






Beer and Food Attraction

18 / 19 / 20 FEBRUARY

Legend

-  BBtech
-  Beer&Food Experience
-  Beverage
-  Food
-  Opening

SUNDAY 18 FEBRUARY

SUNDAY 18
FEBRUARY

10:00 -
12:30

Sala Abete - Pad.
A7/C7

Beverage
Talk
[Click here](#)

The new UnionBirrai Education - Presentation Didactic Reform



RENATO NESI

Referent for UBT (UnionBirrai Beer Tasters) in Tuscany and Trentino-Alto Adige

organized by UnionBirrai

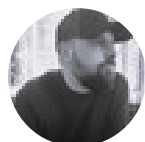
Sul palco:

- Renato Nesi - Coordinatore Riforma Didattica Unionbirrai
- Alessio Facchini - Comitato Corsi e Concorsi Unionbirrai
- Casati Luca - Referente Nazionale UBT



ALESSIO FACCHINI

Committee Courses and Competitions UnionBirrai



LUCA CASATI

UBT National Referent

SUNDAY 18
FEBRUARY

10:00 -
18:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Culinary Championships - Best Student Hotelier Institutes.

organized by FIC - Federazione Italiana Cuochi

National final in which all enrolled third-, fourth- and fifth-year pupils in the food and wine - cooking sector who have passed the regional selections participate. Compulsory element the use of Icelandic cod.

SUNDAY 18
FEBRUARY

10:00 -
18:00

Pizza Arena - Pav.
A1/A2
Competitions
[Click here](#)

Pizza Senza Frontiere - World Pizza Champion Games

organized by Ristorazione Italiana Magazine

SUNDAY 18
FEBRUARY

10:00 -
18:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Hot Cooking K1 Singles Area

organized by FIC - Federazione Italiana Cuochi

Each participant must present a "Starter." The use of: Fontina DOP Alpeggio as the star of the dish. The starter must make the most of the use of Fontina. Presentation must be "on the plate" and in individual portions. In the K1 Hot Cuisine Competition, all preparations must be eff carried out in the workshops inside the Exhibition Center..

SUNDAY 18
FEBRUARY

10:00 -
18:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Best Lady Chef

organized by FIC - Federazione Italiana Cuochi

National finals of the "Best Professional Lady Chef Trophy" single category "Hot Cooking." The tomato in its endless culinary variations, this is the theme

SUNDAY 18
FEBRUARY

10:00 -
18:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Hot Cooking Teams Area

organized by FIC - Federazione Italiana Cuochi

In the laboratories of the FIC Arena, for three days, four Regional and/or Provincial Teams will each prepare 40 competition menus. The excellence of our territories processed and served in the Italian Taste Restaurant.

SUNDAY 18
FEBRUARY

10:00 -
18:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Street Food

organized by FIC - Federazione Italiana Cuochi

Each team must present a street food preparation with elements that lead back to a typical area or a street food that is famous in their area, the preparation must then have technical characteristics that can be traced back to professional catering.

SUNDAY 18
FEBRUARY

10:00 -
18:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Special Youths

organized by FIC - Federazione Italiana Cuochi

On stage, hot cooking, with teams consisting of two students, assisted by a tutor. An experience to challenge oneself. Event assisted by the FIC Emergency Solidarity Department.

SUNDAY 18
FEBRUARY

11:00 -
12:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

Tasting of typical Ecuador drinks

In collaboration with ProEcuador & IILA - Organizzazione Italo Latino Americana

SUNDAY 18
FEBRUARY

11:00 -
12:00

Beer&Tech Arena
- Hall A7/C7

Beer&Food
Experience
Talk
[Click here](#)

The construction of a menu combined with 3 innovative beers: organic, gluten free, alcohol free. A sensory tasting path through the use of powders and gels.



ANGELO BISCOTTI
Executive Chef and teacher at CAST
Alimenti

**organized by CAST Alimenti and
Unionbirrai**



ALFONSO DEL FORNO
UBT - Unionbirrai Beer Taster

SUNDAY 18
FEBRUARY

11:30 -
12:00

Horeca Arena,
Pad. A6
Talk
[Click here](#)

Opening Beer&Food Attraction & BBTech Expo - The Out Of Home evolution and the new consumption trends

organized by Italian Exhibition Group

SUNDAY 18
FEBRUARY

11:40 -
12:20

FIC Arena - Pad. A3

Talk

[Click here](#)

INtuition - the value of sharing in food service and the role of young people



FRANCESCO ORSI

*Vincitore Contest Miglior Allievo
edizione 2023*

**organized by FIC - Federazione
Italiana Cuochi**



IORELLA GUADAGNI

Vice Rector San Raffaele



MARIO RAGONA

Director Scuola Tessieri

ARIANNA PALAZZINI

Social media Marketing CastAlimenti

SUNDAY 18
FEBRUARY

12:00 -
13:00

Mixology Circus -
Pav. C1

Beverage
Masterclass

[Click here](#)

Is it fair to drink negroni at the aperitif?

organized by Fusetti

Bitter is not just an aperitif ingredient, but much more. Let's open our eyes, we know this product well. We are not sheep, we use the bitter in a mixing at 360°s.

SUNDAY 18
FEBRUARY

12:15 -
12:45

Beer&Tech Arena
- Hall A7/C7

Beer&Food
Experience
Talk

[Click here](#)

Discover American Craft Beer Tasting

organized by Brewers Association

The Brewers Association is an organization of brewers, for brewers and by brewers. More than 5,600 US brewery members and 37,000 members of the American Homebrewers Association are joined by members of the allied trade, beer distributors, individuals, other associate members and the Brewers Association staff to make up the Brewers Association.

