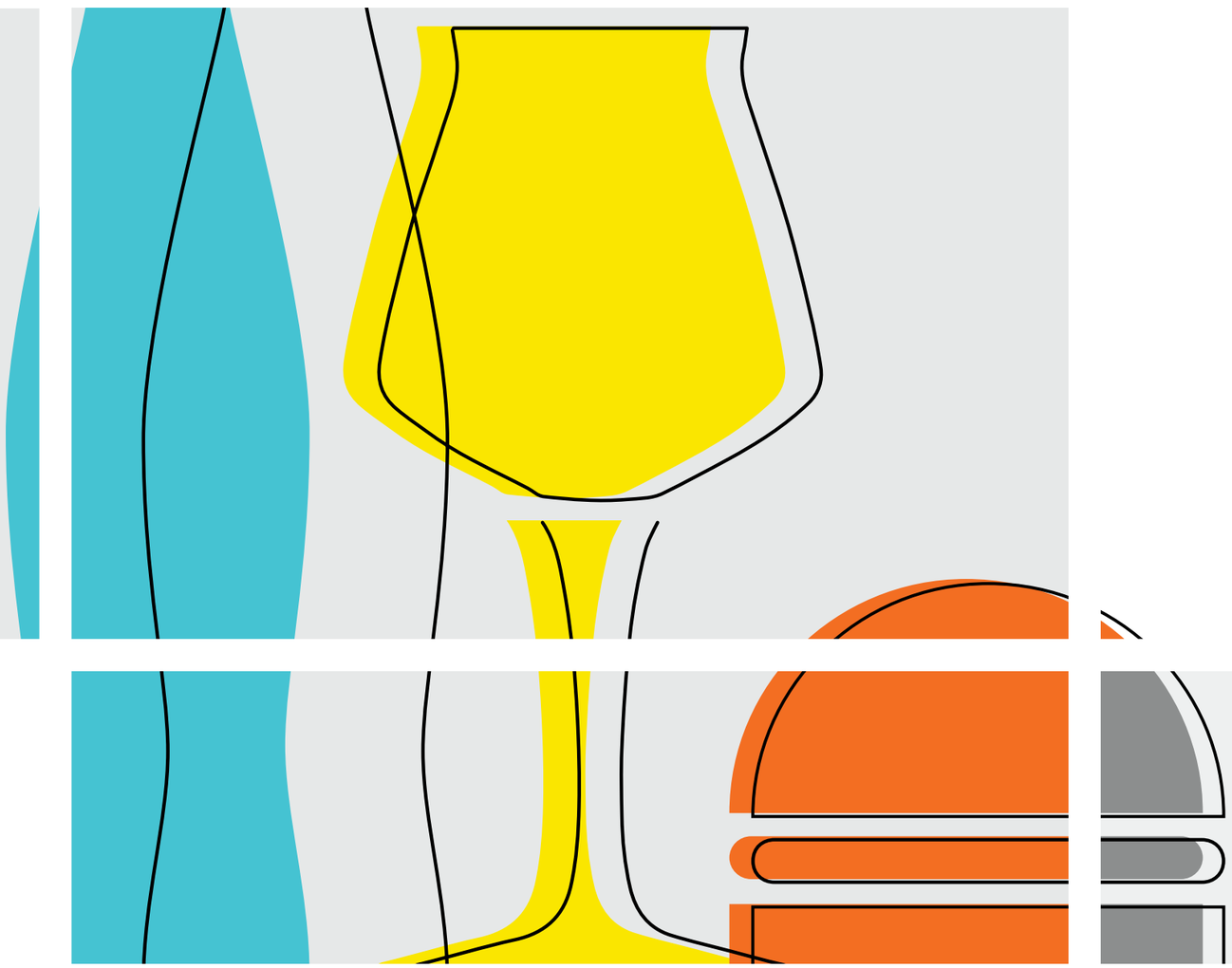
BEER&FOOD ATTRACTION

RIMINI
EXPO CENTRE
19 · 22 FEBRUARY 2023

THE EATING OUT EXPERIENCE SHOW



organized by:

ITALIAN EXHIBITION GROUP
Providing the future

in collaboration with:

be

Ministry of Foreign Affairs and International Cooperation

ITA ITALIAN TRADE AGENCY

with the patronage:

AssoBirra Associazione dei Birrai e dei Maltatori

Federazione Italiana Distributori Horeca italgrob ASSOCIATA CONFINDUSTRIA

UB UNIONBIRRAI PICCOLI BIRRIFICI INDIPENDENTI

simultaneously with:

International HoReCa meeting
Congress • B2B • Parade

BBTech expo

PRESENTATION

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

A hub to track trends and developments in the industry, a source of inspiration that gives value to experience.

