

**BĒĒR&
FOOD**
ATTRACTION

THE
**EATING
OUT**
EXPERIENCE
SHOW

YYY
MIXOLOGY
ATTRACTION

THE
**FINE
DRINKING**
EXPERIENCE
SHOW

 **BB**
TECH
EXPO

THE
**BEER &
BEVERAGE**
TECHNOLOGIES
SHOW

**21 – 23
FEBRUARY
2027**

**FIERA
DI RIMINI**

beerandfoodattraction.it
mixologyattraction.it



ORGANIZZATO DA

**ITALIAN
EXHIBITION
GROUP**
Providing the future

IN COLLABORAZIONE
CON



ITA
ITALIAN TRADE AGENCY



CON IL PATROCINIO DI

AssoBirra
Associazione dei Birrai e dei Maltatori

italgrob
Federazione Italiana Distributori Horeca
ASSOCIATA CONFINDUSTRIA

**UB
UNION
BIRRAI**
PICCOLI BIRRIFICI INDIPENDENTI

IN CONTEMPORANEA
CON

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

2027 EDITION

ONE EVENT ENDLESS BUSINESS OPPORTUNITIES.

Beer&Food Attraction brings together **together buyers, distributors, horeca professionals, and companies** companies looking to discover new products, identify emerging trends, and develop business relationships in the **Out of Home sector**.

Beer, beverages, food and technologies come together in a **highly specialized environment** where business, networking and industry insights help professionals identify new opportunities and anticipate market trends.

Within the exhibition, **Mixology Attraction** stands as the benchmark event for the beverage and bar industry, featuring products, training, and the latest trends in contemporary mixology.

BBTech Expo completes the exhibition experience with a focus on the production supply chain, from raw materials and processing technologies to bottling and packaging solutions.

BUSINESS AREAS

BEER



FOOD



MIXOLOGY ATTRACTION



BBTECH EXPO



BEER

A TUTTA BIRRA

Discover the **latest innovations**, identify **consumer trends**, and meet **buyers** genuinely interested in the beer industry.

The **Beer** sector, the beating heart of Beer&Food Attraction, brings together **craft beers**, **international specialties**, and **leading brands** in a dynamic ecosystem dedicated to business within the Out of Home channel.

A **strategic platform** to enhance your brand, showcase new products, and develop business relationships with distributors, buyers, and horeca professionals.

WHY TAKE PART

- Meet buyers and horeca industry professionals
- Give visibility to your latest products in a highly specialized environment
- Identify new trends and consumption models
- Develop business relationships and opportunities

WHO EXHIBITS

- Beers
- Craft beers



FOOD

UN MORSO, UN SORSO

Meet horeca professionals looking for **new products, formats** and **solutions** for the **foodservice industry**. The **Food** sector of Beer&Food Attraction connects companies, buyers, and out-of-home professionals in an area dedicated to **innovation in the food world**.

The **Food** sector of Beer&Food Attraction connects companies, buyers and out-of-home professionals in an area dedicated to **food innovation**, where quality quick service and fast-cooking solutions come together through **burgers, pizzas, ready meals and contemporary offerings** designed to pair perfectly with beer and cocktails.

Food products, technologies, equipment and innovative solutions create a dynamic environment designed to intercept new market needs and generate concrete business opportunities



WHY TAKE PART

- Showcase your offering to a highly targeted audience
- Identify trends and new foodservice needs
- Meet horeca operators and industry professionals
- Create new networking and business opportunities

WHO EXHIBITS

- Furniture and furnishings
- Food packaging
- Pizza and pizza bases
- Foodservice food products
- Frozen foods
- Foodservice technologies and equipment
- Software and payment systems

BBTECH EXPO

IL FUTURO DEL SETTORE

Technology, innovation, and processes serving the beverage industry.

BBTech Expo connects companies, manufacturers, and decision makers looking for solutions to optimize production, efficiency, and quality across the **entire beverage supply chain**.

From raw materials and process technologies to filling and packaging solutions, BBTech Expo is a **highly specialized hub** where companies can develop new business opportunities and anticipate the evolution of the industry.



WHY TAKE PART

- Meet beverage industry manufacturers, technicians, and decision makers
- Connect also with exhibitors from Beer&Food Attraction
- Showcase your solutions to a highly qualified audience
- Develop concrete opportunities across the entire production chain

CHI ESPONE

- Raw materials
- Production and process technologies
- Labels and labeling systems
- Filling & Packaging
- Services and analysis for beverage production

MIXOLOGY ATTRACTION

THE FINE DRINKING EXPERIENCE SHOW

Discover the trends reshaping the world of **contemporary mixology**.

Mixology Attraction is the meeting point for bartenders, horeca buyers, distributors, and brands looking to develop **new business opportunities in the beverage and bar industry**.

From spirits and ready-to-drink beverages to low & no alcohol proposals, **an exhibition and experiential area** dedicated to products, innovation, education and the new languages of contemporary mixology.



