

BEER & FOOD ATTRACTION

18 – 20
FEBRUARY
2024

RIMINI EXPO
CENTRE

THE
EATING
OUT
EXPERIENCE
SHOW

beerandfoodattraction.it



ORGANIZED BY

ITALIAN
EXHIBITION
GROUP
Providing the future

IN COLLABORATION
WITH



ITCA
ITALIAN TRADE AGENCY

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WITH THE PATRONAGE
OF



SIMULTANEOUSLY
WITH

International
HoReCa
meeting
Congress • B2B • Parade



2024 EDITION

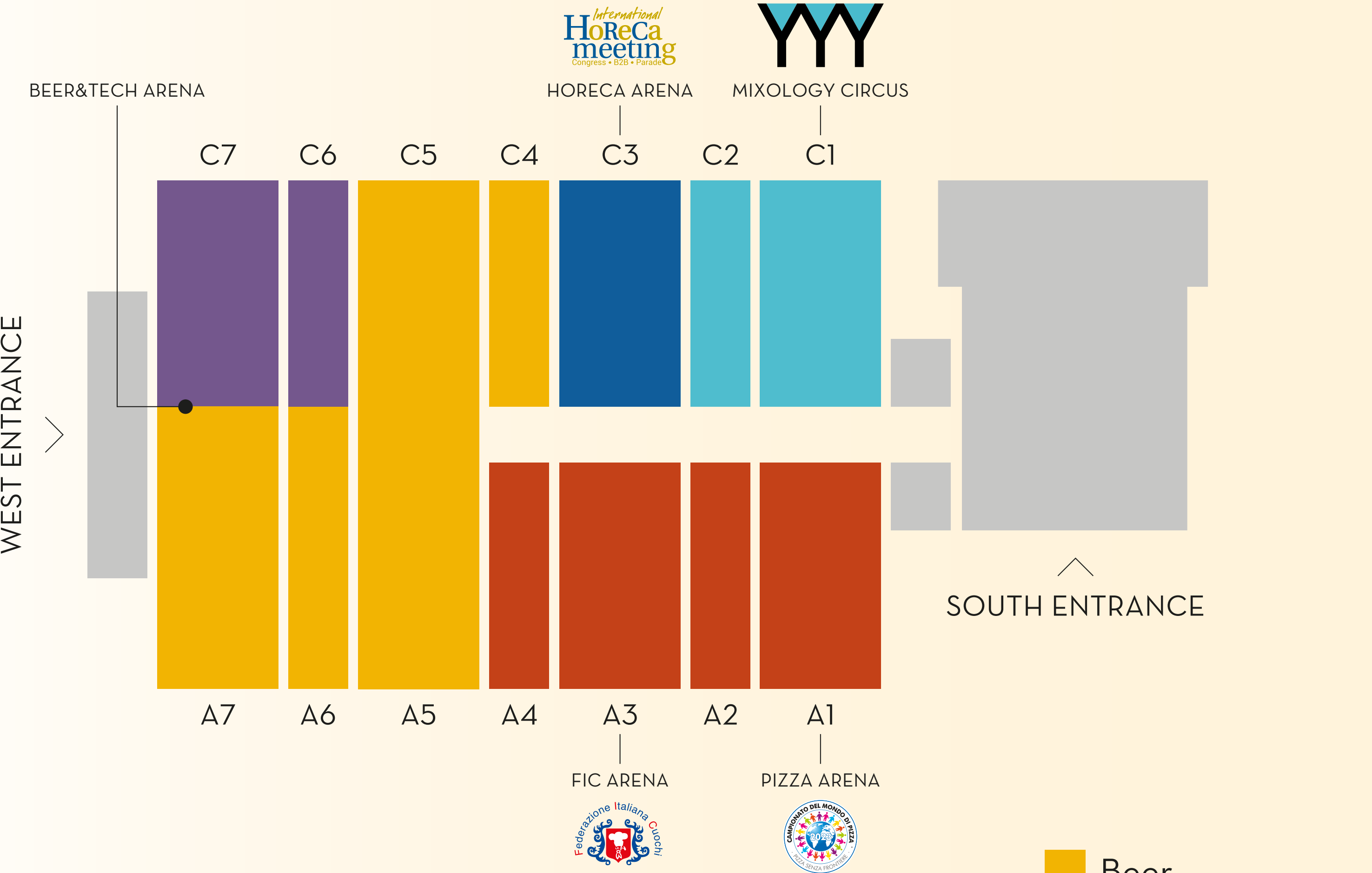
Beer&Food Attraction brings together the most comprehensive national and international offer of **beers, drinks, food and trends for the OUT-OF-HOME sector** in a single event.

