

# BEER & FOOD ATTRACTION

18 – 20  
FEBRUARY  
2024

RIMINI EXPO  
CENTRE, ITALY

THE  
EATING  
OUT  
EXPERIENCE  
SHOW

[beerandfoodattraction.it](https://beerandfoodattraction.it)



ORGANIZED BY

ITALIAN  
EXHIBITION  
GROUP  
Providing the future

IN COLLABORATION  
WITH



ITCA  
ITALIAN TRADE AGENCY

[madeinitaly.gov.it](https://madeinitaly.gov.it)

WITH THE PATRONAGE  
OF



SIMULTANEOUSLY  
WITH

International  
HoReCa  
meeting  
Congress • B2B • Parade



# 2024 EDITION

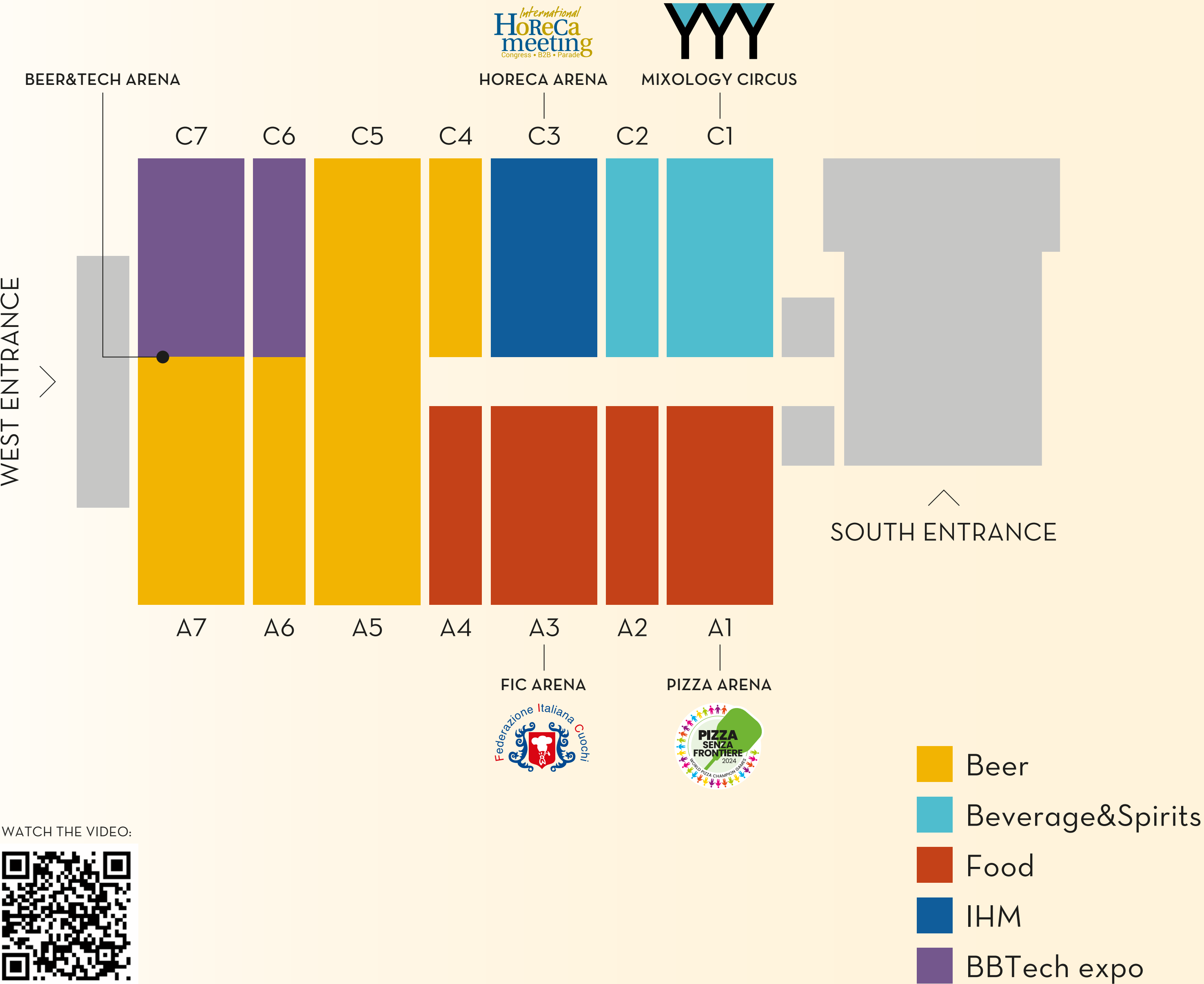
**Beer&Food Attraction** brings together the most comprehensive national and international offer of **beers, drinks, food and trends for the OUT-OF-HOME sector** in a single event.