It attracts professional operators and key players in the industry over **four days.**

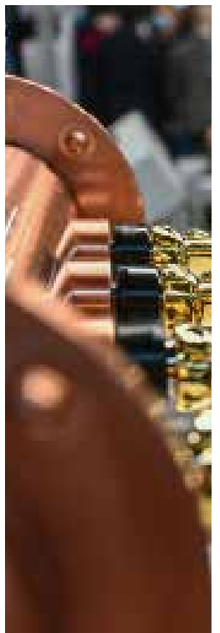
Beer&Food Attraction will be held in Rimini from 19 to 22 February 2023.

THE FORMAT

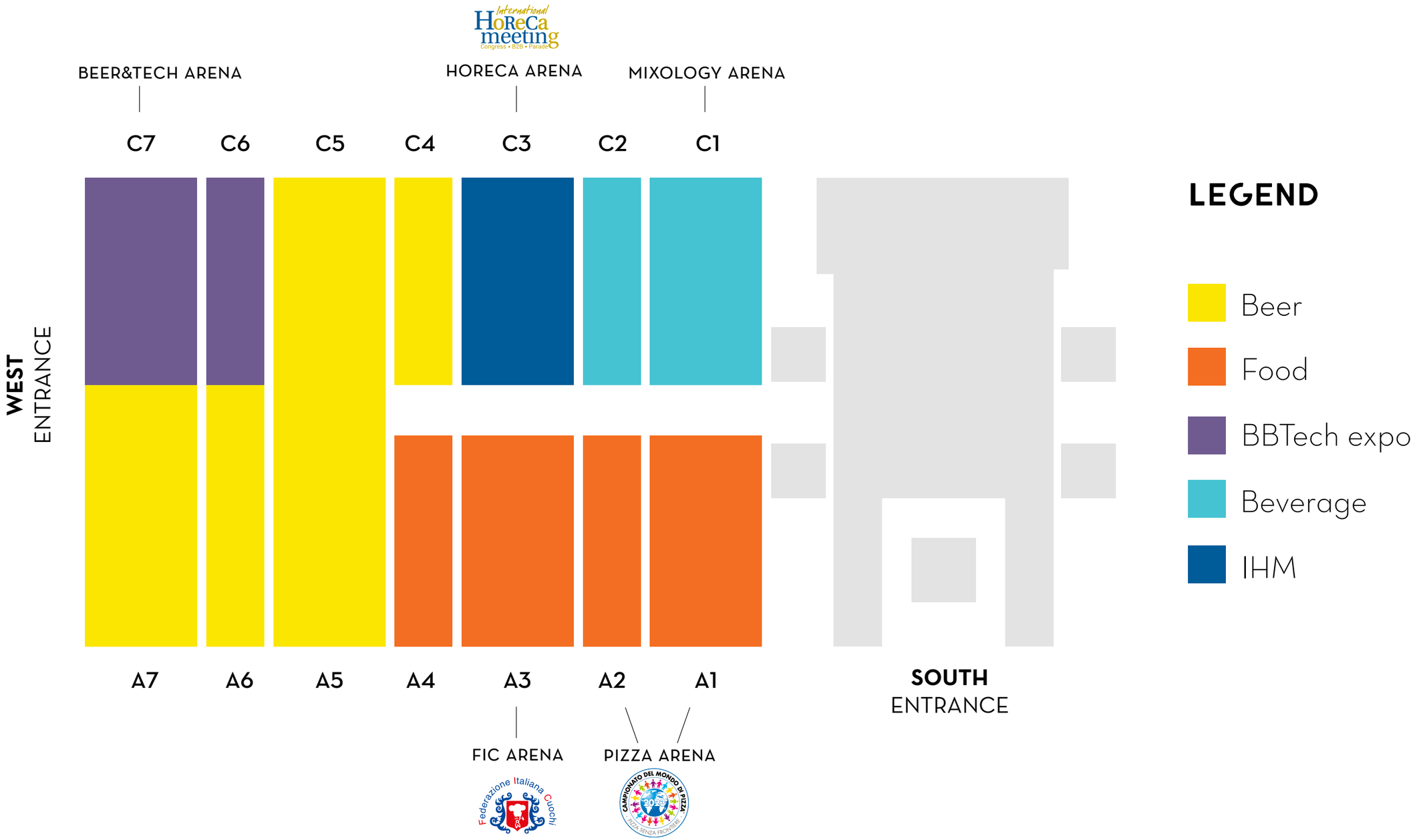
Beer&Food Attraction is held at the same time as **BBTech expo**, the professional show dedicated to technologies for beer and beverages.

