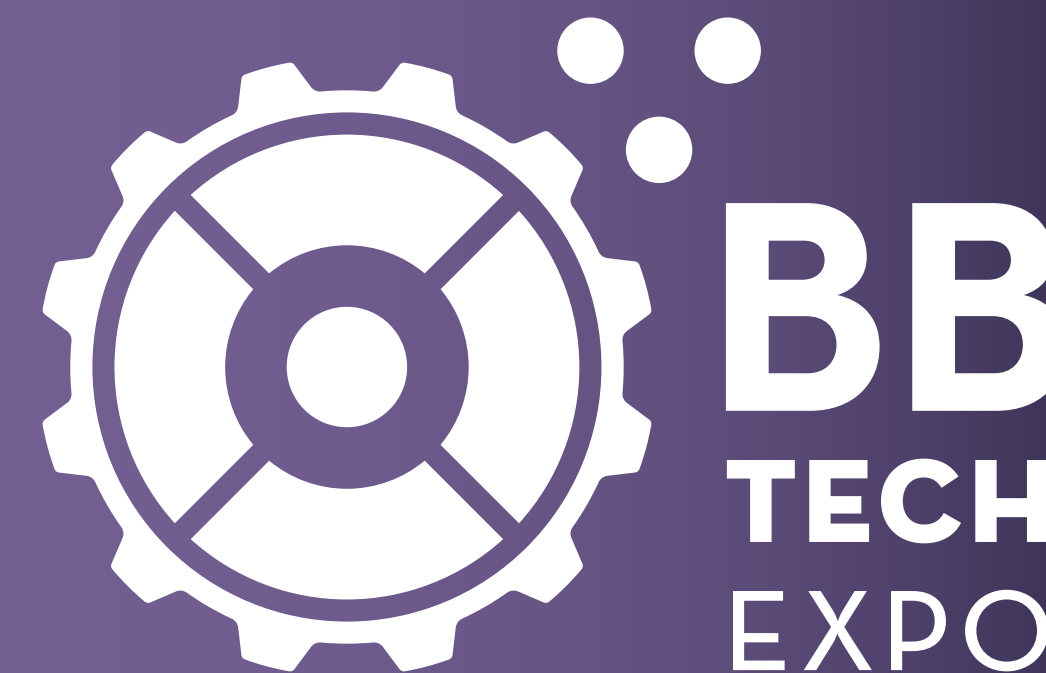


FACTS & FIGURES 2025

BĒĒR & FOOD ATTRACTION

THE
EATING
OUT
EXPERIENCE
SHOW



THE
BEER &
BEVERAGE
TECHNOLOGIES
SHOW

ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

IN COLLABORATION
WITH



