

# BEER & FOOD ATTRACTION

THE EATING OUT EXPERIENCE SHOW

15-18  
FEBRUARY  
2020  
RIMINI EXPO  
CENTRE

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



simultaneously with

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

 **BBTech expo**  
THE PROFESSIONAL TRADE FAIR FOR BEER  
AND BEVERAGE TECHNOLOGIES



organized by

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

# BEER & FOOD

## ATTRACTION

15-18 FEBRUARY 2020  
RIMINI EXPO CENTRE

**Beer&Food Attraction** is the only event of its kind featuring the most comprehensive offer of beers, drinks, food and trends for the **OUT OF HOME** globally, in a single show.

Happening simultaneously with **BBTech expo** – the B2B expo of beers and beverage-related technology – it represents the entire beverage supply chain. The winning formula of a “**show within the show**” links together beverage producers with producers of raw materials, processing and packaging technologies.

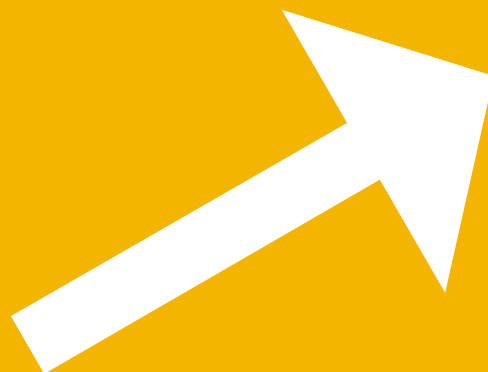


When it comes to Out Of Home eating and drinking, you will always find beer at the center of innovation.

Beer is a creative force that brings along new consumption styles and trends all the time. You can pair it with the most unusual of dishes and drinks and it will always know how to taste outstanding. And for great socializing, just add beer.



MORE THAN  
**32,000**  
VISITS  
**+ 40%**  
COMPARED TO 2018



# 5 REASONS TO BE THERE

- Present your products to an audience of over 32,000 professionals interested in the latest trends of the Out Of Home industry;
- Learn about the entire beverage chain, from distribution to consumption;
- Create your personal meeting schedule and meet with selected international top buyers at your stand;
- Find new potential clients, consolidate your existing relations and network with top players in the industry;
- Discover the latest industry novelties and trends by attending a rich program of events, workshops and conferences.

# 600 EXHIBITORS

FROM 11 COUNTRIES:  
ITALY, BELGIUM, SPAIN,  
GERMANY, AUSTRIA,  
POLAND, FRANCE,  
GREAT BRITAIN,  
CZECH REPUBLIC,  
UNITED STATES AND  
CANADA.

## WHO'S EXHIBITING

### BEERS AND DRINKS:

CRAFT BEERS / BREWERY'S SPECIALTIES / MINERAL WATERS / FRUIT JUICES / SOFT DRINKS / WINES AND ALCOHOLIC DRINKS.

**FOOD FOR THE HORECA:** FOOD SERVICE PRODUCTS / PIZZA / FROZEN FOODS / REGIONAL SPECIALTIES / FOOD SERVICE TECHNOLOGY / CONTRACT FURNITURE

## WHO'S VISITING

### VENUES AND CATERING:

RESTAURANTS / PIZZERIAS / BARS / PUBS / BREW PUBS / BEER SHOPS / CATERING CHAINS / FRANCHISES / HOTELS / WINERIES / SPECIALTY FOOD SHOPS / COLLECTIVE CATERING / CATERING COMPANIES

### DISTRIBUTION:

BEVERAGE WHOLESALERS / WHOLESALERS / CATERERS / IMPORT-EXPORT / CASH & CARRY / PURCHASING GROUPS / AGENTS & REPRESENTATIVES / LARGE-SCALE RETAIL TRADE

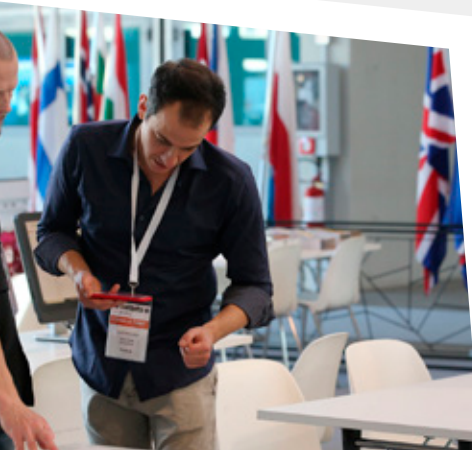
## INTERNATIONAL BUYERS

# 1,000

VISITS FROM INTERNATIONAL  
OPERATORS

# 1,047

MEETINGS WITH 120 TOP  
INTERNATIONAL BUYERS



# MORE THAN **100** EVENTS

INCLUDING TRAINING SESSIONS, WORKSHOPS,  
COMPETITIONS AND COOKING SHOWS

## COMPETITION

- 15<sup>TH</sup> “BIRRA DELL’ANNO” AWARD
- ITALIAN CUISINE CHAMPIONSHIP
- PIZZA ARENA - In partnership with **PIZZA & PASTA**
- INTERNATIONAL STREET FOOD CHAMPIONSHIP  
In collaboration with **NIPFOOD**



