

BEER & FOOD ATTRACTION

16-18
FEBRUARY
2025

RIMINI
EXPO CENTRE

THE
EATING
OUT
EXPERIENCE
SHOW

beerandfoodattraction.it



ORGANIZED BY

ITALIAN
EXHIBITION
GROUP
Providing the future

CO-LOCATED WITH



IN COLLABORATION
WITH



Ministry of Foreign Affairs
and International Cooperation



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WITH THE
PATRONAGE OF



2025 EDITION

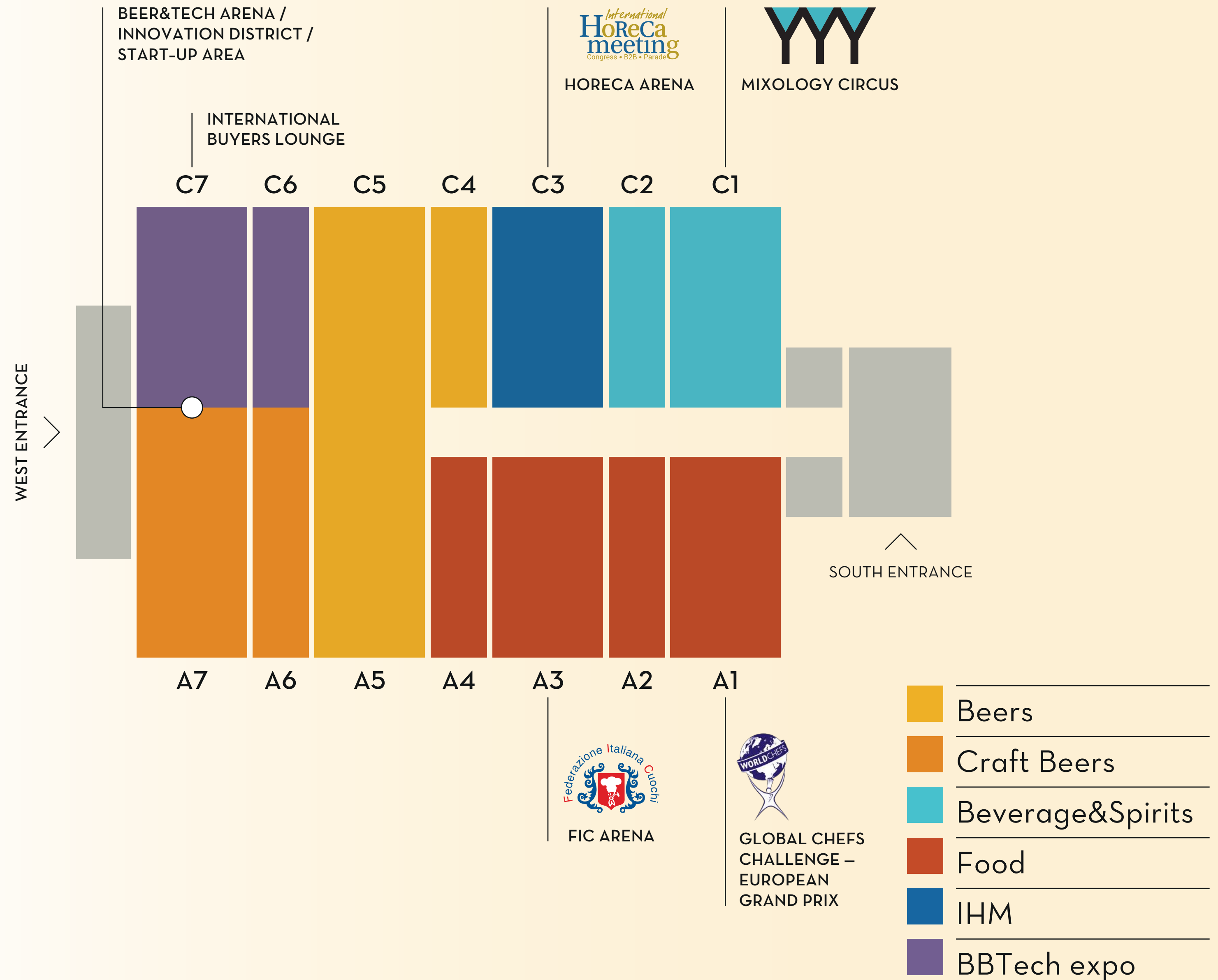
Beer&Food Attraction is the event that brings together the most comprehensive national and international range of **beers, drinks, food and trends** for the **Out of Home** in a single event.