ITCA
ITALIAN TRADE AGENCY

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WITH THE
PATRONAGE OF



CO-LOCATED WITH



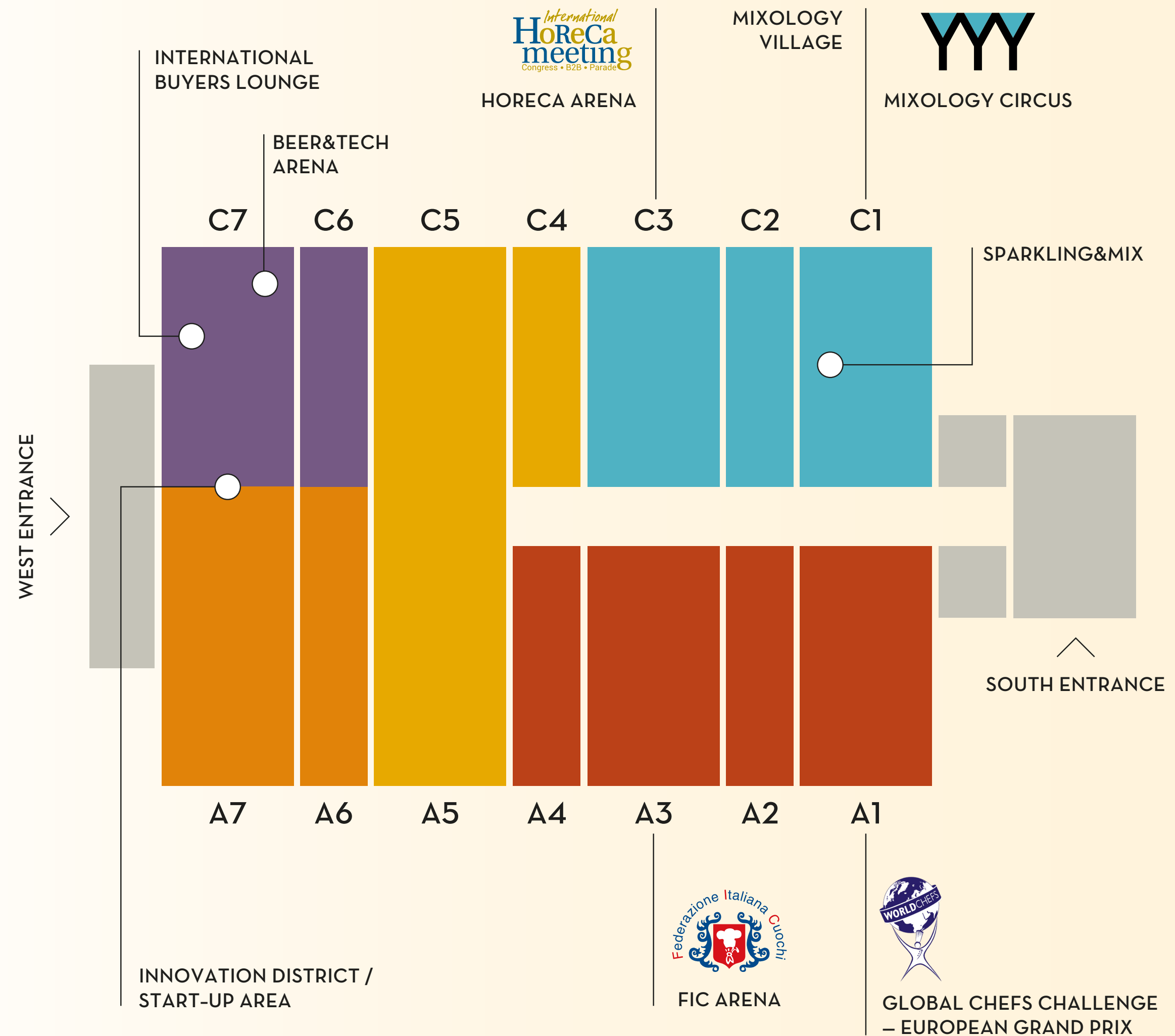
THE PLACE TO BE

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.