## ITALIAN CUISINE CHAMPIONSHIP

featuring

**1,500**  
PROFESSIONALS

**500**  
CHEFS



## 15<sup>TH</sup> “BIRRA DELL’ANNO”

(BEER OF THE YEAR AWARD)

AN INTERNATIONAL JURY PANEL INCLUDING  
**100** EXPERTS FROM ITALY, EUROPE AND USA,  
THE JUDGES VOTED ON:

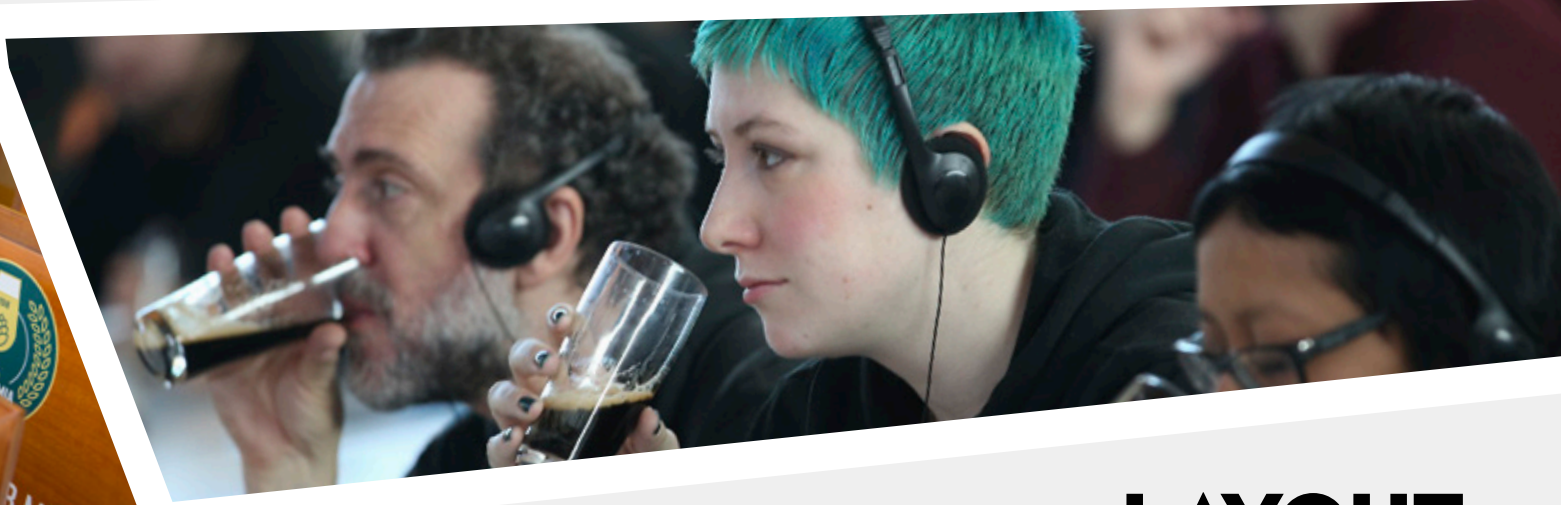
- **1,994**  
BEERS
- **327**  
PRODUCERS
- **41**  
CATEGORIES