Speakers:

- Steve Grossman, Brewery Ambassador, Sierra Nevada Brewing Co
- Steve & Leslie Kaczeus, Brewer & Co-Owner, Bootstrap Brewing
- Jesse Kercheval, International Business Development Manager, CANarchy

- Chantal Melton, VP of Sales, AleSmith Brewing Company
- Bill & Michelle Tressler, CEO & CSO, Co-Founders, Hinterland Brewery
- Kerrie Stacks, co-owner, The Bold Mariner Brewing Company
- Chad Pieper, Export Development Manager, Upslope Brewing Co.
- Chris Smith, Co-owner & Founder, The Virginia Beer Company

SUNDAY 18
FEBRUARY

12:30 -
13:20

Sala Tiglio - Pad.
A6

Beverage

Talk

[Click here](#)

Italian Craft Beer Conference - Make your choice for wheat beers



GILLES GOEMAERE

Technical Sales Support - Fermentis®

organized by Unionbirrai

SUNDAY 18
FEBRUARY

13:00 -
13:30

Beer&Tech Arena
- Hall A7/C7

**Beer&Food
Experience**

Talk

[Click here](#)

Brewery chains: the factors of success



TEO MUSSO

Founder Baladin

organized by Food Service - Editor Food



PIETRO NICASTRO

Founder & CEO, Lowengrube



PIERPAOLO COLI

Head of Franchising Doppio Malto

There is a growing and multiplying number of beer-related venues, presenting themselves with diversified concepts and offers, focusing on brand identity, franchise and, in many cases, combining the atmosphere of a traditional pub with the passion and hospitality of a craft brewery. Food Service focuses on the factors that are determining the success of these formats.

SUNDAY 18
FEBRUARY

13:00 -
14:00

Mixology Circus -
Pav. C1

Beverage

Masterclass

[Click here](#)

The Bar as part of the society

organized by The Bar In Front Of The Bar (Athens)

<https://www.beerandfoodattraction.it/eventi/mixology-circus/the-bar-in-front-of-the-bar>

SUNDAY 18
FEBRUARY

14:00 -
15:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

Masterclass Gucci Giardino 25

organized by Gucci Giardino 25 (Florence)

<https://www.beerandfoodattraction.it/eventi/mixology-circus/gucci-giardino-25>

SUNDAY 18
FEBRUARY

14:00 -
16:00

Beer&Tech Arena
- Hall A7/C7

Beer&Food
Experience
Award Ceremony
[Click here](#)

Beer of the Year Award

organized by UnionBirrai

Also returns in the 2024 edition of the longest-awaited brewing competition in Italy: the Beer of the Year Award. The competition, organized by Unionbirrai, rewards the best craft beers and crowns the best Italian craft brewery of the year. Expert tasters, coming from abroad and from all over Italy, will gather around the tables for blind tastings that will decide the podiums of the 2024 edition of the competition between craft beers registered in 45 different categories. All information about the competition is available on [Beer of the Year Award \(beerandfoodattraction.it\)](https://www.beerandfoodattraction.it)

SUNDAY 18
FEBRUARY

14:30 -
15:00

Horeca Arena,
Pad. A6

Beverage
Talk
[Click here](#)

Let's talk about it together over a Coffee

organized by Italgrab

An informal meeting with three industry managers to discuss market performance. The managers will analyze the criticalities and opportunities of their product categories and share how they are preparing to face the new year.

SUNDAY 18
FEBRUARY

15:00 -
16:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

Bar Side Of The Moon

organized by Drink Kong (Rome)

The Bar as prism and kaleidoscope of life.

<https://www.beerandfoodattraction.it/eventi/mixology-circus/drink-kong>

SUNDAY 18
FEBRUARY

15:00 -
16:00

Horeca Arena,
Pad. A6

Beverage
Talk
[Click here](#)

Zero-impact Horeca: strategies and success stories for a long-term sustainability..



FABIO IANDOLO

CEO & co-founder at FOURGREEN Srl



UMBERTO NAPOLI

*Chief Operating Officer & CoFounder
Fourgreen Srl*



ANTONIO CIVITA

*Founder & CEO Panino Giusto Benefit
Company; Vice President of UBRI*



MARCO PESARESI

*General Manager Ferrarelle Benefit
Company*

organized by Italgrob

At the 13th edition of IHM, we return to talk about a theme that is and will increasingly be at the heart of the strategies of the Horeca stakeholders: sustainability. The various actors of the supply chain are starting a confrontation, aware of the urgency to face a problem that demands joint initiatives between the various actors of the Horeca ecosystem, where "sustainability" cannot be compartmentalized. An effective commitment to the least possible environmental impact of the consumption sector outside the home, starting from producers to ending consumption in premises, requires broader and more effective

collaboration between the various actors of the ecosystem. And that's the challenge of challenges. A challenge that the Horeca community, considering its fundamental role in the socio-economic context, cannot avoid.

SUNDAY 18
FEBRUARY

16:00 -
17:00

Horeca Arena,
Pad. A6

Beverage
Talk
[Click here](#)

Point of use market VS Mineral Water, an increasingly accentuated hybridization on the Horeca market: what prospects, what solutions?