LAYOUT 2025

- Beers
- Craft Beers
- Beverage&Spirits
- Food
- BBTech expo



WHO IS EXHIBITING

BEERS

CRAFT BEERS / SPECIALTY BEERS

BEVERAGES

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

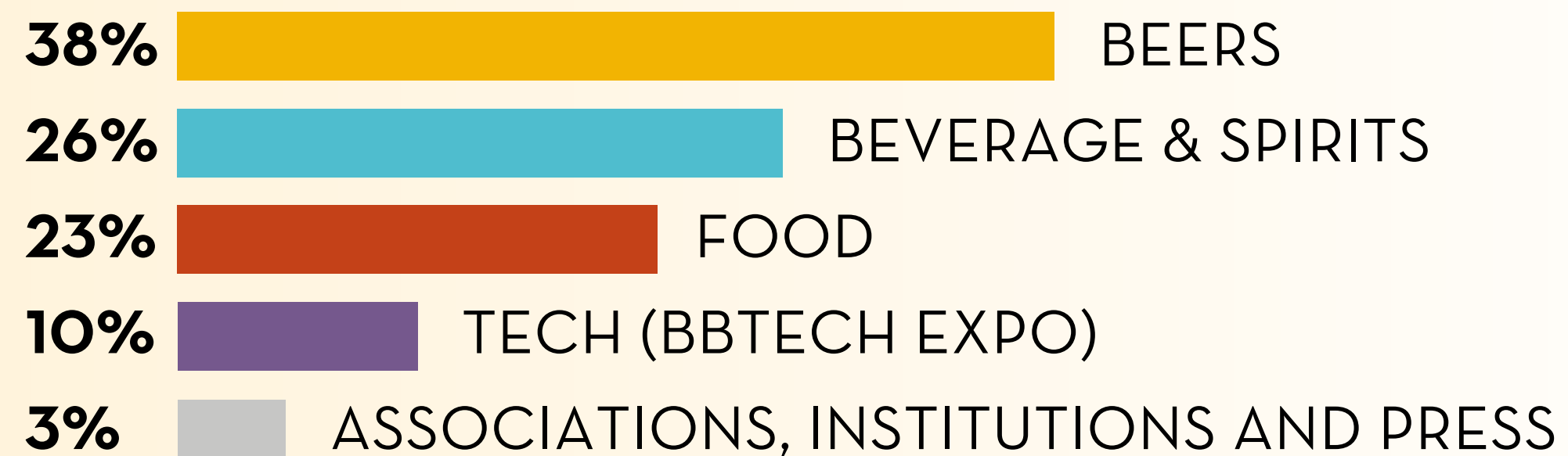
FOOD

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

BBTECH

RAW MATERIALS / PRODUCTION AND PROCESSING
TECHNOLOGIES / FILLING & PACKAGING

EXHIBITORS BY BUSINESS SECTOR



EXHIBITORS

Data from the
2025 edition

531

BEER&FOOD ATTRACTION
EXHIBITORS

from

22

COUNTRIES

79

BBTECH EXPO EXHIBITORS

1,217

BRANDS

TOP 5 COUNTRIES OF ORIGIN (EXCLUDING ITALY)

1. GERMANY
2. SPAIN
3. BELGIUM
4. UNITED STATES
5. FRANCE

WHO IS VISITING

PROFESSIONAL OPERATORS

43,634

TOTAL ATTENDANCE

+5%

COMPARED TO 2024 EDITION

from

82

COUNTRIES

TOP 5 COUNTRIES OF ORIGIN
(EXCLUDING ITALY)

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

Data from the
2025 edition

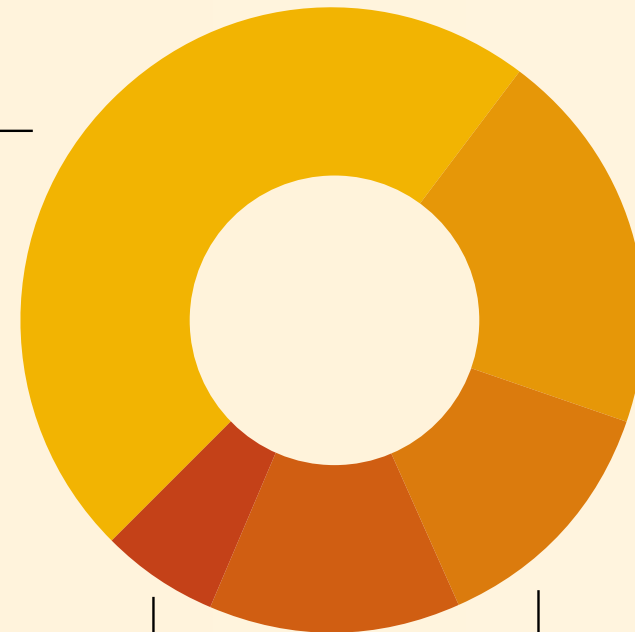
ACTIVITY SECTORS

47% PUBLIC ESTABLISHMENTS

- 64% RESTAURANTS / BARS / PIZZERIAS / WINE BARS / COCKTAIL BAR
- 25% PUBS-BREW PUBS / BEER SHOPS
- 6% FRANCHISING / RESTAURANT CHAINS / CATERING COMPANIES
- 5% HOTELS

22% DISTRIBUTION

- 41% DRINK WHOLESALERS
- 31% AGENTS
- 13% FOODSERVICE WHOLESALERS / CASH&CARRY
- 8% IMPORT-EXPORT / PURCHASING GROUPS
- 4% GDO
- 2% FOODSERVICE TECHNOLOGIES