WHY TAKE PART

- Meet professionals and operators from the beverage world
- Showcase your products in a highly experiential environment
- Identify trends and new consumption models
- Strengthen your brand positioning within the bar industry

WHO EXHIBITS

- Spirits
- Soft Drink / Waters
- Juices / Syrups
- Wine
- Ready To Drink
- Low / No Alcohol beverages



KEY FIGURES 2026

46.204 **+6%**
TOTAL ATTENDANCE VS 2025 EDITION

86
COUNTRIES OF ORIGIN

TOP 5 COUNTRIES OF ORIGIN (ITALIA ESCLUSA)

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

145
INTERNATIONAL TOP BUYERS
HIGH-VALUE INTERNATIONAL NETWORKING

1.983
MEETINGS GENERATED
CONCRETE BUSINESS MATCHING

VISITOR PROFILE

The data refer to the
2026 edition

ACTIVITY SECTORS

46% PUBLIC ESTABLISHMENTS

- 55% RESTAURANTS / BARS / PIZZERIAS / WINE BARS / COCKTAIL BARS
- 31% PUBS-BREW PUBS / BEER SHOPS
- 8% FRANCHISING / RESTAURANT CHAINS
- 6% 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

16% SERVICES

13% PRODUCERS

5% ASSOCIATIONS, INSTITUTIONS AND PRESS

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

WHY EXHIBIT

EXPAND YOUR BUSINESS IN KEY MARKETS

Meet qualified buyers, distributors, and horeca professionals from across Italy and more than 80 countries. Beer&Food Attraction is the ideal platform to generate concrete leads, develop partnerships, and strengthen your commercial network.

INCREASE YOUR VISIBILITY

Showcase products, technologies, and innovations in a highly specialized environment designed to enhance innovation, content, and networking.

CONNECT WITH INDUSTRY DECISION MAKERS

Visitors have real decision-making power: a concrete opportunity to meet strategic stakeholders and accelerate business processes.

ACCESS A UNIQUE DISTRIBUTION NETWORK

Beer&Food Attraction brings together the largest and most qualified community of distributors from the horeca, beverage and foodservice sectors. A strategic opportunity to build connections, grow your business and expand your commercial network.

WHY VISIT

DISCOVER THE FUTURE OF THE INDUSTRY

Explore the latest products, consumer trends, technologies, and innovative formats shaping the future of the Out of Home market.

MEET THE ENTIRE SUPPLY CHAIN IN ONE EVENT

Connect with companies, distributors, manufacturers, and professionals from across the entire food & beverage supply chain.

ACCESS HIGH-VALUE CONTENT

Take part in talks, workshops, show cooking sessions, competitions, and training events featuring industry experts, entrepreneurs, and opinion leaders.

DISCOVER A COMPLETE AND EVOLVING BEVERAGE OFFERING

From beers and spirits to technologies and new market dynamics: meet the key players of the horeca and beverage supply chain in one event, together with the strategic insights of the International Horeca Meeting.

INTERNATIONAL HORECA MEETING

The 16th edition of the International Horeca Meeting by Italgrob will take place in Rimini from February 21 to 23, 2027, within Beer&Food Attraction, Mixology Attraction, and BBTech Expo.

The event, one of the most strategic moments of the exhibition, is dedicated to dialogue and exchange among producers, distributors, associations, and beverage industry professionals.

A unique opportunity to explore horeca market data, trends, and future outlooks through meetings, analyses, and high-value content.

WHY TAKE PART

- Access market data and analysis
- Identify trends and future scenarios
- Meet industry professionals and decision makers
- Develop new networking opportunities
- Boost your brand visibility within the beverage distribution network through IHM packages

International
HoReCa
meeting
Congress • B2B • Parade

HORECA ARENA

At the IHM Horeca Arena, research institutes, companies, and industry professionals analyze and share insights, visions, and strategies focused on the evolution of the beverage and foodservice market.



EVENTS AND COMPETITIONS

Beer&Food Attraction is the ideal stage for meetings, competitions, and events focused on innovation, training, and networking.

A dynamic program that turns every visit into a concrete opportunity to stay updated, build connections, and gain inspiration.



BEER OF THE YEAR AWARD

The competition organized by **Unionbirrai** that rewards the best Italian craft beers and crowns the brewery of the year.

ITALIAN CRAFT BEER CONFERENCE

Powered by **Unionbirrai**, this in-depth event is dedicated to Italian craft beer, covering technologies, raw materials, and market trend analysis.

ITALIAN CUISINE CHAMPIONSHIPS

Organized by the **Federazione Italiana Cuochi**, this is the leading event dedicated to national culinary competitions.

PIZZA SENZA FRONTIERE - WORLD PIZZA CHAMPION GAMES

An international pizza competition celebrating excellence, talent and creativity, organised by **Ristorazione Italiana Magazine**.

INNOVATION DISTRICT

WHERE IDEAS SHAPE THE FUTURE
OF OUT OF HOME

START-UP AREA

New ideas. New connections.
New opportunities.

A space dedicated to innovative start-ups
operating in the beer, beverage, food,
mixology and technology sectors.