# ACADEMY

- PRESENTATION OF NEW CONCEPTS AND CATERING FORMATS
- CONFERENCES AND SEMINARS

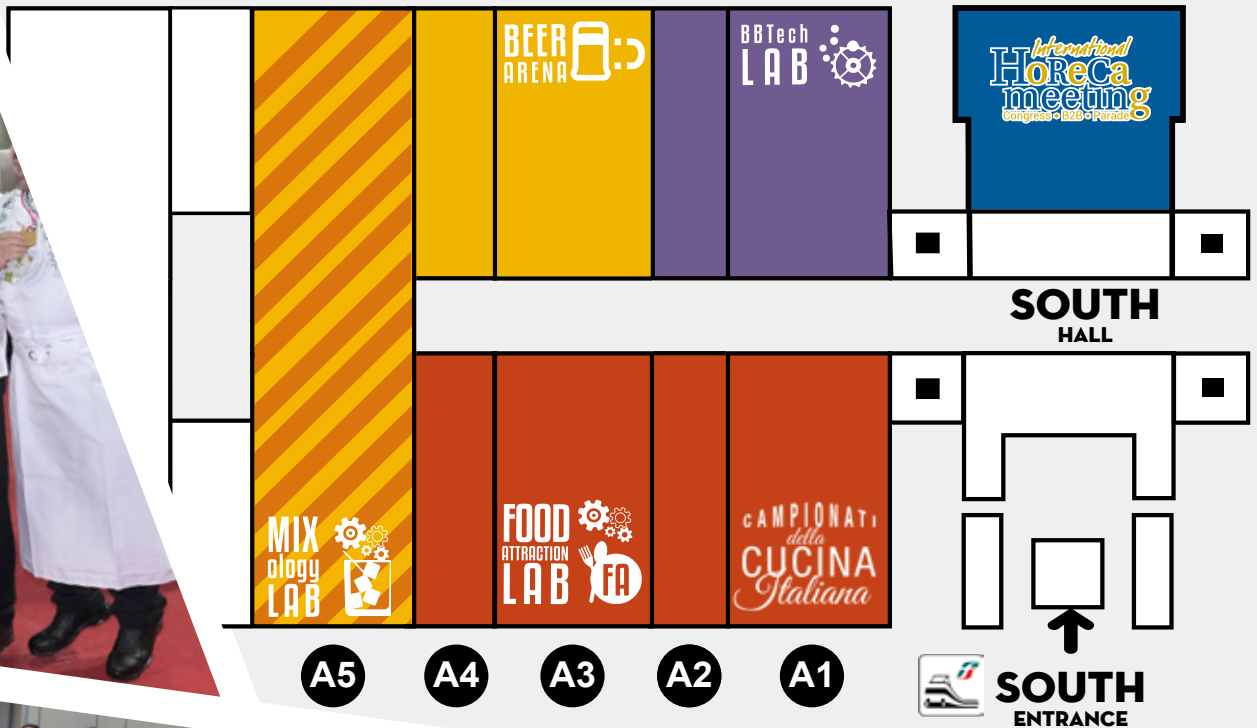
- TAPPING COURSES, TRAINING FOR BREWERIES PUBS AND BEER SHOPS
- TASTING COURSES
- MARKETING MICRO SESSIONS



# LAYOUT

BEER & BEVERAGE ■ FOOD ■ BBTECH EXPO ■ INTERNATIONAL HORECA MEETING ■

C5 C4 C3 C2 C1





**B&F**  
ATTRACTION

”

M. A. DESIDERIO  
DIRECTOR BUSINESS UNIT HORECA  
& SPIRITS - **COCA COLA HBC ITALIA**

“Beer&Food Attraction represents a debut for Coca-Cola HBC. We dedicated our stand to the art of mixology and there we will be introducing our Spirit products and premium tonics along with the 20cl Coca-Cola and Coca-Cola Zero glass bottle.”



# Mixology

Spotlight on **Mixology**, or the **art of creating innovative drinks using the most refined techniques**. Beer&Food Attraction brings mixed drinks, experimentation and extreme creativity to the fore. The future rules of this new art of beverage bring together cultures and experiences from all corners of the world to shape innovative cocktails and combinations. The latest trend for bartenders who love playing with flavours, textures, techniques and ingredients mediated by the world of cooking. **Mixology is pure experimentation.**

”

**BUYER**

VESA PELTOLA - DIRECTOR AND MANAGER  
**NOKIAN PANIMO OY - FINLAND**

“I did not expect Italy to have these many manufacturers of brewing technologies or that I could meet them all here. I was impressed by the quality of the breweries and beers exhibiting. You always find excellent beers paired with delicious food here.”

MARIA DIMOVA - OWNER,  
MANAGING DIRECTOR  
**1001 BEERS LTD - BULGARIA**

“The most important thing about the event is creating contacts. What struck me most is the way exhibitors talk about beer as their greatest passion. The event is very helpful for any type of company and an opportunity definitely not to be missed.”





”

PAOLO RIZZO  
SALES MANAGER ITALY  
PEPSICO

“Beer&Food Attraction is an opportunity to learn more about what goes on in the Out Of Home market.”