5% ASSOCIATIONS,
INSTITUTIONS AND PRESS

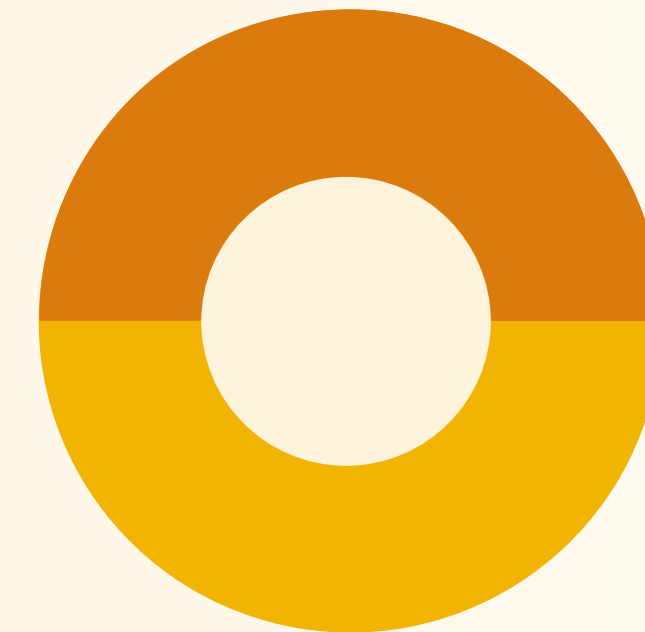
12% PRODUCERS

14% SERVICES

PROFILE

50% DECISION MAKERS

- 55% PURCHASING / SALES / MARKETING MANAGERS
- 40% CEO / MANAGING DIRECTORS
- 5% F&B MANAGER / PUBLICAN



50% INFLUENCERS

- 36% CONSULTANTS
- 23% BARMEN / BARTENDERS
- 20% CHEFS / PIZZA MAKERS
- 10% BEER SOMMELIER
- 6% TECHNICIANS / INSTALLERS
- 5% BREWMASTER

HOSTED BUYERS

130

TOP INTERNATIONAL BUYERS

from

47

COUNTRIES

1,771

BUSINESS MEETINGS

COMMUNITY

38,6K

SOCIAL COMMUNITY

302

JOURNALISTS

4,7M

TOTAL IMPRESSIONS ON SOCIAL MEDIA

86,500

NEWSLETTER DATABASE

Data from the
2025 edition

APP

78,783

EXHIBITOR
CATALOGUE VIEWS

8,539

ACTIVE USERS

THE EVENTS

A rich programme of **talks, demos, masterclasses and competitions** aimed at enriching operators' skills and knowledge, keeping abreast of the latest trends and innovations and encouraging.

130
EVENTS

3
COMPETITIONS
1 OF WHICH WAS
INTERNATIONAL

4
EVENT AREAS

129
SPEAKERS



Data from the
2025 edition

- INTERNATIONAL HORECA MEETING
- BEER&TECH ARENA
- MIXOLOGY CIRCUS
- BEER OF THE YEAR AWARD (**2,092** competing craft beers divided in **45** categories)
- ITALIAN CRAFT BEER CONFERENCE
- ITALIAN CUISINE CHAMPIONSHIPS
- GLOBAL CHEFS CHALLENGE - EUROPEAN GRAND PRIX

INNOVATION DISTRICT

From tomorrow's trends to future technologies: everything that has innovation as its principal ingredient. Discovery, dialogue and experience, all in one place, the Innovation District.

AREA START-UP

A physical and virtual exhibition area, entirely reserved for innovative Start-Ups and young companies.

14
START-UPS

INNOVATION AWARD

A prestigious award assigned to the revolutionary **pioneers of the sector**.

THE CATEGORIES:

- Beers
- Food
- Spirits
- Soft drinks, Low & No
- Technology
- Services & Digital Innovation

YY MIXOLOGY CIRCUS

A 100% BEER&FOOD
BEER&FOOD ATTRACTION

The ideal place to experiment and learn:
here the best Italian and international
bartenders offer a unique perspective on
the **world of mixology** on a global level,
sharing their savoir fair and offering
special drinks made with the products of
the sponsoring companies.



