

Advent of The Relics

Part 0: Introduction



Snow piled along the banks of the Sava as early December settled over Belgrade.

Across Europe, Advent markets flickered to life: warm lights stretched across narrow streets, ice rinks echoed with worn-out carols, and temporary cities appeared overnight.

Christmas was coming fast, and it had a supply chain.

In Serbia, much of that magic flowed through a single regional operator with an almost absurdly cheerful name:

Christmas Adventures Logistics & Events (CALE)

Behind the candy-cane branding sat serious infrastructure, moving people, hardware, and money across borders under relentless seasonal pressure.



Behind the candy-cane branding, CALE was deadly serious infrastructure.

They managed POS/payment systems across dozens of Advent markets.

Ran “Advent Health Center” pop-up clinics for shots and on-site incidents.

Used trusted customs status to move event gear and refrigerated trucks across Europe fast.

If you wanted Christmas to magically appear, CALE was the invisible backbone.

If someone compromised them, the effect would ripple across half of Europe.