ANTONIO FARALLA

Formind President and CEO



ANDREA MARINO

*Sales Manager Ferrarelle Benefit
corporation*



ANTONIO BIELLA

General Manager Acqua San Bernardo

organized by Italgrob

**VINCENZO TUNDO**

*Commercial Director and Marketing
Acqua San Benedetto*

**ALESSANDRO CAPUANO**

Director of the DI.AL consortium

Mains water served in restaurants: a phenomenon that producers and distributors of mineral water are called to examine with the utmost attention, considering the importance of the mineral water category in outside-home consumption. The roundtable, "**Point of use market VS Mineral Water: an increasingly accentuated hybridization in the Horeca channel: what prospects, what solutions?**" will discuss the issue.

This discussion will involve

manufacturers of major Italian industries and representatives of distribution. The aim is to launch joint actions to stem the phenomenon, starting from the evidence that emerged from the systematic survey of this market carried out by Formind, a partner of Italgrob. The market of 2023 will be compared with that of 2018.

SUNDAY 18
FEBRUARY

16:00 -
17:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

Taste Rebirth: a Masterclass with products by Ballor 1856

organized by Ballor 1856

The return of the brand that has marked a friendship and an era in an exclusive masterclass during which you can taste the products of the new range: Ballor Gin, Ballor Vermouth and Ballor 100

SUNDAY 18
FEBRUARY

16:30 -
17:30

Beer&Tech Arena
- Hall A7/C7

Talk
[Click here](#)

Digital Innovation in Food Service

**PIETRO NICASTRO**

Founder & CEO, Lowengrube

**MICHELE MANNARA**

COO I Love Poke

**RICCARDO PETRANTONI**

Managing Director, A4D

Promoted by Angi - Associazione Nazionale Giovani Innovatori in collaboration with Appetite for Disruption

**CHIARA D'ANGELI***Digital Marketing Specialist, Surgital***STEFANO ROSSI***Business Development Director, Axon
Micarelec***GABRIELE FERRIERI***President ANGI - Associazione Nazionale
Giovani Innovatori*

The panel will delve into digital and technological innovation, exploring the numerous opportunities for growth in the Food Service sector. The goal will be to prioritize the consumer experience, placing it at the heart of this path of development. The thorough analysis of emerging challenges and perspectives will enable the outline of effective strategies to capitalize on the new digital and technological frontiers in the context of Food Service.

SUNDAY 18
FEBRUARY

17:00 -
17:45

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

May the knowledge be with you

organized by Cloakstudios (Treviso)

Mixing has made more progress in the last ten years than in the previous hundred. Keeping up with the times is no longer enough. Projecting oneself into the future, living in the present, leads to constant innovation. Is study and talent enough or is it just presumption?

<https://www.beerandfoodattraction.it/eventi/mixology-circus/cloakroom-cocktail-lab>

MONDAY 19 FEBRUARY

MONDAY 19
FEBRUARY

10:00 -
18:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Mystery Box

organized by FIC - Federazione Italiana Cuochi

In this competition, surprise ingredients of Italian Tradition. On stage, knockout clashes between teams, composed of a senior and junior professional, committed to promoting the values of Italian cuisine.

MONDAY 19
FEBRUARY

10:00 -
18:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Street Food

organized by FIC - Federazione Italiana Cuochi

Each team must present a street food preparation with elements that lead back to a typical area or a street food that is famous in their area, the preparation must then have technical characteristics that can be traced back to professional catering.

MONDAY 19
FEBRUARY

10:00 -
18:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Vegan Hot Cooking K3

organized by FIC - Federazione Italiana Cuochi

In this competition, each participant must submit a Starter or Main Course of his or her choice, with products that do not contain animal products and their derivatives.

MONDAY 19
FEBRUARY

10:00 -
18:00

Pizza Arena - Pav.
A1/A2
Competitions
[Click here](#)

Pizza Senza Frontiere - World Pizza Champion Games

organized by Ristorazione Italiana Magazine

MONDAY 19
FEBRUARY

10:00 -
18:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - K2 Catering Pastries

organized by FIC - Federazione Italiana Cuochi

In this competition, each participant must present a catering cheesecake that must consist of one main piece (the "Philadelphia Professional" cheese-based cake) which can be enriched with other ingredients such as any fruit, sauce and decoration.

MONDAY 19
FEBRUARY

10:30 -
11:00

Beer&Tech Arena
- Hall A7/C7

BBtech
Talk
[Click here](#)

New techniques of hops and biotransformation in the production of craft beer



PAOLO PASSAGHE
*PhD in Food Quality Control and
Management and PhD in Food Science*

organized by University of Udine



STEFANO BUIATTI
*Professor of Brewing Science &
Technology at the University of Udine*

MONDAY 19
FEBRUARY

10:30 -
11:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

The science of long drinks

organized by George Bagos - Three Cents

George Bagos, the founder of Three Cents, takes us through the history of tonics and the perfect science of creating cocktails of the highest quality.