The world of Eating Out meets in Rimini to change, innovate and plan the future of hospitality.

The event's traditional in-person format is enriched with the innovative **digital platform** tool, already tried and tested in the last edition, to multiply business and meeting opportunities.



2023 LAYOUT


International HoReCa meeting
Congress • B2B • Parade
BEER&TECH ARENA
HORECA ARENA
MIXOLOGY ARENA
C7
C6
C5
C4
C3
C2
C1
WEST
ENTRANCE
A7
A6
A5
A4
A3
A2
A1
SOUTH
ENTRANCE
FIC ARENA
PIZZA ARENA
Federazione Italiana Cuochi
CAMPIONATO DEL MONDO DI PIZZA
LEGEND
Beer
Food
BBTech expo
Beverage
IHM

THE SECTORS

The show features a route divided into **four macro areas**, which helps bring together supply and demand.

BEER

The showcase dedicated to brewing excellence, the market and its varieties. It is wholly dedicated to the wide-ranging offer of beers, from original and creative Italian craft beer to Italian and foreign special and mainstream varieties.

BEVERAGES

The section dedicated to all kinds of beverages, covering mineral waters, fruit juices, energy drinks, spirits, distillates, traditional liqueurs, colonial beverages and hot drinks. A unique opportunity to present new products, launch trends or formats in premises, and make contact with drink wholesalers, who have always chosen Rimini as a favourite place to meet.

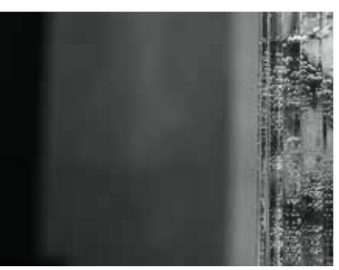
FOOD

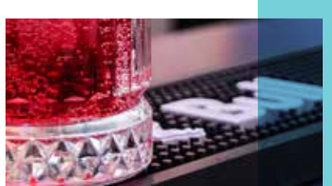
Fast and quality catering expressed through the desire to be together.

An important showcase to exhibit products and technologies to all food service operators. A pizza and an hamburger become a real social experience for an aware and novelty-seeking public.

BBTECH EXPO

Italy's most important and original professional event that showcases the entire supply chain: raw materials, processing and packaging technologies, logistics and finished product.





EXHIBITORS/VISITORS

EXHIBITORS

BEERS AND BEVERAGES

Specialty beers / Craft beers / Waters / Fruit juices / Soft drinks / Wine and other alcoholic drinks

FOOD

Foodservice food products / Pizza / Frozen foods / Foodservice technologies and equipment / Furniture / Food Packaging

VISITORS

PUBLIC ESTABLISHMENTS

Restaurants / Pizzerias / Bars / Pubs / Brewpubs / Beer Shops Restaurant chains / Franchising / Hotels / Wine bars / Specialist food shops / Catering companies

DISTRIBUTION

Drink wholesalers / Foodservice wholesalers / Import-export / Cash & Carry / Purchasing groups / Agents – representatives / Large-scale retail

FOCUS ON 2023

MIXOLOGY CIRCUS

A brand new area, dedicated to popular venues, with the best Italian bartenders, who will showcase the most innovative mixing techniques

PIZZA EXPERIENCE

To promote the product that is now more than ever a symbol of socialising and suitable for a variety of eating experiences. Space for pizza in all its forms: pizzas, pizza bases, pinse romane, ovens, shovels, delivery packaging.

2023 EVENTS

HORECA ARENA

The heart of IHM events, it will host talks and panel discussions involving the industry's main stakeholders, associations and research companies to discuss current scenarios and future trends.

MIXOLOGY ARENA

The art of Mixology is back in the spotlight with the Chiringuito Zone, an unusual and modern for networking, presenting products and telling the trends of an increasingly experiential industry.

FIC ARENA

The return of the Italian Cookery Championships organised by the Italian Chefs Federation, where tradition and innovation combine to create excellence.