A hub to detect **trends** and **evolutions** in the sector, a source of inspiration that gives value to the experience.

3 days dedicated exclusively to sector professionals, in Rimini from Sunday 16 to Tuesday 18 February 2025, simultaneously with the 7th edition of **BBTech expo**, the 3rd edition of **Mixology Circus** and the 14th edition of the **International Horeca Meeting**, organised by Italgrob.



LAYOUT



FACTS & FIGURES 2024

41.501

TOTAL ATTENDANCE

+23%

COMPARED TO 2023

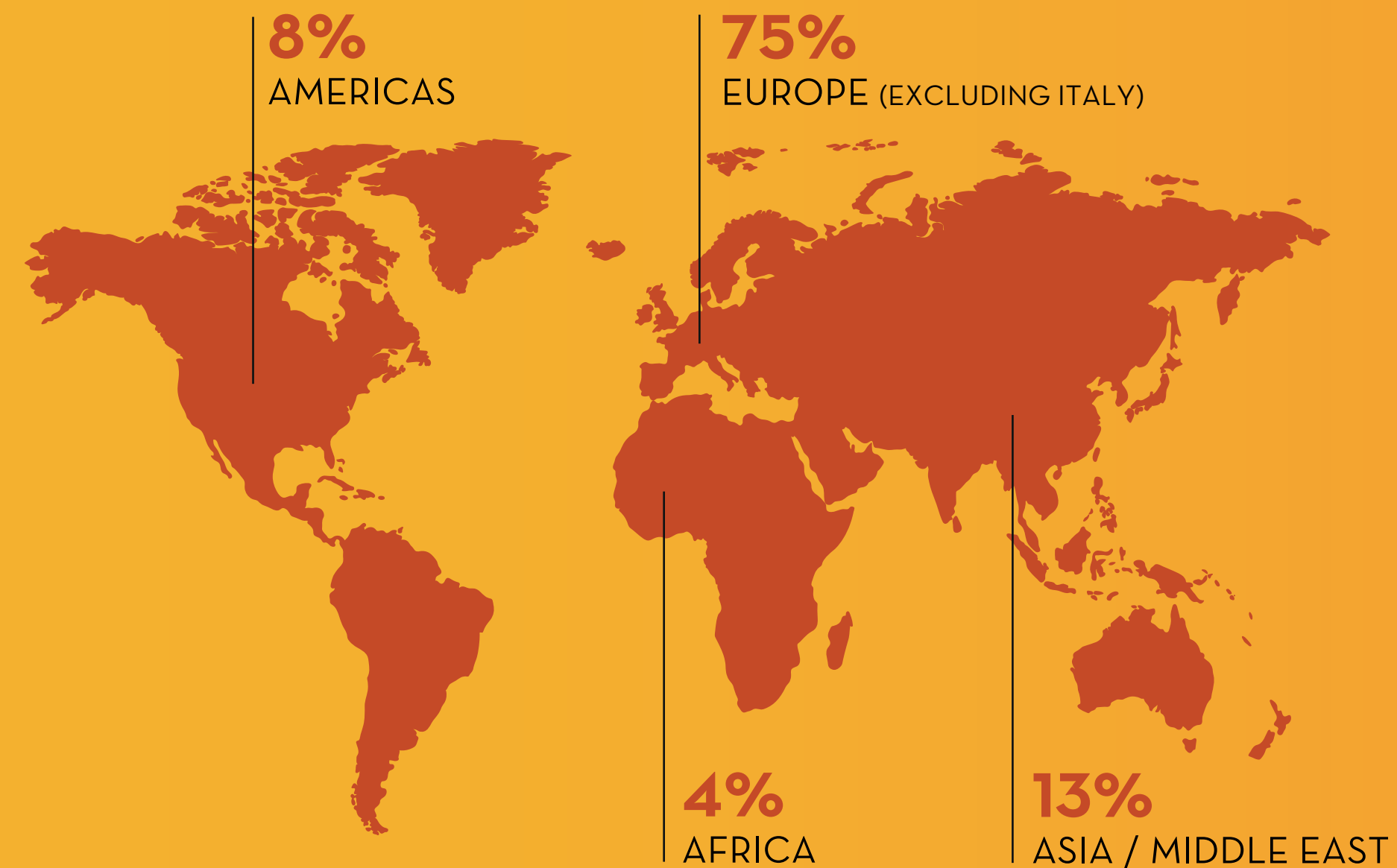
from

77

COUNTRIES

TOP 5 COUNTRIES OF ORIGIN (EXCLUDING ITALY)

1. GERMANY
2. SPAIN
3. GREAT BRITAIN
4. FRANCE
5. POLAND



The figures refer to the 2024 edition of Beer&Food Attraction and BBTech expo

EXHIBITORS

600

BRAND

COMMUNITY

1.130.000

GROSS CONTACTS REACHED

HOSTED BUYERS

125

INTERNAZIONALE TOP BUYER

APP

87.064

EXHIBITOR CATALOGUE VIEWS

from

38

COUNTRIES

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 & SPIRITS

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**.