MONDAY 19
FEBRUARY

10:30 -
11:20

Sala Tiglio - Pad.
A6

Beverage
Talk
[Click here](#)

Italian Craft Beer Conference - Malt analysis and impact of other cereals on beer quality



YAHIA CHABANE
Malt & Beer Craft manager - BoortMalt

organized by Unionbirrai

MONDAY 19
FEBRUARY

10:30 -
13:00

Sala Neri - Hall Sud

Beverage
Congress
[Click here](#)

The congress of the HoReCa

organized by Italgrob



ANTONIO PORTACCIO
Italgrob President



CORRADO PERABONI
CEO Italian Exhibition Group



SEN. ALESSANDRO MORELLI
*Sottosegretario di Stato alla Presidenza
del Consiglio dei Ministri*



ADRIANO BORDIGNON
*President Forum delle associazioni
familiari*



GIAN CARLO BLANGIARDO
Past President ISTAT



FRANCESCO MAIETTA
Head of Social Policies for Censis



ALFREDO PRATOLONGO
Assobirra President



ENRICO ZOPPAS
Mineracqua President



GIANGIACOMO PIERINI
Assobibe President



PAOLO PETRECCA
Director of Rai News 24

MONDAY 19
FEBRUARY

11:00 -
12:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

The importance of the concept behind the drink card



OSCAR QUAGLIARINI
Award-winning bartender

organized by Oscar Quagliarini

MONDAY 19
FEBRUARY

11:15 -
11:45

Beer&Tech Arena
- Hall A7/C7

BBtech
Talk
[Click here](#)

Scientific and technical communication in the Italian beer ecosystem



GIUSEPPE PERRETTI
*Technical-Scientific Consultant of Birra
1851 Agricultural Passion*

**organized by Imbottigliamento -
Editor Tecniche Nuove**

The resilience of the national brewery ecosystem, despite international crises and financial crises, once again demonstrates the interest for the operators. Breweries, plant manufacturers, suppliers of raw materials and services are still very careful to seize the opportunities of the Italian and international markets through export.

MONDAY 19
FEBRUARY

11:30 -
12:20

Sala Tiglio - Pad.
A6

Beverage
Talk
[Click here](#)

Italian Craft Beer Conference - Process optimization and sustainability - technological and biotechnological solutions



GIANMARIA RICCIARDI
*Technical Sales Manager Italy, Slovenia,
Greece, Spain & Portugal - Lallemand*

organized by Unionbirrai

MONDAY 19
FEBRUARY

11:30 -
12:30

FIC Arena - Pad. A3
Talk
[Click here](#)

INnovation - artificial intelligence at the service of the Chef



CARLO BRESCIANI
*President FIC promotion and owner of
Antica Cascina San Zago*

**organized by FIC - Federazione
Italiana Cuochi**

**LEONARDO OLIVITO**

Expert journalist on digital communication and policy

**FRANCESCO MARCANTONI**

Metaverse and virtual reality expert

**LUCIO PASCARELLI**

AI Strategy Expert of Cast Alimenti

MONDAY 19
FEBRUARY

11:30 -
13:00

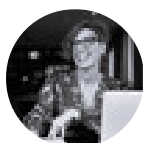
Sala Cedro - Pav.
C7

**Beer&Food
Experience**
[Click here](#)

PowerHop: Hops to the Nth Power

**MICHELA NATI**

Agricultural entrepreneur of the Bellavista Society

**PAOLA DI GIAMBATTISTA**

The healthy food specialist Nutritional kitchen consultant expert in Nutraceuticals

**ELENI PISANO**

Food Manager, Beer specialist/writer and communication systems

**EMY BASILE**

Pastry Chef by Passion, Chocolate Artist

**KATYA CARBONE**

Researcher at CREA

organized by Il Giardino delle Luppole

Innovation project activated with the support and contribution of the Emilia Romagna Region through the RDP 2014-2020 - Type of operation 16.2.01 Focus 3A

MONDAY 19
FEBRUARY

12:00 -
12:30

Beer&Tech Arena
- Hall A7/C7

**Beer&Food
Experience**
Talk
[Click here](#)

The European brewing sector – state-of-play and perspectives



MAT HIEU SCHNEIDER
Project Director at The Brewers of Europe

organized by The Brewers of Europe

Uniting 29 national associations,
The Brewers of Europe provides a

voice in Brussels to promote beer and represent the interests of Europe's 10,000+ breweries.

Mathieu Schneider, Project Director at The Brewers of Europe, will present the current state-of-play of the European brewing sector (trends, challenges, solutions) as well as the upcoming perspectives, notably in view of the global and European political landscape, consumer trends and the upcoming (6-9 June) European elections that will impact the next 5 years.

MONDAY 19
FEBRUARY

12:00 -
13:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

High affluence, high quality: a guide for performance in street bars

organized by Ruggine (Bologna)

An in-depth immersion in the art of managing a street bar in high-turnout contexts without compromising the quality of service. We explore innovative and practical strategies to maintain impeccable quality standards, overcoming the challenges of speed of execution. We analyze together how to optimize operations, engage staff and deliver a unique customer experience, transforming daily challenges into opportunities for excellence and innovation.

<https://www.beerandfoodattraction.it/eventi/mixology-circus/ruggine>

MONDAY 19
FEBRUARY

12:30 -
13:20

Sala Tiglio - Pad.
A6

Beverage
Talk
[Click here](#)

Italian Craft Beer Conference - Brewing with YCH 702 - A new flowable hop extract



KACPER KULPA
Brewing Innovations team - Yakima Chief Hops

organized by Unionbirrai

MONDAY 19
FEBRUARY

13:00 -
13:30

Beer&Tech Arena
- Hall A7/C7

**Beer&Food
Experience**
Talk
[Click here](#)

Regional Breweries: ideas and reflections



MATTEO BARTOLINI
*CIA Agricoltori italiani National Vice
President*



MATTEO RANCAN
Regional Councillor Emilia-Romagna



SILVIO MENGHINI
*Professor of Agro-Food Marketing
University of Florence*



FRANCESCA MARCHETTI
Regional Councillor Emilia-Romagna



ANDREA SONCINI
Unionbirrai Councillor



FEDERICO BIANCO
*Birrificio Bellazzi, Ub Emilia-Romagna
referent*

organized by UnionBirrai

Featuring:

- Matteo Bartolini, CIA-Agricoltori italiani National Vice President
- Matteo Rancan, consigliere regionale ER primo firmatario proposta di legge sulla Birra Artigianale in ER
- Francesca Marchetti, primo relatore della proposta di legge sulla Birra Artigianale in ER
- Silvio Menghini, ObiArt Osservatorio Birre Artigianali, Università di Firenze
- Federico Bianco, Birrificio Bellazzi, referente Ub Emilia Romagna
- Moderatore: Andrea Soncini, Consigliere Unionbirrai

MONDAY 19
FEBRUARY

13:00 -
14:00

Mixology Circus -
Pav. C1

**Beverage
Masterclass**
[Click here](#)

Ron Barcelò: story of a Dominican experience



DOMENICO DITRIZIO
*Trade Marketing Premium Spirits
Specialist Coca-Cola HBC Italia*

organized by Ron Barcelò

During the masterclass, the speaker Domenico Ditrizio, who deals with Trade Marketing Premium Spirits at

Coca-Cola HBC Italy, a great fan of Ron Barceló and with an experience of over 10 in the Premium Spirits industry, will present the company and the Ron Barceló brand products.

Ron Barceló is the first and only carbon neutral Dominican company, and the wide product portfolio, which meets all customer needs, from line mixology to super premium products. Together with Domenico we will discover the most famous products of Ron Barceló and the latest news launched on the Italian market.

MONDAY 19
FEBRUARY

13:30 -
14:20

Sala Tiglio - Pad.
A6

Beverage

Talk

[Click here](#)

Italian Craft Beer Conference - Showcase of Hops Grand Cru new harvest



EUGENIO PELLICCIARI

Italian Hops Company

organized by Unionbirrai



ALESSANDRA AGRESTINI

*Brewing consultant and populizer -
Italian Hops Company*

MONDAY 19
FEBRUARY

13:50 -
14:20

FIC Arena - Pad. A3
Show Cooking

[Click here](#)

Cooking show



ANGELO BISCOTTI

*Executive Chef and teacher at CAST
Alimenti*

**organized by FIC - Federazione
Italiana Cuochi**

LUCA SAMMARCO

Executive Chef Cucina Centrale Didattica CAST

MONDAY 19
FEBRUARY

14:00 -
15:00

Mixology Circus -
Pav. C1

Beverage

Masterclass

[Click here](#)

London Dry vs. other production methods. Who is the best?



VANESSA PIROMALLO

Co-Founder That's The Spirit

organized by That's The Spirit



MARCO BERTONCINI

Co-Founder That's The Spirit

MONDAY 19
FEBRUARY

14:15 -
14:45

Beer&Tech Arena
- Hall A7/C7

**Beer&Food
Experience**
Talk
[Click here](#)

Beer vs wine: two didactic styles in comparison



MAURO PELLEGRINI
Unione Degustatori Birre President

**organized by Unione Degustatori
Birre**



LORENZO DABOVE
*International taster and judge.
President of Technical-Scientific
Committee at Career Academy of
Padova*



VITTORIO MORELLI
AIS Sommelier; UDB Professor

MONDAY 19
FEBRUARY

14:30 -
15:00

Horeca Arena,
Pad. A6

Beverage
Talk
[Click here](#)

A changing world: The phenomenon of drinking free and low alcohol.



FRANCESCA BENINI
*Cantine Riunite Sales & Marketing
Director*

organized by Italgrob



PAOLA GIACCHERO
*ADHOR President & ITALGROB
counselor*



SERENA SAVOCA
Marketing Director, Carlsberg Italia

Alcohol-free drinking is a fast-growing market worth over \$12 billion with double-digit growth rates predicted in the coming years, according to the International Wine & Spirits Research (IWSR). This world is changing primarily due to two reasons: health and functionality. People are limiting their alcohol intake to avoid damage to their bodies or because they are tired, have work to do, or have to drive. **How do key producers such**

as beer and wine prepare for this phenomenon? A phenomenon that also involves beverage distribution that would see volumes of premium products take the path of low and free alcohol and therefore lose economic value. A change that is also a challenge that presents opportunities: new targets, new opportunities for consumption, and maybe even more consumption?

MONDAY 19
FEBRUARY

14:30 -
15:20

Sala Tiglio - Pad.
A6

Beverage

Talk

[Click here](#)

Italian Craft Beer Conference - The importance of foam in beer and the improvement of its stability



ALIRIO CALDERA

Brewing Expert - Weyermann®

organized by UnionBirrai

MONDAY 19
FEBRUARY

15:00 -
15:40

FIC Arena - Pad. A3

Talk

[Click here](#)

Commercial Restaurant in Italy: overview and trends

organized by Confimprese

MONDAY 19
FEBRUARY

15:00 -
16:00

Ravezzi Room

Beverage

Talk

[Click here](#)

The relationship between distributors and customers in Horeca. Presentation of a survey



LUCIANO SBRAGA

Deputy director of FIPE

organized by Cateringross



ROCCO POZZULO

FIC President



ANDREA MARCHI

Cateringross President



LUIGI FRANCHI

Director of Sala&Cucina

MONDAY 19
FEBRUARY

15:00 -
16:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

Schweppes Masterclass - Federico Buffa meets Yuri Gelmini accompanied by Schweppes Selection bubbles

organized by Karisma Communication

MONDAY 19
FEBRUARY

15:00 -
16:00

Beer&Tech Arena
- Hall A7/C7

Beer&Food
Experience
Award Ceremony
[Click here](#)