A hub to discover **trends** and **changes** in the industry, a source of inspiration that adds value to this experience.

The event is **exclusively reserved to sector operators** and it takes place in **Rimini**, from **Sunday 18th to Tuesday 20th February 2024**, simultaneously with the 13th edition of the International Horeca Meeting, organized by Italgrob.



## LAYOUT





# WHO IS EXHIBITING

## BEERS

CRAFT BEERS / SPECIALTY BEERS

## BEVERAGES

FRUIT JUICE / SOFT DRINKS / SPIRITS / WATER /  
WINE AND OTHER ALCOHOLIC DRINKS

## FOOD

FOOD PACKAGING / FOODSERVICE FOOD PRODUCTS /  
FOODSERVICE TECHNOLOGIES AND EQUIPMENT /  
FROZEN FOOD / FURNITURE / PIZZA

### EXHIBITORS BY BUSINESS SECTOR



# EXHIBITORS

Data from the  
2023 edition

436

BEER&FOOD ATTRACTION  
EXHIBITORS

from

20

COUNTRIES

69

BBTECH EXPO EXHIBITORS

600

BRANDS

### TOP 5 COUNTRIES OF ORIGIN

- 1. GERMANY
- 2. BELGIUM
- 3. AUSTRIA
- 4. POLAND
- 5. SPAIN

# WHO IS VISITING

PROFESSIONAL OPERATORS

33,852

TOTAL VISITORS

from

85

COUNTRIES

## TOP 5 COUNTRIES OF ORIGIN

- 1. GERMANY
- 2. FRANCE
- 3. POLAND
- 4. ROMANIA
- 5. SPAIN

+30%  
COMPARED TO 2020

Data from the  
2023 edition

### 44% PUBLIC ESTABLISHMENTS

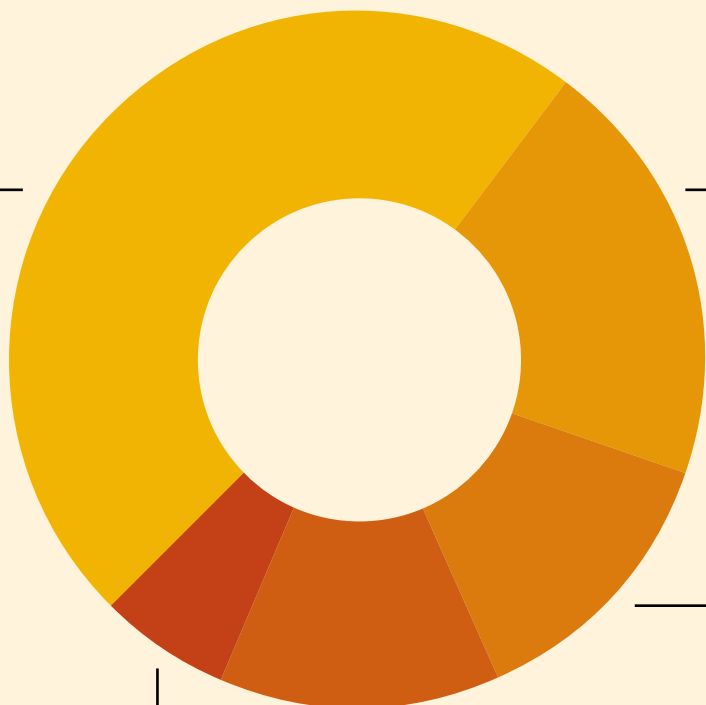
- 61% RESTAURANTS / BARS / PIZZERIAS / WINE BARS
- 28% PUBS-BREW PUBS / BEER SHOPS
- 6% FRANCHISING / RESTAURANT CHAINS / CATERING COMPANIES
- 5% HOTELS

### 25% DISTRIBUTION

- 44% DRINK WHOLESALERS
- 28% AGENTS
- 13% FOODSERVICE WHOLESALERS / CASH&CARRY
- 9% IMPORT-EXPORT / PURCHASING GROUPS
- 4% GDO
- 2% FOODSERVICE TECHNOLOGIES