Hamburgers, meats and sausages, fries and sauces, appetisers, frozen foods, pizzas and pizza bases, foodservice products, veg products, ethnic cuisine, equipment, grills, fryers and ovens for quick cooking, as well as packaging for food delivery and software for pubs and restaurants: this is where it's at.



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**.



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.

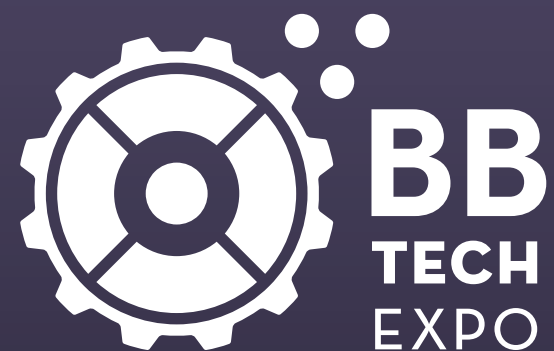
GLOBAL CHEFS CHALLENGE – EUROPEAN GRAND PRIX

European haute cuisine selection event, valid for the **Worldchefs** circuit championship.

BBTECH EXPO

THE FUTURE OF THE SECTOR

BBTech Expo, which takes place simultaneously with Beer&Food Attraction, is the event dedicated to **technologies, equipment and accessories for the production and packaging of beer and beverages**. This unique professional event showcases the entire supply chain, offering a comprehensive overview of **raw materials, processing and filling technologies, packaging, equipment and services** dedicated to the beer and beverage industry. BBTech Expo is an essential reference point for industry professionals, highlighting the **latest trends** and **technological innovations** that are shaping the future of the market.



INTERNATIONAL HORECA MEETING

The **International Horeca Meeting**, now in its 14th 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 third 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 an event co-located with **Beer&Food Attraction**, organised in partnership with **Samuele Ambrosi**, cocktail bar developer, mixologist, official AIBES trainer, world champion and a leading expert in gin.



NEW 2025

MIXOLOGY VILLAGE

An exhibition area dedicated to the trendiest spirits, accessories and equipment for barmen and bartenders.



YY
MIXOLOGY
CIRCUS

INNOVATION DISTRICT

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

START-UP AREA

The companies will be selected by Italian Exhibition Group in partnership with **ANGI - Associazione Nazionale Giovani Innovatori** (National Association of Young Innovators). The projects will be explored in the dedicated space, designed to offer the **widest visibility.**

Here you will be able to dialogue **with authoritative interlocutors** in the development of products for the Out Of Home industry, both nationally and internationally, while encouraging the sharing of **know-how, technologies, stimuli and insights.**

INNOVATION AWARD

For the second consecutive year, an **Innovation Award** will be presented, awarded in partnership with **ANGI - Associazione Nazionale Giovani Innovatori** (National Association of Young Innovators) and aimed at highlighting the excellence of **exhibiting companies**, which will confirm the event's role as the primary venue for launching new products in the out-of-home sector.



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.