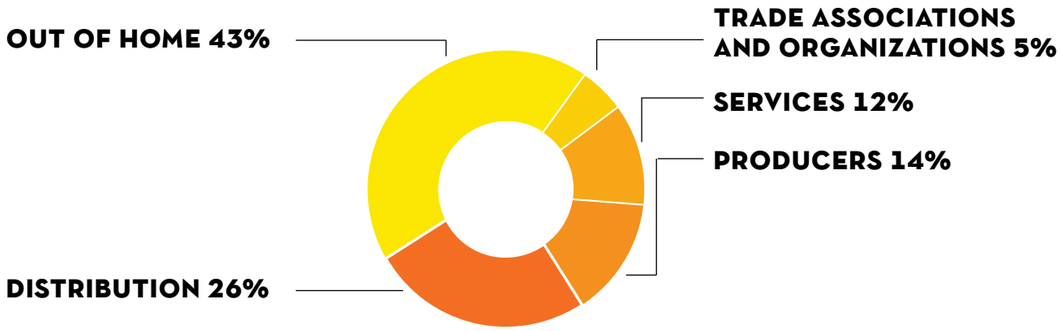
BEER&TECH ARENA

When beers and technologies meet on a journey through in-depth discussions and training meetings in cooperation with universities, consortia and industry associations.

THE NUMBERS 2022

WHO VISITS

23,906 sector professionals



EXHIBITORS

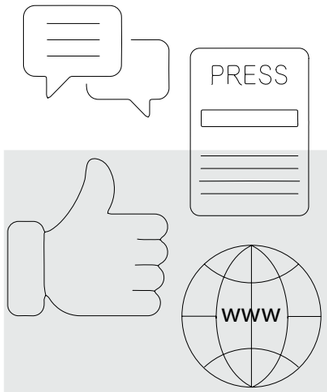
BEER&FOOD ATTRACTION EXHIBITORS	291
BBTECH EXPO EXHIBITORS	60
NUMBER OF COUNTRIES	17

EXHIBITORS BY BUSINESS SECTOR

- BEERS 37%
- FOOD 35%
- BEVERAGES 23%
- PRESS AND ASSOCIATIONS 5%

INTERNATIONAL TOP BUYERS

INTERNATIONAL BUYERS	79
FROM	24 COUNTRIES
BUSINESS MEETINGS	967



AUDIENCE

JOURNALISTS	165
WEBSITE VISITS	130,000
UNIQUE VISITORS	76,000
SOCIAL COMMUNITY	23,000
TOTAL IMPRESSIONS ON SOCIAL MEDIA	1,200,000

INTERNATIONAL HORECA MEETING

The International Horeca Meeting, now in its 12th 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 four days of the Rimini show will feature networking, product demos, training, talks on the future of Horeca, sustainability and B2B meetings.

THE DRIVER OF YOUR BUSINESS ALL YEAR ROUND

NEW PRODUCT LAUNCHES

Showcase your new products, services and technologies for the food service sector to all professionals via networking tools such as chat, video chat and webinars.

DEMO & WORKSHOP

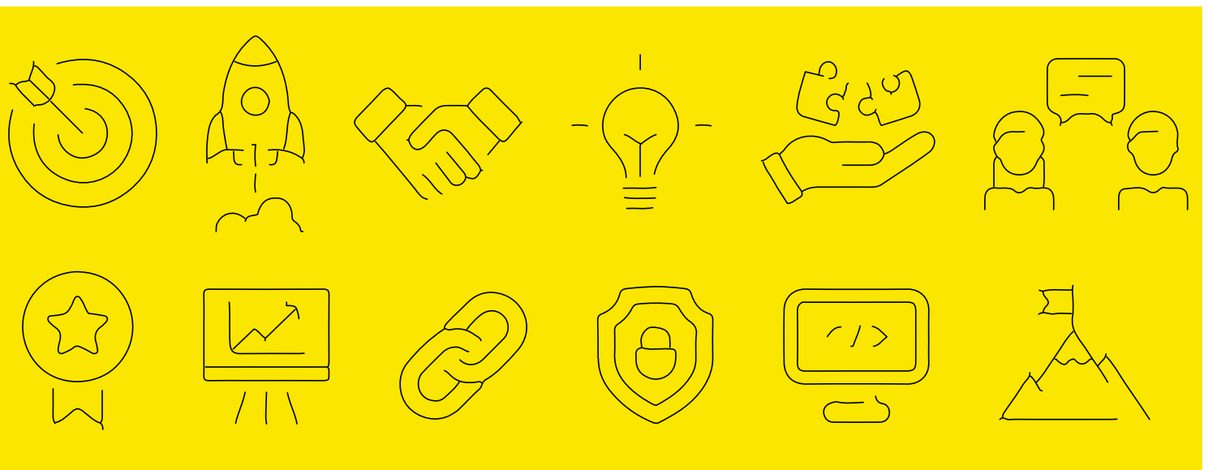
Interact with your customers through demonstrations, workshops and webinars that will be available during the show and then on demand.

