


**BĒER &  
FOOD**  
ATTRACTION

THE  
**EATING  
OUT**  
EXPERIENCE  
SHOW

**YYY**  
MIXOLOGY  
ATTRACTION

THE  
**FINE  
DRINKING**  
EXPERIENCE  
SHOW

 **BB**  
TECH  
EXPO

THE  
**BEER &  
BEVERAGE**  
TECHNOLOGIES  
SHOW

# FACTS & FIGURES 2026

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



ORGANIZED BY

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

IN COLLABORATION  
WITH



Ministero degli Affari Esteri  
e della Cooperazione Internazionale

**ITCA**  
ITALIAN TRADE AGENCY

**OpportunItaly**  
Promozione grandi opportunità

WITH THE  
PATRONAGE OF

**AssoBirra**  
Associazione dei Birrai e dei Maltaieri

Federazione Italiana Distributori Bevande  
**italgrob**  
ASSOCIATA CONFINDUSTRIA

**UB**  
UNION  
BIRRAI  
PICCOLI BIRRAIFICI INDIPENDENTI

CO-LOCATED WITH

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

# 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. It is complemented by **BBTech Expo**, the hub dedicated to technologies and solutions for production and packaging, and by **Mixology Attraction**, the reference area for the beverage and bar industry, focused on innovation, training, and emerging trends.



## LAYOUT 2026



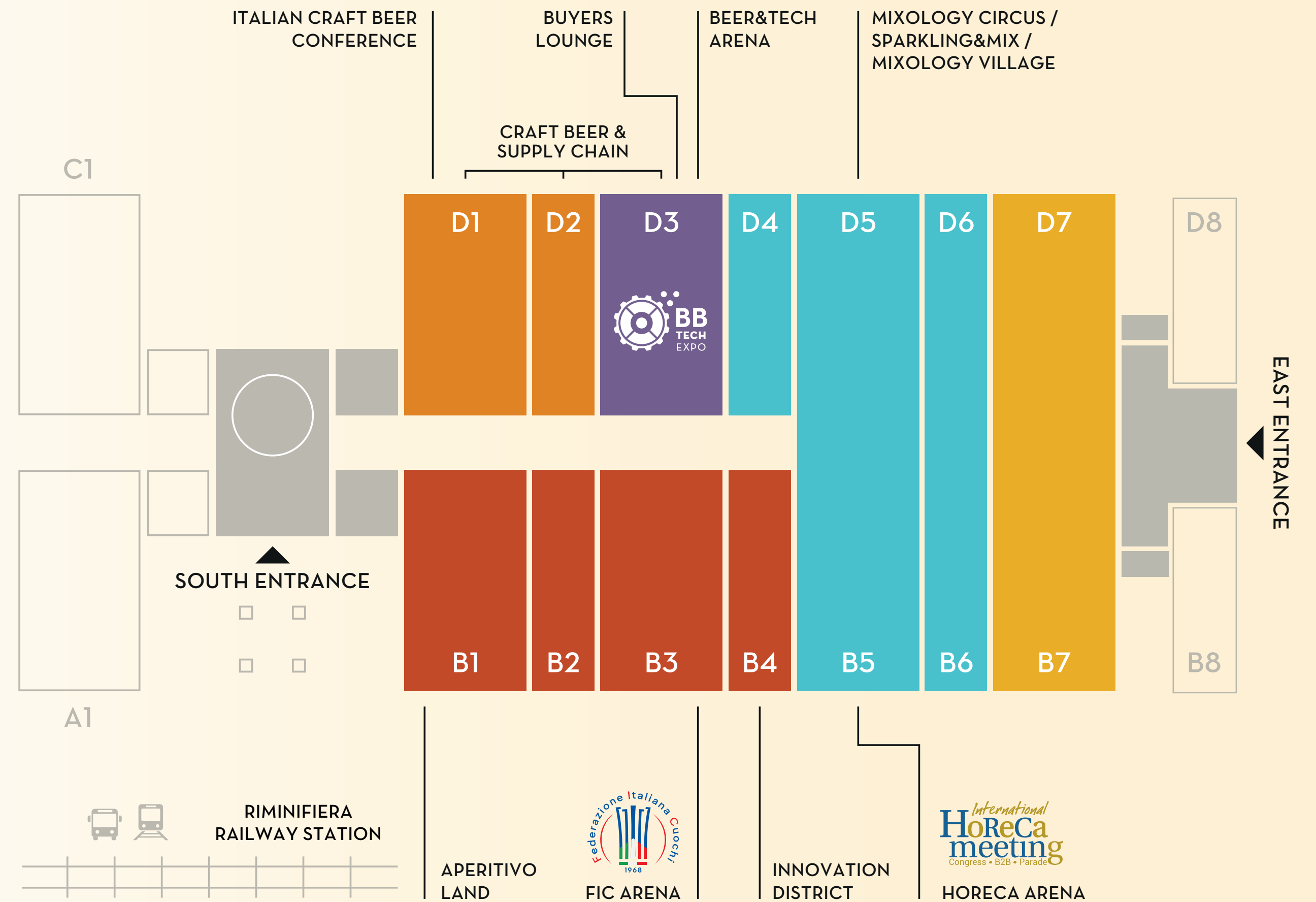
- Beers
- Craft Beers
- Food
- BBTech



- Spirits
- Soft Drinks/Water
- Juices/Syrups
- Wine
- Ready to Drink
- Low/No-Alcohol



