

BEERS & CRAFT BEERS | FOOD | BEVERAGE

# BeerAttraction

THE INTERNATIONAL TRADE FAIR FOR SPECIALTY BEERS,  
CRAFT BEERS AND FOODSERVICE

[www.beerattraction.com](http://www.beerattraction.com)   

#BA2018



SPECIAL SECTION

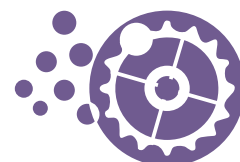
Food Attraction



17 - 20  
FEBRUARY  
2018

RIMINI  
EXPO  
CENTRE  
ITALY

simultaneously with



BBTech expo

THE PROFESSIONAL TRADE FAIR FOR  
BEER AND BEVERAGE TECHNOLOGIES

organized by

ITALIAN  
EXHIBITION  
GROUP

A merger of  
Rimini Fiera and Fiera di Vicenza



# The Visitors

## DISTRIBUTION

- cDRINKS WHOLESALERS
- cFOODSERVICE WHOLESALERS
- cIMPORTERS/EXPORTERS
- cCASH & CARRY
- cPURCHASING GROUPS
- cAGENTS/REPRESENTATIVES
- cLARGE RETAIL CHAINS/MAJOR MULTIPLES

## PUBLIC VENUE

- cRESTAURANTS
- cPIZZERIAS
- cBARS
- cPUBS/BREW PUBS
- cBEER SHOPS
- cRESTAURANT/FRANCHISING CHAINS
- cHOTELS
- cWINE SHOPS
- cSPECIALISED FOOD SHOPS
- cFOODSERVICE
- cCATERING COMPANIES

## Meetings with foreign buyers directly at the stand

Business meetings with selected buyers from Europe and beyond, considered the most interesting for the consumption of specialty beers and the Horeca food market.

## Visitor main activities

### 46% Public venue

- Restaurants
- Pizzerias
- Bars
- Pub/brew pubs
- Beer shops
- Catering chain/franchising
- Hotels
- Wine shops
- Specialized food shops

### 19% Distribution

- Beverage wholesalers
- Food wholesalers
- Import-export
- Cash & Carry
- Buying group
- GDO
- Agents

### 19% Producers

- Beer and beverage
- Raw materials
- Technologies

6% Media / Associations

10% Services

# FA Food Attraction

FOOD FOR THE HORECA SECTOR AND NEW FOODSERVICE FORMATS

**Food Attraction** is the special section dedicated to products and technologies for the Horeca sector, staged within **Beer Attraction**, the international exhibition dedicated to specialty and craft beers organised by Italian Exhibition Group in collaboration with FIC – Italian Federation of Chefs - and UnionBirrai.

**Food Attraction** proposes an original, innovative format: food specialties matched with specialty beers. A unique and original window on the new trends in the world of eating out.

Over 20,000 Italian and foreign operators from the foodservice sector are expected to attend.

An unmissable date for trade operators.

## Why participate in Food Attraction?

- February is the most suitable period of the year for presenting new products to all the operators in the foodservice chain (from distributor to food outlet).
- It is the leading event for trendsetting and for launching innovative formats and ways of “eating out”.
- Together with **Beer Attraction**, it is a large international platform known to attract operators from all over the world every year.
- It takes place in Rimini, a unique European location for the launch of new foodservice formats.

## The two core spirits of Beer Attraction



## The exhibitors

### BEER Beers & beverage

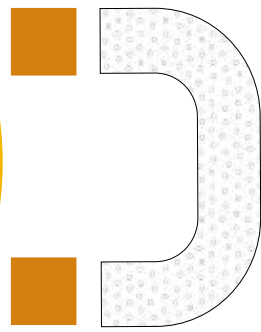
- Craft Beers
- Specialty beers
- Wine and spirits
- Water
- Fruit juices
- Soft drinks

### FOOD for the new formats in the restaurant trade

- Foodservice food products
- Pizza
- Frozen foods
- Regional specialties
- Foodservice technologies
- Furniture



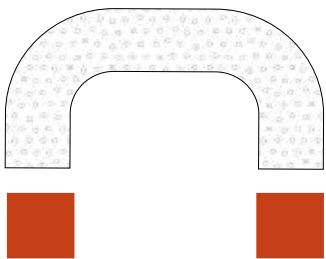




## The TOP events of Beer Attraction

BUSINESS - TRAINING - INNOVATION- COMPETITIONS

- **Beer of the Year Award** organised by UNIONBIRRAI
- **Beer Arena:** the stage for beer competitions and pint-pulling courses, training for breweries, pubs and beer shops
- **BeerAttraction Lab:** tasting courses
- **Technical workshops** for producers of beer and other drinks
- **Conventions and seminars** on topical themes