Data from the
2025 edition

11

COCKTAIL BARS
(1 INTERNATIONAL)

15

BARTENDERS

39

SIGNATURE COCKTAILS

17

SPONSOR BRANDS

18

MASTERCLASSES

31

SPEAKERS





THE BARS

DRINK KONG



L'ANTIQUARIO



RITA'S TIKI ROOM



AGUARDIENTE



JERRY THOMAS
BAR ROOM



PARADISO



ROMEO



BOSS HOGG



LA PUNTA
EXPENDIO DE AGAVE



QUANTO BASTA



RUMORE



THE SPONSORS

Data from the
2025 edition

EXCLUSIVE SPONSORS



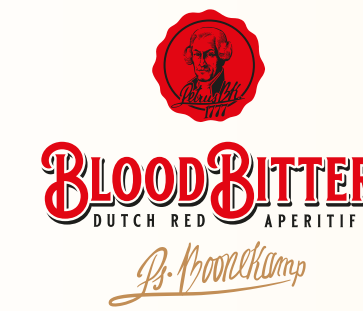
PREMIUM SPONSORS



PREMIUM SPONSORS



BASE SPONSORS



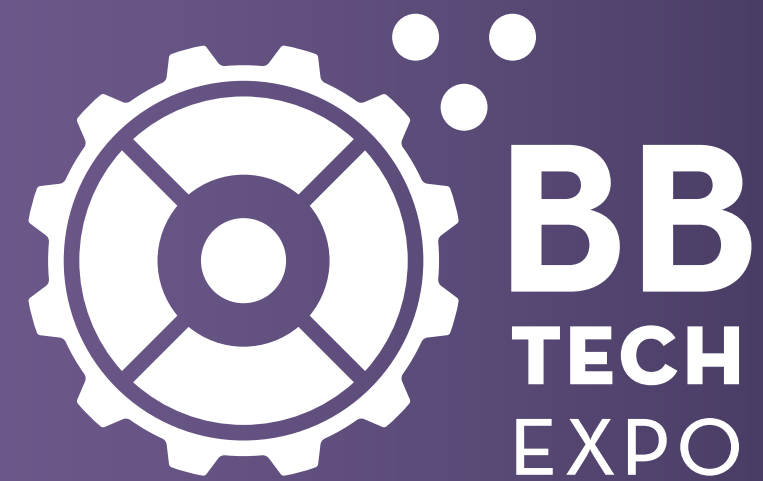
TECHNICAL SPONSORS



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

<p>APRIL 24-26</p> <p>2025</p> <p>SHENZHEN</p>	<p>JULY 16-18</p> <p>2025</p> <p>SINGAPORE</p>	<p>JANUARY 16-20</p> <p>2026</p> <p>RIMINI</p>	<p>FEBRUARY 15-17</p> <p>2026</p> <p>RIMINI</p>
<p>SIGEP CHINA</p> <hr/> <p>艾意吉 IEGX CHINA</p> <hr/> <p>koelnmesse</p> <p>Excellence in Foodservice</p> <p>SHENZHEN, CHINA Shenzhen Convention & Exhibition Center (Futian)</p>	<p>SIGEP ASIA</p> <hr/> <p>IN CONJUNCTION WITH RESTAURANT ASIA 2025 <small>International Restaurants, Kitchens & Catering Equipment & Supplies Exhibition</small></p> <p>CO-LOCATED WITH SPECIALITY FOOD2GO</p> <hr/> <p>IEGX ASIA</p> <p>Excellence in Foodservice</p> <p>SINGAPORE Sands Expo & Convention Centre</p>	<p>SIGEP WORLD</p> <p>The World Expo for Foodservice Excellence</p> <p>NEW</p> <p>OPENING DAYS Friday - Tuesday</p> <p>RIMINI, ITALY Expo Centre</p>	<p>BEER & FOOD ATTRACTION</p> <p>The Eating Out Experience Show</p> <p>YYY MIXOLOGY ATTRACTION</p> <p>The Fine Drinking Experience Show</p> <p>RIMINI, ITALY Expo Centre</p>

**BĒĒR &
FOOD**
ATTRACTION



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