- Raw materials
- Production and processing technologies
- Filling & packaging
- Laboratory analysis



# 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 2026 edition

645

TOTAL EXHIBITORS

from

24 COUNTRIES

of which

382

EXHIBITORS  
B&F  
ATTRACTION

of which

190

EXHIBITORS  
MIXOLOGY  
ATTRACTION

73

EXHIBITORS  
BBTECH EXPO

### TOP 5 COUNTRIES OF ORIGIN (EXCLUDING ITALY)

1. GERMANY
2. BELGIUM
3. GREAT BRITAIN
4. UNITED STATES
5. SPAIN

# WHO IS VISITING

PROFESSIONAL OPERATORS

## 46,204

TOTAL ATTENDANCE

**+6%**

COMPARED TO 2025 EDITION

from

## 86

COUNTRIES

TOP 5 COUNTRIES OF ORIGIN  
(EXCLUDING ITALY)

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

Data from the  
2026 edition

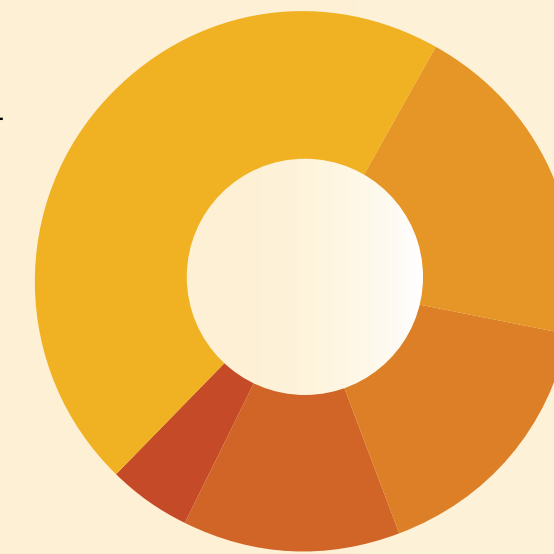
## ACTIVITY SECTORS

### 46% PUBLIC ESTABLISHMENTS

- 55% RESTAURANTS / BARS / PIZZERIAS / WINE BARS / FAST FOOD / COCKTAIL BAR
- 31% PUBS-BREW PUBS / BEER SHOPS
- 8% FRANCHISING / RESTAURANT CHAINS / CATERING COMPANIES
- 6% HOTELS

### 20% DISTRIBUTION

- 44% DRINK WHOLESALERS
- 28% AGENTS
- 12% FOODSERVICE WHOLESALERS / CASH&CARRY
- 8% IMPORT-EXPORT / PURCHASING GROUPS
- 5% GDO
- 3% FOODSERVICE TECHNOLOGIES



5% ASSOCIATIONS,  
INSTITUTIONS AND PRESS

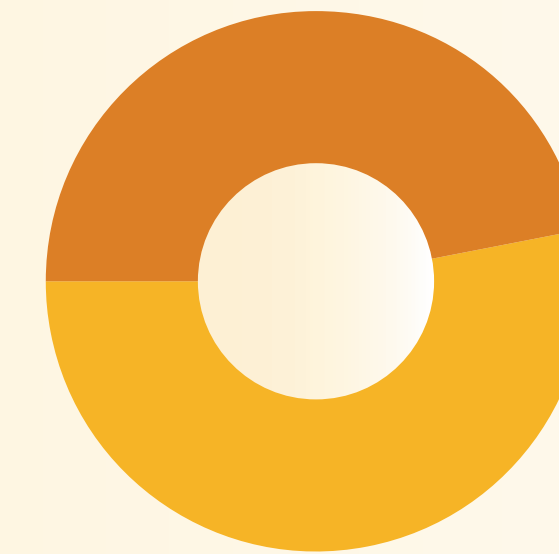
13% PRODUCERS

16% SERVICES

## PROFILE

### 47% DECISION MAKERS

- 52% PURCHASING / SALES / MARKETING MANAGERS
- 42% CEO / MANAGING DIRECTORS
- 6% F&B MANAGER / PUBLICAN



### 53% INFLUENCERS

- 32% CONSULTANTS
- 32% BARMEN / BARTENDERS
- 16% CHEFS / PIZZA MAKERS
- 9% BEER SOMMELIER
- 6% TECHNICIANS / INSTALLERS
- 5% BREWMASTER