### 45% DECISION MAKERS

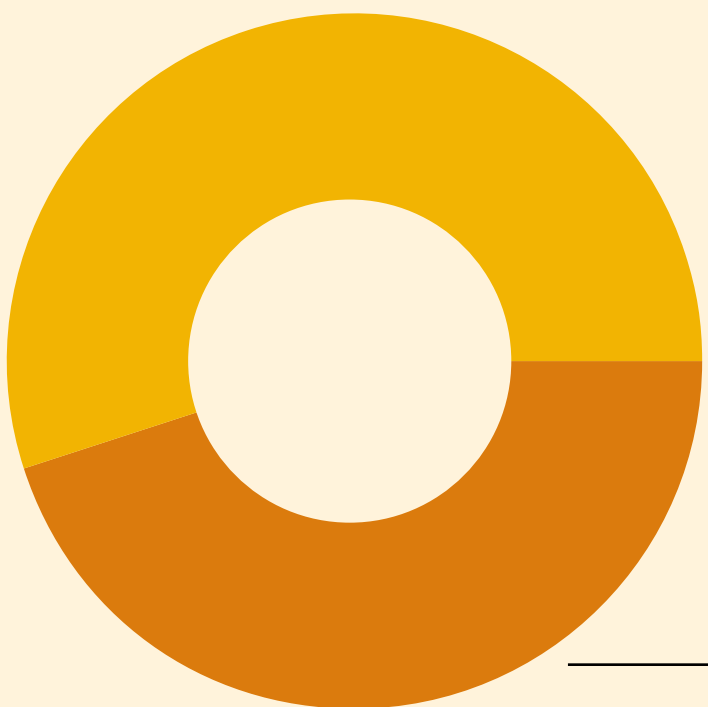
- 33% CEO / DIRECTORS / MANAGERS
- 9% SALES MANAGERS
- 3% F&B MANAGERS / PUBLICAN



### 13% PRODUCERS

### 13% SERVICES

5% ASSOCIATIONS,  
INSTITUTIONS AND PRESS



### 55% INFLUENCERS

- 18% CONSULTANTS
- 16% BARMEN / BARTENDERS
- 10% CHEFS / PIZZA MAKERS
- 5% BEER SOMMELIERS
- 3% TECHNICIANS / INSTALLERS
- 3% BREWMASTERS

# HOSTED BUYERS

107

TOP INTERNATIONAL BUYERS

from

36

COUNTRIES

2,851

BUSINESS MEETINGS

“

"For me, it is important to attend this exhibition because it's an opportunity to speak with many exhibitors and to keep in touch with the craft world, with breweries all over the world, to see where the trends are going and try some new products for us, for our country".

**Artem Boldyrev** – Founder, Growler (Slovakia)

”

“

"Taking part in this exhibition gives us the opportunity to know and study new trends, new technologies, new producers, and it also gives us a good opportunity to always be in a development stage. To be short, it's a very well organized and effective exhibition".

**Hayk Hakobyan** – Founder, 379 Brewing Company (Armenia)

”

# AUDIENCE

Data from the  
2023 edition

248

JOURNALISTS

365,773

PAGE SESSIONS ON THE WEBSITE

28,900

SOCIAL COMMUNITY

290,853

TOTAL REACH

# DIGITAL PLATFORM

51,634

VISITS ON THE  
EXHIBITIORS CATALOGUE

1,127

PRODUCT VIEWS

# WHY EXHIBIT

## BUSINESS

Achieve your financial and growth objectives by developing **new national and international markets**.

## BRAND AWARENESS

Showcase your brand in an **international environment** to loyal customers and potential new contacts, enabling them to get to know your **products and innovations**.

## COMMUNITY

Join an **active and important community** in the Out of Home sector, thereby multiplying **networking opportunities**.

## UPDATE

Keep up to date with the main **industry trends** through a **packed programme of events** including talks, demos, show cooking, seminars and panel discussions.

# WHY VISIT

## GLOBAL NETWORKING

Make contact with companies and operators from all over the world, creating **new connections** and sharing **experiences** with professionals and associations in the Out of Home industry.

## INSPIRATION

Expand your horizons, explore **new developments** and be the first to discover **new products, cutting-edge equipment and revolutionary techniques**.