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



WATCH THE VIDEO:



- Beer
- Beverage&Spirits
- Food
- IHM
- BBTech expo

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

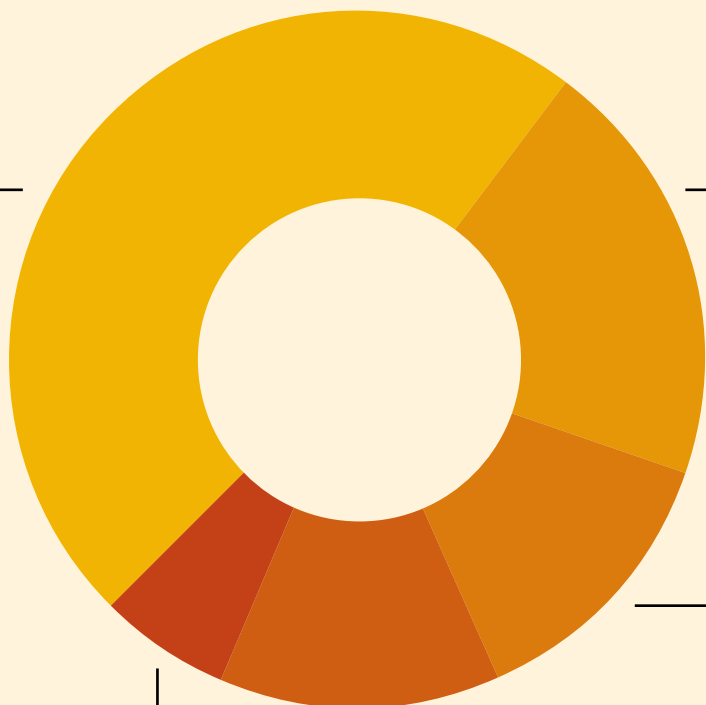
- 61% RESTAURANTS / BARS / PIZZERIAS / WINE BARS
- 28% PUBS-BREW PUBS / BEER SHOPS
- 6% FRANCHISING / RESTAURANT CHAINS / CATERING COMPANIES
- 5% HOTELS

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

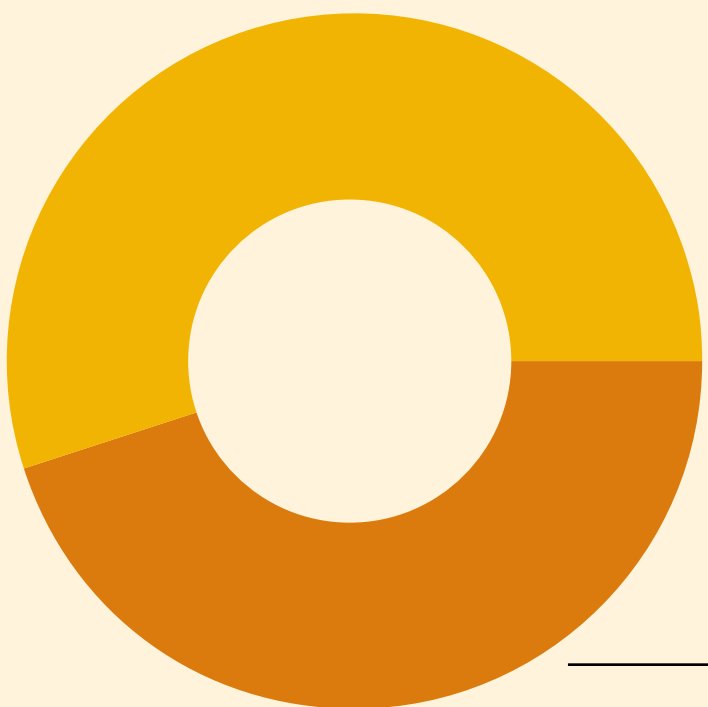
- 33% CEO / DIRECTORS / MANAGERS
- 9% SALES MANAGERS
- 3% F&B MANAGERS / PUBLICAN



