



Get a taste of Kraków! A new foodie's guide to the city!

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Where to go for a hearty breakfast? Or a quick but nutritious lunch? Which restaurant to pick for a business meeting? Or for a tasting of regional cuisine? Where to go for an unforgettable dinner? And which place will be best for a team-building event?

If you want to know the answer, get a hold of the new, subjective foodie's guide to Kraków by Kati Płachecka, a local food journalist, created in cooperation with Targi w Krakowie, the largest organiser of trade shows and congresses in southern Poland and the third largest in the country, owner of The International Exhibition and Convention Centre EXPO Krakow. The guide is free and available to the general public.

- Preparing this guide for the business guests of Targi w Krakowie was a whole new challenge for me. I picked over 70 restaurants, coffeeshops and bars that offer high-quality food but can also serve as an appropriate venue for a business meeting and have group facilities. I hope that, thanks to a great food experience, more people will be returning home with only positive memories of Kraków - says Kati Płachecka.

Every year, events organised at the EXPO Krakow attract hundreds of thousands of visitors and exhibitors from all over Poland and beyond. While on their business trip, our guests also want to explore the capital of Małopolska. After hours, they often go out looking for places to unwind, taste local cuisine or socialise with their team. Sometimes, they even decide to prolong their trip and explore Krakow on their own. This new trend is known as "bleisure", a portmanteau of "business" and "leisure". Bleisure is one of the most important phenomena in tourism today and an important part of Trade Fairs in Krakow's strategy.

- In recent years, EXPO Krakow guests have increasingly turned to local restaurant and coffeeshop recommendations or asked us about venues where they could hold business meetings or relax after hours. We answered based on our own experiences, secretly hoping that our favourite places would also appeal to our guests. At one point, we were getting so many questions that we decided to look into the matter more closely. We conducted a survey, which showed that many exhibitors and visitors who arrive in Krakow after hours of business talks really want to explore the city - explains Aleksandra, Head of Marketing, Targi w Krakowie Ltd.

This is how the idea for our Krakow Foodie's Guide was born. *- Since it is event promotion and organization and not food that is our stock in trade, we invited Kati Płachecka, a food journalist from Krakow, to share her most special spots on the culinary map of the city with EXPO Krakow guests. But I am sure that the guide will also appeal to all Krakow residents who love good food and interesting venues - adds Katarzyna Gościańska, PR Manager, Targi w Krakowie Ltd.*

[Download our guide and venture out on our foodie's trail around Kraków](#)