## EVENTS

Take part in a **packed programme** of talks, demos and show cooking with highly innovative and artistic content, and make contact with **leading experts and renowned chef** in the sector.

## TRAINING

Expand your **knowledge and skills** and keep abreast of the very latest industry news, keeping a close eye on the increasingly topical issues of **sustainability, marketing and digital innovation**.



# BEER

## BEERS GALORE

Need a beer? Whether original, out of the ordinary, special or mainstream, **the best of Italian and international beers** are the main feature of Beer&Food Attraction.

Huge variety, bottled or flowing for a taste of what's trending.

A perfect opportunity for **small, medium and large breweries** to showcase their latest beers and enjoy top of the hops status.





# BEVERAGE

## ALL YOU CAN DRINK

Everything you can drink so long as it's cool; from **spirits** and **alcoholic beverages** to refreshing **soft drinks, sodas and pops**. Plus **mineral waters** to rehydrate, all the **juices** nature has to offer and the sophisticated creations that use distilled drinks, without forgetting a world of **energy drinks** to keep you on the move.

Beer&Food Attraction is the stage for all your innovations, a trampoline for **new trends and interior design tendencies**. Rimini is the preferred place to meet the beverage wholesalers and stay tuned to the market.





# FOOD

## A SIP AND A BITE

Beer&Food Attraction offers a kaleidoscope of all the ways there are to eat out. Create and showcase the traditional and unprecedented combinations of food and drinks that make eating out a vibrant experience.

From **pub grub** to **veggie burgers**, **takeaway packaging** to **professional cooking equipment**, **furniture** and **foodservice solutions**, this is where it's at.

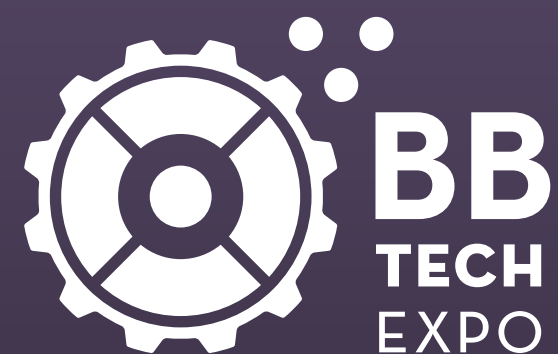




# TECH

## BEHIND THE SCENES

Running simultaneously to Beer&Food Attraction, BBTech expo focuses on the **technologies, equipment and accessories** required to produce and deliver beers and beverages. This high-profile event is a unique opportunity for industry professionals to capture the entire chain, going from **raw materials** through **processing, packaging and logistics** up to the final product.





# THE EVENTS

Beer&Food Attraction offers a unique platform for all professionals in the **Out of Home** industry.

The themed arenas provide ample space for **championships, talks, demos and workshops** held by **authoritative industry experts**, offering operators the opportunity to enrich their skills, stay abreast of the **latest trends** and explore visions and possible **new industry scenarios**.





# THE EVENTS

## INTERNATIONAL HORECA MEETING

It is the major event organised by **Italgrob** and Italian Exhibition Group, and brings together all the operators of the Horeca value chain: producers, distributors and consumption points.

## BEER&TECH ARENA

Beers and technologies meet in a journey through a series of **meetings and training sessions** carried out in close collaboration with universities, consortia and associations in the sector.

## MIXOLOGY CIRCUS

An exclusive area aimed at enhancing the **art of mixology**. The best bartenders from the Italian and international scene will present special drinks.

## BEER OF THE YEAR AWARD

The competition, organised by **Unionbirrai**, rewards the best craft beers and crowns the best Italian craft brewery of the year.