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
EXHIBITORS CATALOGUE

1,127

PRODUCT VIEWS

THE EVENTS

The 2023 edition of **Beer&Food Attraction** was really full of **competitions, masterclass, talks and showcooking** that, during the days of the exhibition, enlivened the 5 themed event areas.

Lots of news, starting with the **Mixology Circus** that involved 8 of the most famous Italian cocktail bars, and concluding with the **World Pizza Championship** organized by Ristorazione Italiana Magazine and the **Italian and European haute cuisine selections** organized by FIC – the Italian Chefs Federation.

Data from the
2023 edition

- INTERNATIONAL HORECA MEETING
- BEER&TECH ARENA
- MIXOLOGY CIRCUS **NEW ADDITION OF 2023!**
- BEER OF THE YEAR AWARD (**2,200** competing craft beers divided in **46** categories)
- ITALIAN CRAFT BEER CONFERENCE **NEW ADDITION OF 2023!**
- ITALIAN CUISINE CHAMPIONSHIPS
- BOCUSE D'OR ITALIAN SELECTION **NEW ADDITION OF 2023!**
- GLOBAL CHEFS CHALLENGE - EUROPEAN GRAND PRIX **NEW ADDITION OF 2023!**
- WORLD PIZZA CHAMPIONSHIP **NEW ADDITION OF 2023!**

50
EVENTS

5
EVENT AREAS

10
COMPETITIONS,
2 OF WHICH WERE INTERNATIONAL

100
SPEAKERS



MIXOLOGY CIRCUS

A PROJECT 100%
BEER&FOOD ATTRACTION

The **Mixology Circus** was the biggest news of the 8th edition. The **8 most exclusive Italian cocktail bars** and their bartenders enlivened the new arena where **knowledge of the product** and **mixing technique** have been enriched with **high level masterclass** curated by sector experts.

The **bartenders, among the best of the national scene**, presented a **special list of three mixed drinks** created using the products of the **sponsor companies** to show and share **expertise** and **passion**.

A unique occasion to present and sample the products of partner brands, skilfully mixed, with a more conscious approach to their consumption, starting with the **quality of the ingredients** and an **immersive tasting**.