BUSINESS NETWORKING

Use an advanced matchmaking system to extend your contact and networking opportunities. Customised artificial intelligence will make it easier to meet the buyers most interested in your products and services.

INTERNATIONAL BUYERS' AGENDA

Make contact with international buyers selected in cooperation with the Italian Trade Agency and the network of Beer&Food Attraction regional advisors.



B&F COMMUNITY

WHAT THEY SAY ABOUT US

REDBULL - Danilo Rizzo – National Account Manager
"It is very important for us to return in person to B&FA because it is essential to have contact with people, the consumers who are our ultimate target. Relating to people is really an important part of doing business".

WARSTEINER ITALIA - Silvia Serpelloni - Brand Manager
"We are very pleased to return to Beer&Food Attraction. We made a conscious and deliberate decision to attend, because we want to meet our customers in person, as this represents added value".

FERRARELLE - Marco Pesaresi - General Manager
"For us, it is very important to return in person to Beer&Food Attraction, which is a show that is really popular in the HORECA world and the beverage world in particular".

PAULANER ITALIA - Silvio Busato - Sales Director
"We are very excited to be back at Beer&Food Attraction. We wanted to be there because we have always come to Rimini and we wanted to give a very important signal to all our customers".

COCA COLA HBC ITALIA - Silvia Molinaro - Sales Director Out of Home
"Returning to Beer&Food Attraction and meeting your customers is really essential, two years after the start of this pandemic. We didn't expect such a large number of people either, which suggests there is a great future for the HORECA and Out-of-Home channel".

SURGITAL - Elena Bacchini – Marketing Director
"It is very exciting to be back at the show here in Rimini. It is always very important for our market, and our sector needs a trade show like this, dedicated to the Italian HORECA world".

SAN PELLEGRINO - Ilenia Ruggeri – International Marketing Director
"B&F Attraction is the right opportunity to present ourselves as a group close to the supply chain".

LANTMÄNNEN - Giovanni Vitale – National Field Sales Manager & Key Accounts, HORECA
"B&F Attraction is the right opportunity to present everything we have done over the past two years and to meet our customers again".

MENÙ - Federico Masella - Marketing & National Key Account Manager Italia
"We're very excited to return to trade shows, especially B&F Attraction, which is always a really important occasion for us and one where we can meet a channel, a customer base that is very interested in hearing our product news".

CARLSBERG ITALIA - Serena Savoca - Marketing & Corporate Affairs Director
"Of course, we're very excited to return in person to B&F after two years in which this was not possible. Meeting our colleagues and customers, and bringing the beer world together is really important, and it's another thing entirely in person".

DANISH CROWN – Daniele Moggia – Trade Marketing Manager
"We are really excited to return to B&FA. It's a show that brings customers into our home and gives them a glimpse into our world, where we can explain our philosophy".

THE INTERNATIONAL HUB FOR THE OUT OF HOME MARKET

A system of trade fairs for developing the foodservice business around the world.

JANUARY 21/25 2023

RIMINI
EXPO CENTRE

SIGEP
THE DOLCE WORLD EXPO

International Trade Show of Artisan Gelato, Pastry, Bakery, and the Coffee World

ABtech expo

International Exibition of Technologies and Products for Bakery, Pastry and Confectionery

FEBRUARY 19/22 2023

RIMINI
EXPO CENTRE

BEER & FOOD ATTRACTION

The Eating Out Experience show

BBTech expo

The professional Trade Fair for Beer and Beverage Technologies

MAY 10/12 2023

SHENZHEN
WORLD EXHIBITION &
CONVENTION CENTER

SIGEP
THE DOLCE WORLD EXPO

Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee

NOVEMBER 2023

VICENZA
EXPO CENTRE

COSMOFOOD®
FOODSERVICE & GOURMET

The key event dedicated to hospitality and the out-of-home sector in the Triveneto area

B&F ATTRACTION GREEN CORE

IEG is certified:

- ISO 14001 Environment
- ISO 45001 Occupational Health and Safety certification.

1.500
plants

30.000
sqm of green spaces, free recharging for electric cars and motorcycles

114.000
sqm of of photovoltaic panels, modular condensing boilers, an “ice bank”

1 “Ice bank”
for air-conditioning, fountains and water re-circulation

30.000
meals “saved” through the Food for Good project

Every year We save:

23.000.000
litres of water

400.000
kw/h of energy

680
tonnes of CO2 saved every year

CONTACT THE TEAM OF BEER&FOOD ATTRACTION

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