MAXIMIZE INVESTMENT

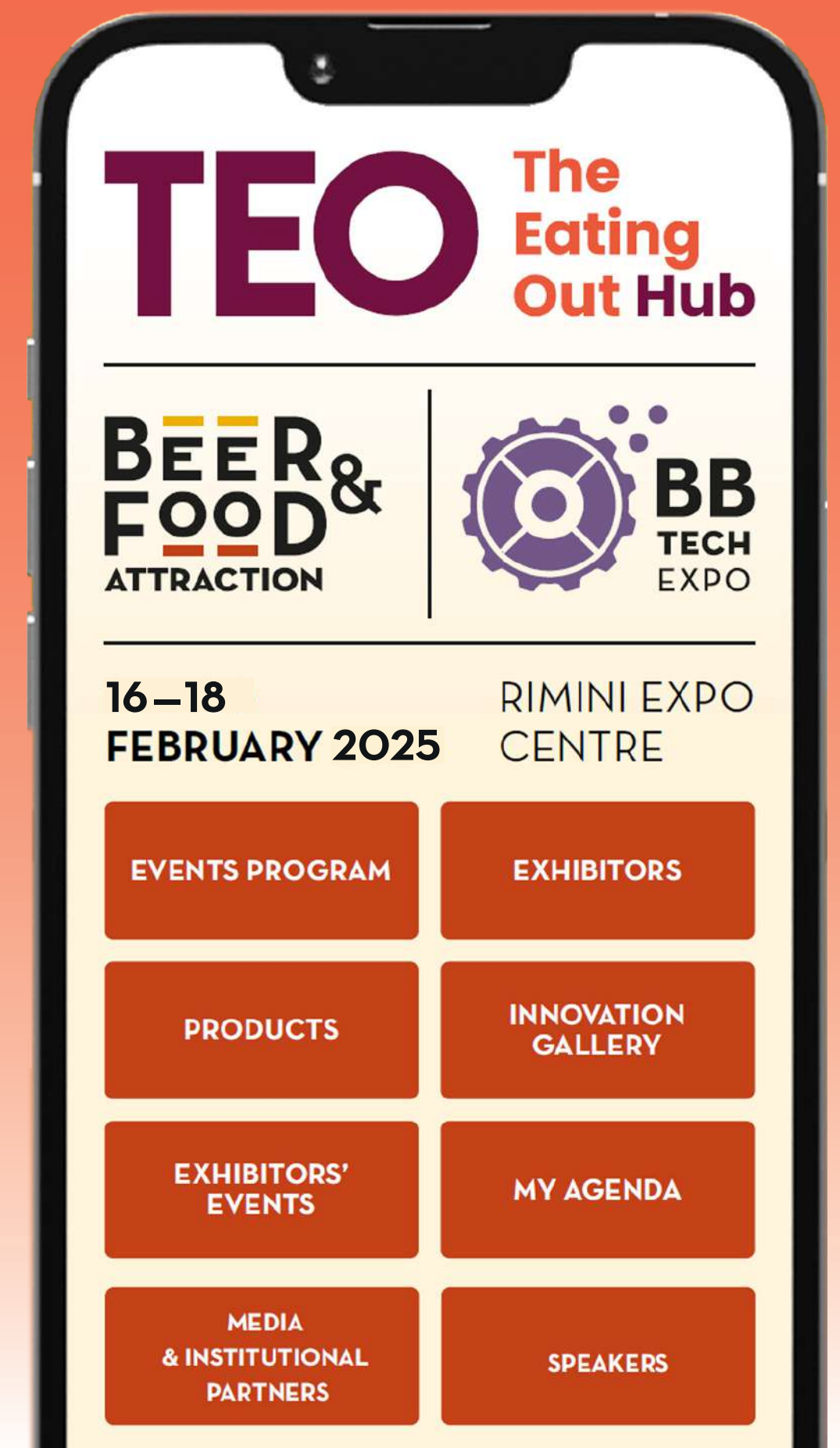
Leverage the **digital extension** to meet your **business objectives** through new channels.

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.



A **business community** that brings together Italian Exhibition Group events in the out-of-home sector and acts as a catalyst for the development of business, relationships, content and innovation.

<p>18-22 JANUARY 2025 RIMINI</p>	<p>16-18 FEBRUARY 2025 RIMINI</p>	<p>24-26 APRIL 2025 SHENZHEN</p>	<p>18-20 JUNE 2025 SINGAPORE</p>
<p>SIGEP WORLD</p> <p>The World Expo for Foodservice Excellence</p> <p>RIMINI Expo Centre</p>	<p>BEER & FOOD ATTRACTION</p> <p>The Eating Out Experience Show</p> <p>BB TECH EXPO</p> <p>The Beer & Beverage Technologies Show</p> <p>RIMINI Expo Centre</p>	<p>SIGEP CHINA</p> <p>艾意吉 IEGX CHINA</p> <p>koelnmesse</p> <p>Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee</p> <p>SHENZHEN, CHINA Shenzhen Convention & Exhibition Center (Futian)</p>	<p>SIGEP ASIA</p> <p>IN CONJUNCTION WITH RESTAURANT ASIA 2025 International Restaurant, Kitchen & Culinary Equipment & Supplies Exhibition</p> <p>CO-LOCATED WITH SPECIALITY (2025) & FOOD2GO</p> <p>IEGX ASIA</p> <p>International Expo dedicated to the Dolce Foodservice, Catering, Coffee & Bakery</p> <p>SINGAPORE Sands Expo & Convention Centre</p>

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