wooden Sign



NISSOS



AREA: ANAVISSOS

SUB TRADE CHANNEL: BEACH BAR

DRINKING MOMENTS: RELAXING, DISCONNECTION

CONSUMER PROFILE: PREMIUM

AVERAGE TICKET: 15 €

PICK HOURS/DAYS: WEEKENDS

Business Data

Beer Status: 1st Agreement (RENEWAL)

Skus Listed: Corona, Cero, SA, SA 0.0%,
Bud, Beck's, Leffe

HLS: 51

Tap Placement: No

Hero Brand



CORONA EMBASSY

Beer List, Bar Equipment, Entrance Activation

Corona Cooler, Directional Sign

Corona Mirrors. Tepee



MAVRO LITHARI

TOP
100



AREA: SARONIDA

SUB TRADE CHANNEL: BEACH BAR

DRINKING MOMENTS: RELAXING, DISCONNECTION

CONSUMER PROFILE: CORE

AVERAGE TICKET: 22€

PICK HOURS/DAYS: WEEKENDS

Business Data

Beer Status: 1st Agreement (RENEWAL)

Skus Listed: Corona, Cero, SA, SA 0.0%,
Bud, Beck's, Leffe

HLS: 80

Tap Placement: No

Hero Brand



Highly Activated

Menu Presence, Bar Equipment

Corona Cooler, Sunbed THIS IS LIVING activation

Surfboards, Beach Flags



SKIA



AREA: SARONIDA

SUB TRADE CHANNEL: BEACH BAR

DRINKING MOMENTS: RELAXING, DISCONNECTION

CONSUMER PROFILE: CORE

AVERAGE TICKET: 22€

PICK HOURS/DAYS: WEEKENDS

Business Data

Beer Status: 1st Agreement (NEW)

Skus Listed: Corona, Cero, SA, SA 0.0%,
Bud, Beck's, Leffe

HLS: 80

Tap Placement: No

Hero Brand



Highly Activated

Menu Presence, Bar Equipment

Corona Cooler, Sunbed THIS IS LIVING activation

Surfboards



TAHITI



AREA: LAGONISI

SUB TRADE CHANNEL: BEACH BAR

DRINKING MOMENTS: RELAXING, DISCONNECTION

CONSUMER PROFILE: PREMIUM

AVERAGE TICKET: 35 €

PICK HOURS/DAYS: WEEKENDS

Business Data

Beer Status: 1st Agreement (RENEWAL)

Skus Listed: SA Draught, Corona, Cero, SA, SA 0.0%, Bud, Franziskaner, Beck's, Leffe

HLS: 51

Tap Placement: Stella Artois

Hero Brand



CORONA EMBASSY

Menu Presence, Bar Equipment, Corona Cooler, Entrance Branding, TM Corona Bar Station, Corona Sunbeds, Surfboards, Sunset Program



CASTUS

TOP
100



AREA: ALYKES ANAVISSOU

SUB TRADE CHANNEL: BEACH BAR

DRINKING MOMENTS: RELAXING, DISCONNECTION

CONSUMER PROFILE: PREMIUM

AVERAGE TICKET: 30 €

PICK HOURS/DAYS: WEEKENDS

Business Data

Beer Status: 1st Agreement (RENEWAL)

Skus Listed: Corona, Cero, SA, SA 0.0%,
Bud, Beck's, Leffe

HLS: 55

Tap Placement: Stella Artois

Hero Brand



Mainstream Activated

Menu Presence , Bar Equipment

Corona Cooler, Gothic Sign

Photo Opportunity,

Sunset Program



ALOPIGIA

TOP
100



AREA: ALYKES ANAVISSOU

SUB TRADE CHANNEL: BEACH BAR

DRINKING MOMENTS: RELAXING, DISCONNECTION

CONSUMER PROFILE: PREMIUM

AVERAGE TICKET: 30 €

PICK HOURS/DAYS: WEEKENDS

Business Data

Beer Status: 1st Agreement (RENEWAL)

Skus Listed: Corona, Cero, SA, SA 0.0%,
Bud, Beck's, Leffe

HLS: 63

Tap Placement: Stella Artois

Hero Brand



Highly Activated

Menu Presence, Bar Equipment

Corona Cooler, Gothic Sign

Photo Opportunity

bucket promo with Beach Coolers



LIMNI

TOP
100



AREA: VOULIAGMENI

SUB TRADE CHANNEL: ALL DAY CAFÉ/RESTO BEACH BAR

DRINKING MOMENTS: RELAXING, DISCONNECTION

CONSUMER PROFILE: PREMIUM

AVERAGE TICKET: 40 €

PICK HOURS/DAYS: WEEKENDS

Business Data

Beer Status: 1st Agreement (RENEWAL)

Skus Listed: Corona, Cero, SA, SA 0.0%,
Bud, Leffe, Beck's

HLS: 60

Tap Placement: No

Hero Brand



NO ACTIVATION

Menu Presence, Corona Cooler, Bottle Opener

ΜΠΥΡΕΣ | BEER

Stella Artois Draught (40cl) | 6.5

Stella Artois (33cl) | 7

Corona (33cl) | 7.5

Bud (33cl) | 7.5

Beck's (27.5cl) | 6.5

Leffe Blonde (33cl) | 10.5

Kirki Pale Ale (33cl) | 9

Inedit Damm (75cl) | 22

Milokleftis Apple Cider (33cl) | 7

ΜΠΥΡΕΣ ΧΩΡΙΣ ΑΛΚΟΟΛ | NON ALCOHOLIC BEERS

Stella Artois 0.0% (33cl) | 6.5

Corona Cero 0.0% (33cl) | 7



ABRAOVATA



CHEERS TO BEER MOMENTS!
Thank you!