# International HoReCa meeting

Congress • B2B • Parade

**The International Horeca Meeting (IHM),** now in its ninth edition, is the large-scale event organised by **ITALGROB Federation** that brings together **all main players in the Horeca supply chain, from producers to distributors all the way to the points of consumption.**

International Horeca Meeting, which runs **simultaneously with Beer&Food Attraction,** brings **more than 1400 participants** to Rimini with distribution firms (850 visitors in total, comprising company owners and collaborators), **320 vendors and 300 managers of manufacturing firms supplying goods and services to the ‘eating out’ market.**



”

FABIANA MARCHINI  
CATEGORIES & CHANNELS  
SALES DEVELOPMENT  
SAN PELLEGRINO SPA

“We are here to introduce our ‘juggling clubs’, the carbonated soft drinks that we are relaunching here many years later, also in the new organic range. We are also presenting other highly innovative products such as the Levissima water with added mineral salts and the new Pago organic range.”

# BEER&FOOD ATTRACTION COMMUNITY



**MARINA CANDELLARI - MARKETING DIRECTOR GRECI**

“It’s our first time exhibiting at Beer&Food Attraction. Taking part in this event brought us new contacts from all over Italy and abroad. We also reached a number of international top buyers.”



**LORENZO BOSSI  
JUNIOR BRAND  
MANAGER  
RADEBERGER**

“Beer&Food Attraction gives us excellent exposure and access to Italian professional operatives and a number of international buyers.”

**LUCA GIARDELLO  
MANAGING DIRECTOR - WARSTEINER**

“Beer&Food Attraction is today the most important trade fair in the world of brewery and we are very happy to be part of it. The combination of food and beers represents a significant trend in the HoReCa sector.”

**ADAM DULYE - EXECUTIVE CHEF  
BREWERS ASSOCIATION**

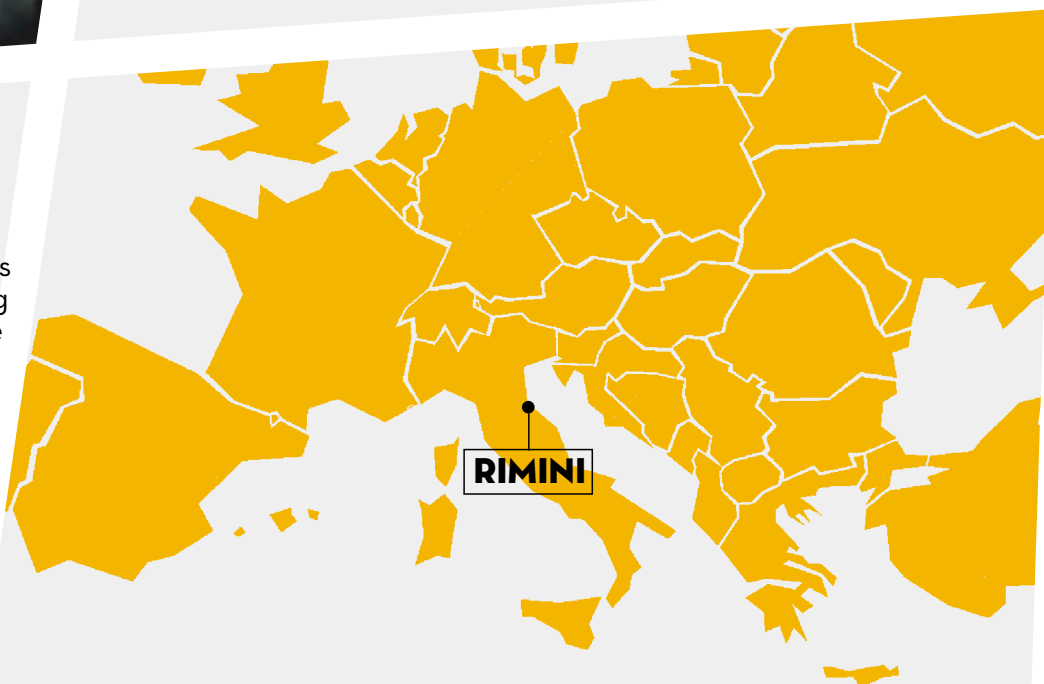
“It’s nice to see the Italian independent craft brewers gather at Beer&Food Attraction, also with visitors from all continents who come here to explore the latest novelties in the food & beverage sector, with beers from all over the world.”

**ALESSANDRO GOLINUCCI  
MARKETING DIVISION  
OROGEL**

“We noticed a huge turnout at Beer&Food Attraction and made some very important contacts with international buyers. It’s a unique opportunity to show who we are and get in touch with our audience.”

**ANDREA BAGLI  
BREWERY MANAGER  
BIRRA AMARCORD**

“Beer&Food Attraction has the significant role of taking a high-res snapshot of the Out Of Home market.”



**CONTACT  
THE TEAM OF  
BEER&FOOD  
ATTRACTION**

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in collaboration with



with the patronage media partner