## ITALIAN CRAFT BEER CONFERENCE

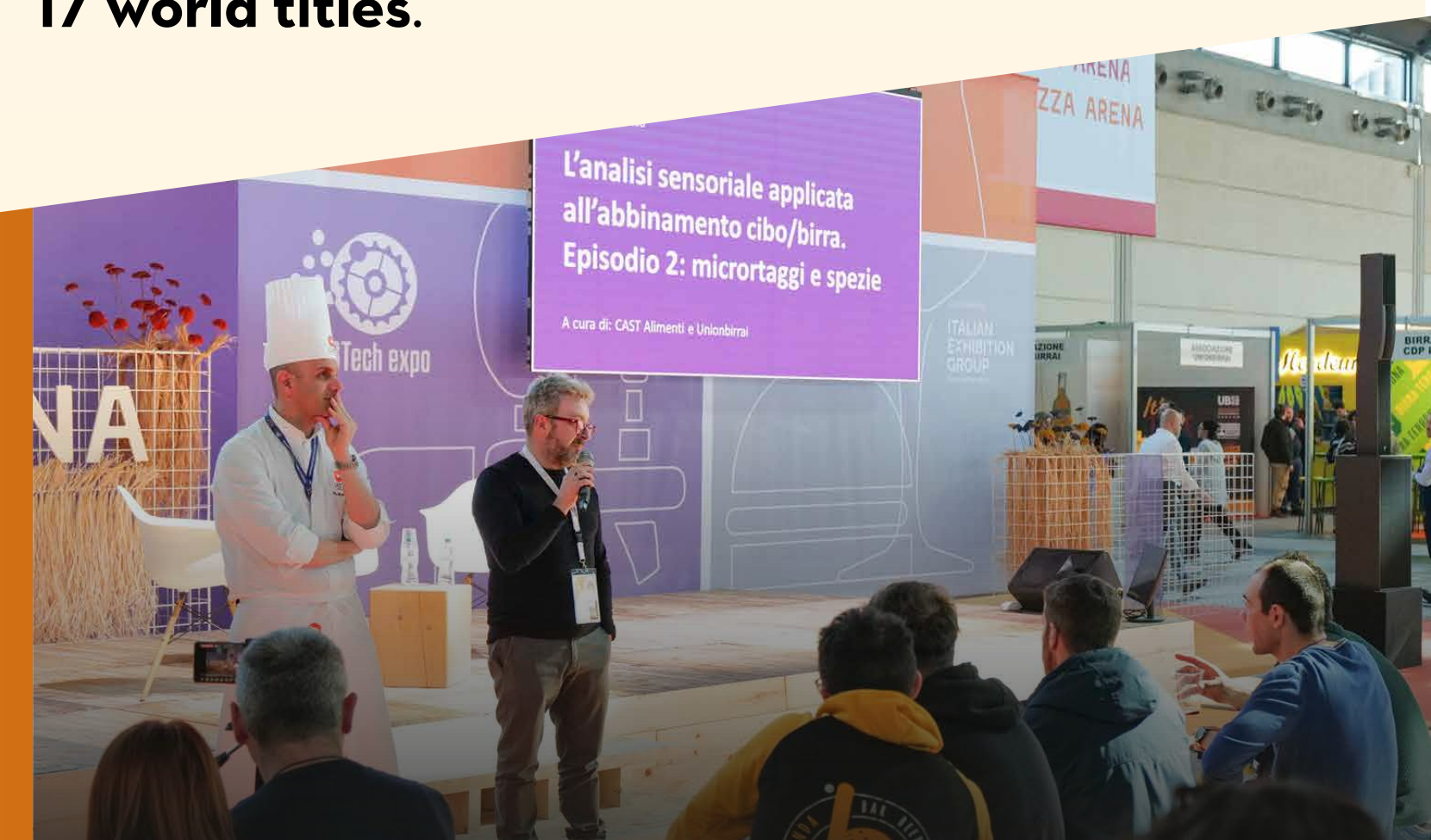
Powered by **Unionbirrai**, the event aims to create an important **moment of insight** into brewing techniques, new technologies, raw materials, instrumentation and analysis of trends.

## ITALIAN CUISINE CHAMPIONSHIPS

Organised by the **Italian Chefs Federation**, they are the most important event among national cooking competitions.

## PIZZA SENZA FRONTIERE - WORLD PIZZA CHAMPION GAMES

Organised by **Ristorazione Italiana Magazine**, the championship includes several competition categories, with a total of **17 world titles**.





# INTERNATIONAL HORECA MEETING

The **International Horeca Meeting**, now in its 13th edition, returns to Beer&Food Attraction, and with it the managers of the leading food and beverage companies.

IHM is the major event organised by **Italgrob** and Italian Exhibition Group, and brings together all the operators of the **Horeca value chain**: producers, distributors and consumption points.

The 3 days of the Rimini show will feature networking, product **demos, training, talks** on the future of Horeca, sustainability and B2B meetings.