Pub&Friends Awards Ceremony 2024

organized by Dammiunabirra.it

Pub&Friends Awards is a national award promoted by Dammiunabirra.it dedicated to the most active clubs on social media, which have proven to use digital communication successfully. Dammiunabirra.it is a digital place created by Silvano Rusmini dedicated to the excellence of beer and everything that revolves around beer and the places where you drink it, and is a site that aims to spread the culture of beer to 360. In the current digital age, social media is an effective tool to connect people, share experiences and promote business. The 100 Pubs selected on the national territory have taken this opportunity and have demonstrated an extraordinary commitment to interact with their customers through engaging content and online interactions.

In addition to 100 local, Dammiunabirra.it has decided to reward also 20 food & beverage wholesalers for the commitment shown in social communication in a sector that still has a long way to go.

MONDAY 19
FEBRUARY

15:30 -
16:00

Horeca Arena,
Pad. A6

Beverage
Talk
[Click here](#)

Presentation Students of the 9th Master Sales & Account Management

organized by Italgrob; Organised by Luiss Business School with the contribution of AFDB.

MONDAY 19
FEBRUARY

15:30 -
16:20

Sala Tiglio - Pad.
A6

Beverage
Talk
[Click here](#)

Italian Craft Beer Conference - The insight of primary and secondary gushing by a maltster



KARL DINGEMANS
Maltster - Mouterij Dingemans

organized by UnionBirrai

Karl Dingemans, Maltster

MONDAY 19
FEBRUARY

16:00 -
17:00

Horeca Arena,
Pad. A6

Beverage
Talk
[Click here](#)

Artificial intelligence, technical tests for the future of Horeca distribution



DOMENICO APICELLA
GBI Journalist

**organized by GBI Magazine, in
collaboration with Italgrob**



EMANUELE FRONTONI
*Professor of Computer Science at the
University of Macerata and co-director
of VRAI Vision Robotics & Artificial
Intelligence Lab*



FEBO LEONDINI
AFDB President



GIOVANNI MARCO ESPOSITO
Sales manager Partesa S.r.l

MONDAY 19
FEBRUARY

16:00 -
17:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

Edible Ice... cost or added value?

organized by FREDD

Ice is a key ingredient for all barmen and bartenders, however, it is often taken for granted and forgotten. At Fredd, as producers, we are well aware of its importance and will guide you through an engaging masterclass, which will focus on three main topics: how to avoid ice waste? Which format should I use? How to recognize the quality?

Our speakers will answer these questions, offering a general overview and some concrete solutions to the most common situations... No cubes will go unnoticed.

MONDAY 19
FEBRUARY

16:15 -
16:45

Beer&Tech Arena
- Hall A7/C7

Talk

[Click here](#)

We eat what we are. The centrality of the relationship with food in the era of social media

ROBERTO SANTARELLI

Tuttopress Editrice s.r.l.

organized by Cooperativa Italiana Catering

MANOLA SCOMPARIN

Cooperativa Italiana Catering

MONDAY 19
FEBRUARY

16:30 -
17:20

Sala Tiglio - Pad.
A6

Beverage

Talk

[Click here](#)

Italian Craft Beer Conference - Managing hops in low alcohol beers - Practical examples



ENRICO PRENNI

Territory Sales manager Italy, Slovenia, Croatia, Slovakia, Hungary, Romania, Bulgaria - Barth Haas

organized by UnionBirrai

MONDAY 19
FEBRUARY

17:00 -
18:00

Mixology Circus -
Pav. C1

Beverage

Masterclass

[Click here](#)

The Freni's Way

organized by Freni e Frizioni (Rome)

From a mechanic's shop to...

<https://www.beerandfoodattraction.it/eventi/mixology-circus/freni-e-frizioni>

MONDAY 19
FEBRUARY

17:00 -
18:00

Beer&Tech Arena
- Hall A7/C7

**Beer&Food
Experience**

Award Ceremony

[Click here](#)

Beer Academy Award

organized by Il Mondo della Birra

TUESDAY 20 FEBRUARY

TUESDAY 20
FEBRUARY

10:00 -
15:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Street Food

organized by FIC - Federazione Italiana Cuochi

Each team must present a street food preparation with elements that lead back to a typical area or a street food that is famous in their area, the preparation must then have technical characteristics that can be traced back to professional catering.

TUESDAY 20
FEBRUARY

10:00 -
15:00

Pizza Arena - Pav.
A1/A2
Competitions
[Click here](#)

Pizza Senza Frontiere - World Pizza Champion Games

organized by Ristorazione Italiana Magazine

TUESDAY 20
FEBRUARY

10:00 -
15:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Mystery Box

organized by FIC - Federazione Italiana Cuochi

In this competition, surprise ingredients of Italian Tradition. On stage, knockout clashes between teams, composed of a senior and junior professional, committed to promoting the values of Italian cuisine.

TUESDAY 20
FEBRUARY

10:00 -
15:00

FIC Arena - Pad. A3
Competitions
[Click here](#)

Italian Cooking Championships - Vegan Hot Cooking K3

organized by FIC - Federazione Italiana Cuochi

In this competition, each participant must submit a Starter or Main Course of his or her choice, with products that do not contain animal products and their derivatives.