## The TOP events of Food Attraction

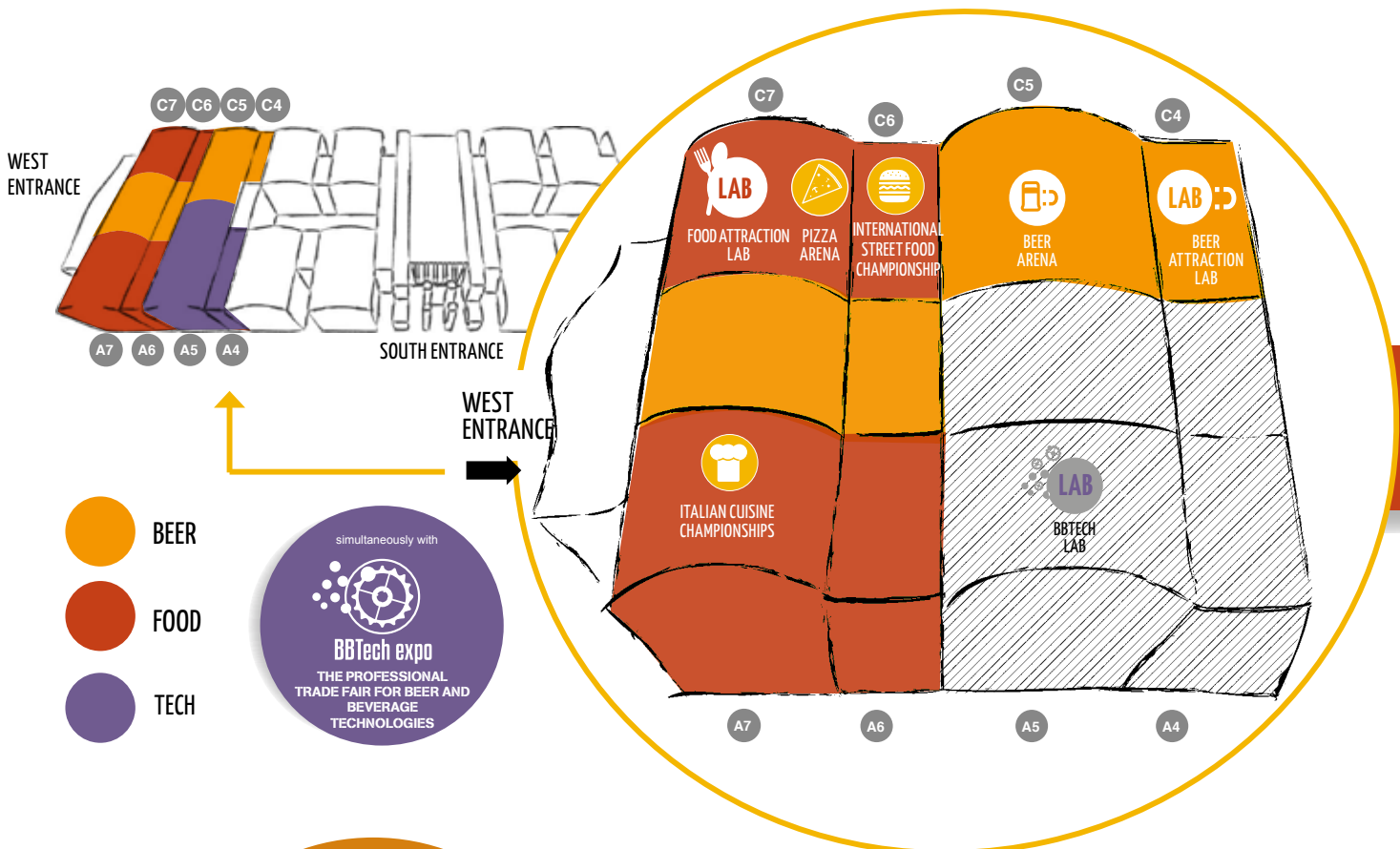
BUSINESS - TRAINING - INNOVATION- COMPETITIONS

- **The Italian Cuisine Championships** with the participation of over 1,000 chefs from all over Italy and the Mediterranean Cuisine Championships, with the participation of teams of chefs from Europe and beyond - *organised by FIC – Italian Federation of Chefs in collaboration with IEG*
- **Food Attraction Lab:** area dedicated to the presentation of new ideas and new foodservice formats designed to generate a profitable return on investment - *in collaboration with CASTALIMENTI*
- **Pizza Arena**, where the top Italian pizza chefs will compete against one another and the industry's most esteemed teachers will hold master classes on the various types of pizza (gourmet, peel pizza, Neapolitan, ...) - *in collaboration with Pizza & Pasta*

Moreover the **International Street Food Championships** are back, in collaboration with NIP. Show cooking and beer & food pairing sessions will also return, in collaboration with, and supported by, the experts of UNIONBIRRAI.



# Layout 2018



## Contact the team of Beer Attraction

ph. (+39) 0541/744.250 - 744.469  
 beerattraction@iegexpo.it  
 www.beerattraction.com



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