International  
**HoReCa**  
meeting  
Congress • B2B • Parade





# MIXOLOGY CIRCUS

**Mixology Circus**, now in its second edition, sprang from the desire to promote the **art of mixing** par excellence, because cocktails must be tasted: the palate becomes key to capturing the sensations, emotions and memories they trigger.

A unique opportunity to meet **the best Italian and international bartenders** who bring their mixing style to Rimini and share their experience, knowledge and the love they put into each glass to intoxicate our senses.

Mixology Circus is a **100% Beer&Food Attraction project**, organised in partnership with **Samuele Ambrosi**, cocktail bar developer, mixologist, official AIBES trainer, world champion and a leading expert in gin.



## THEMED AREAS

Flanking Mixology Circus, the 2024 edition will also feature four themed exhibition areas on the trendiest spirits:

**GIN | WHISKY | RUM | GRAPPA**

10

EXCLUSIVE BARS:

8

ITALIAN

2

INTERNATIONAL

1

STAGE WITH  
HIGH-LEVEL  
MASTERCLASSES

30

SIGNATURE  
COCKTAILS

4

TRENDY  
POSITIONS



# INNOVATION DISTRICT

Beer&Food Attraction confirms its role as a platform for exchange between the **world of business and young entrepreneurs and investors**.

## START-UPS AREA

Companies will be selected by Italian Exhibition Group in cooperation with **ANGI - Associazione Nazionale Giovani Innovatori (National Association of Young Innovators)**.

Visitors will be able to explore the projects in the dedicated space, designed to offer maximum visibility.

Here, visitors will be able to talk to leading players in product development in the Out of Home industry, both nationally and internationally, while encouraging the sharing of **know-how, technologies, ideas and insights**.

## INNOVATION AWARD

For the first time in its history, Beer&Food Attraction will see the presentation of an **Innovation Award**, awarded in partnership with **ANGI - Associazione Nazionale Giovani Innovatori (National Association of Young Innovators)** and aimed at showcasing the excellence of exhibiting companies, which will confirm the event's role as the primary venue for launching new products for the foodservice industry.

# 2024 NEWS

# THE EATING OUT HUB

TEO is the **digital platform** that brings together in one place all the **food & beverage** events organised by **Italian Exhibition Group** with the aim of offering **specific content** over a much longer period of time.

## BRING DOWN BARRIERS

Meet your **financial and growth targets** by reaching new national and international markets.

## BE RELEVANT

Increase **event sessions and content** through the platform to reach more stakeholders.