TUESDAY 20
FEBRUARY

10:30 -
11:20

Sala Tiglio - Pad.
A6

Beverage
Talk
[Click here](#)

Italian Craft Beer Conference - The curious case of Cask Conditioned Ale



ADAM JOHNSON
European Technical Sales -
Murphy&Son

organized by UnionBirrai

TUESDAY 20
FEBRUARY

10:30 -
11:30

Beer&Tech Arena
- Hall A7/C7

Beer&Food
Experience
Award Ceremony
[Click here](#)

Innovation & Start UP Awards

organized by Italian Exhibition Group e ANGI - Associazione Nazionale Giovani Innovatori

All exhibiting companies can get involved and participate in a real competition, the Innovation Award Beer&Food Attraction 2024 that will award, after a selection of the Evaluation Committee, the 5 most innovative projects at the exhibition in the following categories:

- **Innovative Product:** products and/or services that introduce innovative concepts or ideas in the food, beverage or related technologies;
- **Sustainability:** products and/or services that reduce the environmental impact during production, use or disposal;
- **Digital Innovation:** products and/or services using cutting-edge digital technologies that improve operational efficiency, and consumer experience or create new business models;
- **Labeling:** a quality drink deserves a label of quality, sustainable and that conveys a message "from the first glance".
- **Packaging:** Creative, sustainable and efficient packaging solutions that improve product retention, reduce waste, or provide a more practical and environmentally friendly experience for consumers

Beer&Food Attraction aims to expand the physical and digital presence of innovative projects and solidify its role as an incubator. It achieves this by reconfirming the Start-up area and Innovation, which creates new business opportunities and encourages dialogue between established businesses and young entrepreneurs.

A physical and virtual exhibition area created in collaboration with ANGI, National Association of Young Innovators, entirely reserved for innovative startups and young Italian companies offering technologies, services, and solutions in the Out of Home sector.

TUESDAY 20
FEBRUARY

11:00 -
11:45

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

the art of distilling

organized by Peter in Florence

TUESDAY 20
FEBRUARY

11:00 -
11:45

Horeca Arena,
Pad. A6

Beverage
Talk
[Click here](#)

Horeca 2024: prospects and critical success factors for Beverage Distribution.



MARCO COLOMBO
Global Central Operation SVP

organized by Italgrob



LUCA DE SIERO
Managing Director Doreca Italia

TUESDAY 20
FEBRUARY

11:30 -
12:00

Beer&Tech Arena
- Hall A7/C7

Beer&Food
Experience
Talk
[Click here](#)

The rescue of big brands: how the beer market changes



SERENA SAVOCA
Marketing Director, Carlsberg Italia

organized by Bargiornale



ROBERTO MAZZI
Beer Category Manager, Compagnia dei Caraibi



ELVIRA ACKERMANN
President of Le Donne della Birra Association

TUESDAY 20
FEBRUARY

11:30 -
12:20

Sala Tiglio - Pad.
A6

Beverage
Talk
[Click here](#)

Italian Craft Beer Conference - Water and characteristics of water



DOTT. LORENZO BAVAGNOLI
Product Manager Food Hygiene - REYS

organized by UnionBirrai



DOTT. SIMONE CAGLIANI
Product Specialist Water Treatment - REYS

TUESDAY 20
FEBRUARY

12:00 -
12:45

Horeca Arena,
Pad. A6

Beverage
Talk
[Click here](#)

2024: How places and patterns of consumption change.



BRUNA BORONI
Director Industry AFH Tradelab

organized by Tradelab

TUESDAY 20
FEBRUARY

12:00 -
13:00

FIC Arena - Pad. A3
Talk

[Click here](#)

INclusion - the Italian Cuisine interpreted by others



ABABACAR KANDJI

organized by FIC - Federazione Italiana Cuochi



CLAUDIO ANGIULLI
Director Grand Hotel Rimini

PROF. MASSIMILIANO URBINATI
School Manager Istituto Alberghiero di Ferrara



RAFAEL NISTOR
Food Creator

TUESDAY 20
FEBRUARY

12:00 -
13:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

The Bar Room, a mid century legacy

organized by Jerry Thomas Bar Room (Rome)

<https://www.beerandfoodattraction.it/eventi/mixology-circus/jerry-thomas-bar-room>

TUESDAY 20
FEBRUARY

12:20 -
12:50

Beer&Tech Arena
- Hall A7/C7

BBtech
Talk
[Click here](#)

The Italian hop industry: the challenges of food sovereignty and environmental sustainability



STEFANO FANCELLI
President of Luppolo Made in Italy

organized by Luppolo made in Italy



MARCO FARCHIONI
*Mastri Birrai Umbri - Vice President
Consorzio Birra Italiana*

The young chain of Italian hops has great challenges ahead of it: the food sovereignty for a 100% Made in Italy beer and the full economic - social and, especially, environmental sustainability.



MATTEO BARTOLINI
CIA Agricoltori italiani National Vice President

In this meeting will discuss productive realities, the world of research, associations and stakeholders in the brewing sector to support the growth of the Italian hop industry.



ANDREA SONCINI
Unionbirrai Councillor



ANDREA BAGNOLINI
National Director Assobirra

TUESDAY 20
FEBRUARY

13:00 -
13:30

Beer&Tech Arena
- Hall A7/C7

**Beer&Food
Experience**
Talk
[Click here](#)

From Fast Casual to Care Casual. The evolution of catering in the age of values.