8

COCKTAIL BARS

12

BARTENDERS

24

SIGNATURE COCKTAILS

27

SPONSOR BRANDS

16

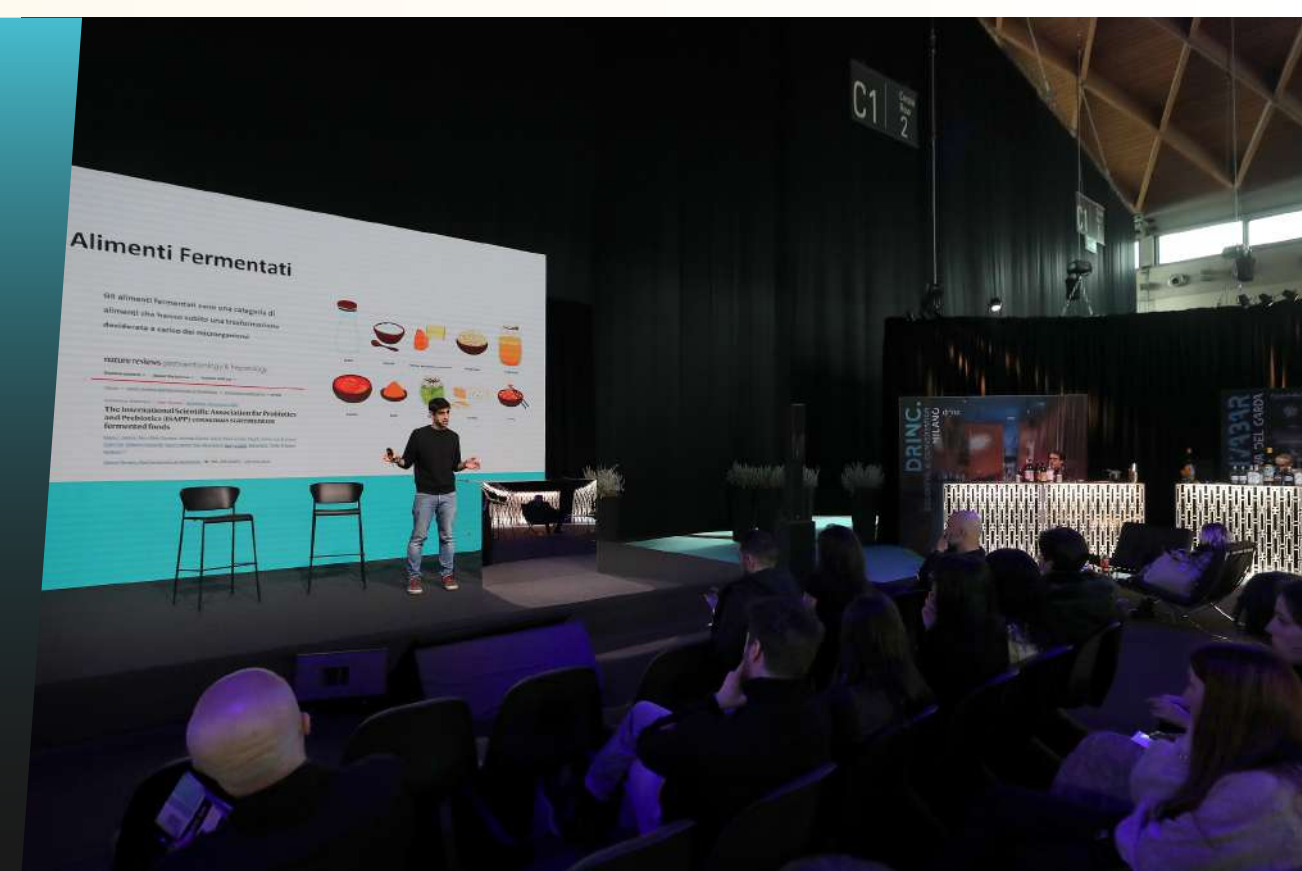
MASTERCLASS

19

SPEAKERS



Data from the
2023 edition



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



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><p>THE DOLCE WORLD EXPO</p><p>International Trade Show of Artisan Gelato, Pastry, Bakery and the Coffee World</p><p>Rimini, Italy Expo Centre</p></div>	<div><p>The Eating Out Experience Show</p><div><p>BB TECH EXPO</p></div><p>The Beer & Beverage Technologies Show</p><p>Rimini, Italy Expo Centre</p></div>	<div><p>CHINA</p><div><p>艾意吉 IEG CHINA</p></div><div><p>koelnmesse</p></div><p>Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee</p><p>Shenzhen, China Shenzhen Convention & Exhibition Center (Futian)</p></div>	<div><p>ASIA</p><div><p>RESTAURANT ASIA 2024 International Restaurant, Kitchen & Culinary Equipment & Supplies Exhibition</p></div><div><p>IEG ASIA</p></div><p>International Expo dedicated to the Dolce Foodservice, Catering, Coffee & Bakery</p><p>Singapore Sands Expo & Convention Centre</p></div>	<div><p>The go-to HORECA B2B event in the Triveneto region</p><p>Vicenza, Italy Expo Centre</p></div>

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