## MAXIMISE INVESTMENT

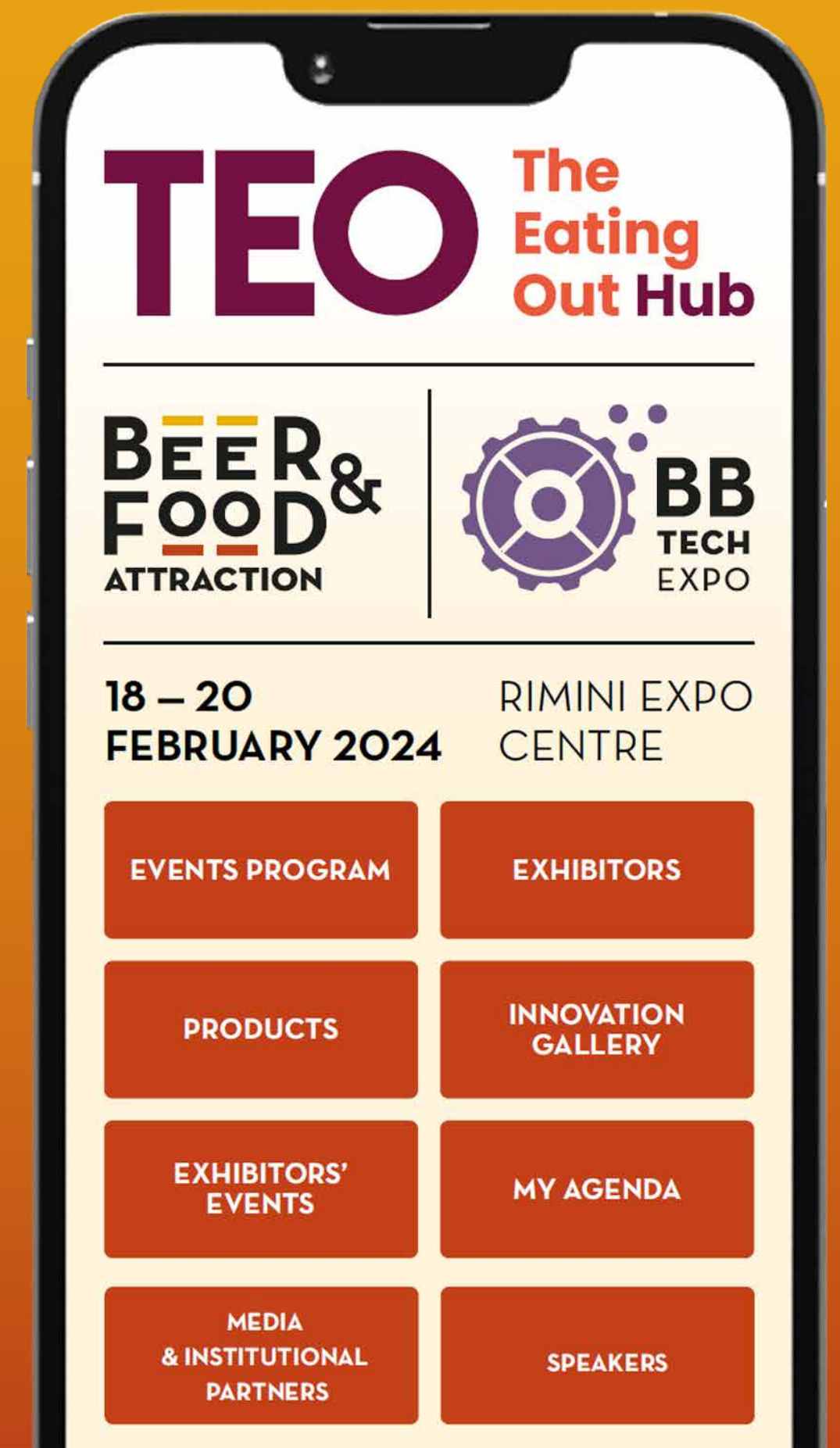
Leverage the **digital extension** to meet your **business objectives** through new channels and use the digital catalogue to showcase **your brand and products**.

## INCREASE RETURNS

Increase your number of leads through the right mix of onsite and online with a **positive impact** on revenues.

## OFFER THE BEST

Offer your visitors the best of both the **physical and virtual** worlds.





The Eating Out Hub is the business community that brings together the Italian Exhibition Group events in the out-of-home sector and acts as a catalyst for the birth of relationships, content and innovation.

<div>JANUARY 20-24 2024 RIMINI</div>	<div>FEBRUARY 18-20 2024 RIMINI</div>	<div>APRIL 24-26 2024 SHENZHEN</div>	<div>JUNE 26-28 2024 SINGAPORE</div>	<div>NOVEMBER  2024 VICENZA</div>
<div><div><p>THE DOLCE WORLD EXPO</p></div><div>International Trade Show of Artisan Gelato, Pastry, Bakery and the Coffee World</div><div><div>Rimini, Italy</div><div>Expo Centre</div></div></div>	<div><div><p>BEER &amp; FOOD ATTRACTION</p></div><div>The Eating Out Experience Show</div><div><div><p>BB TECH EXPO</p></div><div>The Beer &amp; Beverage Technologies Show</div><div><div>Rimini, Italy</div><div>Expo Centre</div></div></div></div>	<div><div><p>SIGEP CHINA</p></div><div><p>艾意吉 IEG CHINA</p></div><div><p>koelnmesse</p></div><div>Southern China's International Expo dedicated to the production of Gelato, Bakery &amp; Coffee</div><div><div>Shenzhen, China</div><div>Shenzhen Convention &amp; Exhibition Center (Futian)</div></div></div>	<div><div><p>SIGEP ASIA</p></div><div><p>RESTAURANT ASIA 2024 International Restaurant, Kitchen &amp; Culinary Equipment &amp; Supplies Exhibition</p></div><div><p>IEG ASIA</p></div><div>International Expo dedicated to the Dolce Foodservice, Catering, Coffee &amp; Bakery</div><div><div>Singapore</div><div>Sands Expo &amp; Convention Centre</div></div></div>	<div><div><p>CÔSMO FOOD</p></div><div>The go-to HORECA B2B event in the Triveneto region</div><div><div>Vicenza, Italy</div><div>Expo Centre</div></div></div>



# BĒĒR & FOOD ATTRACTION

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