MATTEO FIGURA
*Executive Director, Foodservice Italy
Circana*

organized by Circana

The consumer today selects carefully the experiences outside home. It expects an offer

sensitive to value content such as sustainability, well-being and inclusion. Taking care of yourself and others becomes relevant and the restaurant offer is adapted by evolving from Fast Casual to Care Casual. Matteo Figura, Executive Director of Circana, will talk about this new concept of catering by reasoning on Circana data related to consumption outside the home.

TUESDAY 20
FEBRUARY

13:00 -
14:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

Quanto Basta in 10 years

organized by Quanto Basta (Lecce)

Growth and difficulty of a territory seen from the bar.

<https://www.beerandfoodattraction.it/eventi/mixology-circus/quantobasta>

TUESDAY 20
FEBRUARY

13:45 -
14:15

Beer&Tech Arena
- Hall A7/C7

BBtech
Talk
[Click here](#)

Analytical control in the brewery: fundamental analyses



ELIO MORETTI
PhD in Food Biotechnology

**organized by CERB - Centro di
Ricerca per l'Eccellenza della Birra**

The analytical control in the brewery is becoming increasingly important even in the smallest production companies. The new production and distribution dynamics, together with the new brewing trends, have made it essential to quickly and effectively control the process and the product. We will explore together what are the parameters to keep under control and that influence in a decisive way the quality of beer

TUESDAY 20
FEBRUARY

14:00 -
15:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

Tripstillery: cocktails, stills and farms

organized by Tripstillery (Milan)

Tripstillery: a cocktail bar and a distillery. We will talk about how it was possible to open it in the center of Milan, about productions and how the fields on Lake Iseo help the local to produce the botanicals for increasingly innovative products.

<https://www.beerandfoodattraction.it/eventi/mixology-circus/tripstillery>

TUESDAY 20
FEBRUARY

14:30 -
15:00

Beer&Tech Arena
- Hall A7/C7

Beer&Food
Experience
Talk
[Click here](#)

Simplification of tax procedures for microbreweries

VITTORIO MIGNONE

*Responsible for the excise sector of the Ravenna
Customs Office - Territorial Directorate for Emilia-
Romagna and the Marche.*

**organized by Agenzia delle
dogane e dei Monopoli**

The topic will concern the "Simplification of fiscal procedures for microbreweries" and will focus on the methods of detection of microbreweries and the introduction of the simplified administrative document E-DAS for this category.

TUESDAY 20
FEBRUARY

14:30 -
15:00

Horeca Arena,
Pad. A6

Beverage
Talk
[Click here](#)

Let's talk about it together over a Coffee



DINO DI MARINO
Italgrob General Manager

organized by Italgrob

The director of Italgrob is summarizing the ending event, highlighting the key moments of the three-day exhibition. After analyzing the contributions and insights from the Horeca Congress and various talks, he will outline the operational strategies that the Italian Federation will implement in 2024.

TUESDAY 20
FEBRUARY

15:00 -
16:00

Mixology Circus -
Pav. C1

Beverage
Masterclass
[Click here](#)

Alternative Flavour Creativity

organized by Panda&Sons (Edinburgh)

Iain McPherson, owner of the venue, will take you through the wonderful world of freezing techniques for flavour. This seminar enable you to choose from more options when developing cocktails.

<https://www.beerandfoodattraction.it/eventi/mixology-circus/panda-sons>

TUESDAY 20
FEBRUARY

15:00 -
17:00

Beer&Tech Arena
- Hall A7/C7

**Beer&Food
Experience**

Award Ceremony

[Click here](#)

CocktailBar&Friends Awards Ceremony 2024

organized by Dammiundrink.it

CocktailBar&Friends Awards is a national award promoted by Dammiundrink.it. It is dedicated to the 30 most active social media venues in Romagna and Riviera, which have proven their ability to use digital communication successfully.

Dammiundrink.it is a digital platform created by Silvano Rusmini, who has been a journalist in the food and beverage sector for over 30 years. It is dedicated to cocktails and the beverage world, to spread the culture of good drinking.

During the Romagna and Riviera stage, the 30 Cocktail Bars that were selected made the most of the opportunity to engage with their customers by creating compelling content and participating in genuine online conversations. Through social media activity, these venues were able to reach a wider audience, promote their special events and offers, and establish an online platform where customers could interact, share experiences, and build lasting relationships.

TUESDAY 20
FEBRUARY

15:00 -
17:00

Beer&Tech Arena
- Hall A7/C7

**Beer&Food
Experience**

Award Ceremony

[Click here](#)

Birra&Friends Awards Ceremony 2024

organized by Dammiundrink.it

Awarding of the most social Horeca wholesalers.

TUESDAY 20
FEBRUARY

16:00 -
17:00

FIC Arena - Pad. A3

**Beer&Food
Experience**

Award Ceremony

[Click here](#)

Awards Ceremony Italian Cuisine Championships

organized by FIC - Federazione Italiana Cuochi

TUESDAY 20
FEBRUARY

16:00 -
17:00

Pizza Arena - Pav.
A1/A2

**Beer&Food
Experience**

Award Ceremony

[Click here](#)

Pizza Senza Frontiere Award Ceremony - World Pizza Champion Games

organized by Ristorazione Italiana Magazine

TUESDAY 20
FEBRUARY

16:00 -
17:00

Mixology Circus -
Pav. C1

**Beverage
Masterclass**

[Click here](#)

STAY TIKI TO HAWAII

organized by Samantha Migani