# HOSTED BUYERS

**145**

INTERNATIONAL TOP BUYERS

**+15%**

compared to 2025 edition

from

**41**

COUNTRIES

**1,983**

BUSINESS MEETINGS

# COMMUNITY

**42K**

SOCIAL COMMUNITY

**340**

JOURNALISTS

**1,1M**

TOTAL IMPRESSIONS ON SOCIAL MEDIA

**126K**

NEWSLETTER DATABASE

Data from the  
2026 edition

# DIGITAL PLATFORM

**60,300**

INTERACTIONS IN THE  
EXHIBITORS' SECTION

**12,000**

LOGINS

# 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.

**120**  
EVENTS

**2**  
COMPETITIONS

**5**  
EVENT AREAS

**160**  
SPEAKERS



Data from the  
2026 edition

- INTERNATIONAL HORECA MEETING
- BEER&TECH ARENA
- MIXOLOGY CIRCUS
- BEER OF THE YEAR AWARD (**1,746** competing craft beers divided in **46** categories)
- ITALIAN CRAFT BEER CONFERENCE
- ITALIAN CUISINE CHAMPIONSHIPS
- APERITIVOLAND

## 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.

### START-UP AREA

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

**16** START-UPS  
INCLUDING **3** INTERNATIONAL ONES

### LORENZO CAGNONI 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

# WY 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  
2026 edition



9

COCKTAIL BARS  
(1 INTERNATIONAL)

17

BARTENDERS

36

SIGNATURE COCKTAILS

12

SPONSOR BRANDS

22

MASTERCLASSES

41

SPEAKERS



HAWAIIKI



KAONA ROOM



RITA'S TIKI ROOM



THE BAR AT  
AMAN VENICE



VESPER BAR –  
DORCHESTER HOTEL



RAMAS LOUNGE –  
GRAND HOTEL  
FASANO



L'ANTIQUARIO



MOEBIUS



VOLARE



EXCLUSIVE SPONSORS



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.

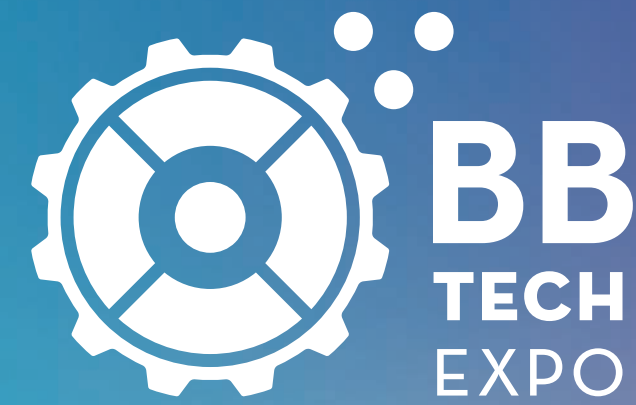
<p><b>MAY</b> 6-8, 2026</p> <p><b>RIMINI</b></p>	<p><b>JUNE</b> 17-18, 2026</p> <p><b>SHANGHAI, CHINA</b></p>	<p><b>JULY</b> 15-17, 2026</p> <p><b>SINGAPORE</b></p>	<p><b>JANUARY</b> 23-27, 2027</p> <p><b>RIMINI</b></p>	<p><b>FEBRUARY</b> 21-23, 2027</p> <p><b>RIMINI</b></p>	<p><b>APRIL</b> 13-15, 2027</p> <p><b>LAS VEGAS</b></p>
<p><b>VENDITALIA</b> The Vending Expo</p> <p>The Global Expo for the Vending Industry</p> <p><b>RIMINI, ITALY</b> Expo Centre</p>	<p><b>SIGEP</b> CHINA</p> <p>Excellence in Foodservice</p> <p><b>ROADSHOW</b></p> <p>艾意吉 <b>IEGX</b> CHINA</p>	<p><b>SIGEP</b> ASIA</p> <p>Excellence in Foodservice</p> <p>IN CONJUNCTION WITH RESTAURANT ASIA <small>Restaurant Asia's International Restaurant, Kitchen &amp; Bakery Equipment &amp; Supplies Exhibition</small></p> <p>CO-LOCATED WITH SPECIALITY FOOD &amp; BEVERAGE EXPO SPECIALITY EQUIPMENT EXPO FOOD2GO</p> <p><b>IEGX</b> ASIA</p> <p><b>SINGAPORE</b> Sands Expo &amp; Convention Centre</p>	<p><b>SIGEP</b> WORLD</p> <p>The World Expo for Foodservice Excellence</p> <p><b>NEW</b></p> <p><b>OPENING DAYS</b> Friday - Tuesday</p> <p><b>RIMINI, ITALY</b> Expo Centre</p>	<p><b>BEER &amp; FOOD</b> ATTRACTION</p> <p>The Eating Out Experience Show</p> <p><b>YYY</b> MIXOLOGY ATTRACTION</p> <p>The Fine Drinking Experience Show</p> <p><b>BB</b> TECH EXPO</p> <p>The Beer &amp; Beverage Technologies Show</p> <p><b>RIMINI, ITALY</b> Expo Centre</p>	<p><b>SIGEP</b> USA</p> <p>Excellence in Foodservice</p> <p><b>LAS VEGAS, USA</b> Las Vegas Convention Center @ INTERNATIONAL PIZZA EXPO</p>

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