WHY PARTICIPATE

- Give visibility to your project
- Meet buyers and industry professionals
- Create networking and business opportunities



INNOVATION AREA

Product innovation at the heart of
the event

Exhibitors can submit innovative products,
technologies and solutions across the
exhibition's different product categories.

CATEGORIES

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



LORENZO CAGNONI AWARD

The award dedicated to innovation

A contest celebrating:

- The most innovative start-ups
- The best products across each exhibition category



IN PARTNERSHIP WITH



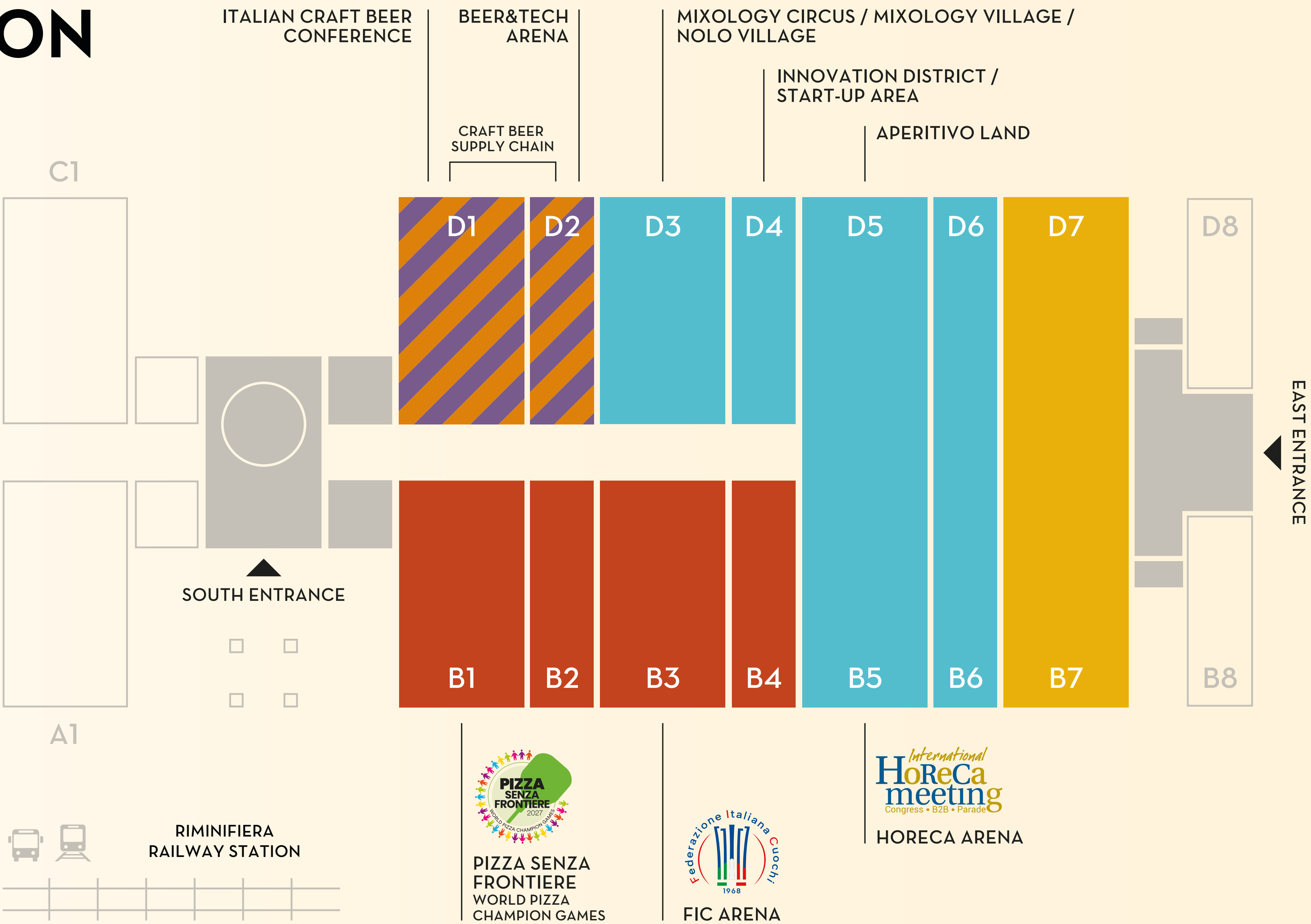
THE EXHIBITION LAYOUT



- Beers
- Craft Beers
- Food
 - Raw materials
 - Production & processing technologies
 - Filling & packaging



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



THE EATING OUT HUB

TEO is the **digital platform** that brings together in one place all the **food & beverage** events organised by **Italian Exhibition Group** with the aim of offering **specific content** over a much longer period of time.

BRING DOWN BARRIERS

Meet your **financial and growth targets** by reaching new national and international markets.

BE RELEVANT

Increase event **sessions and content** through the platform to reach more stakeholders.

MAXIMIZE INVESTMENT

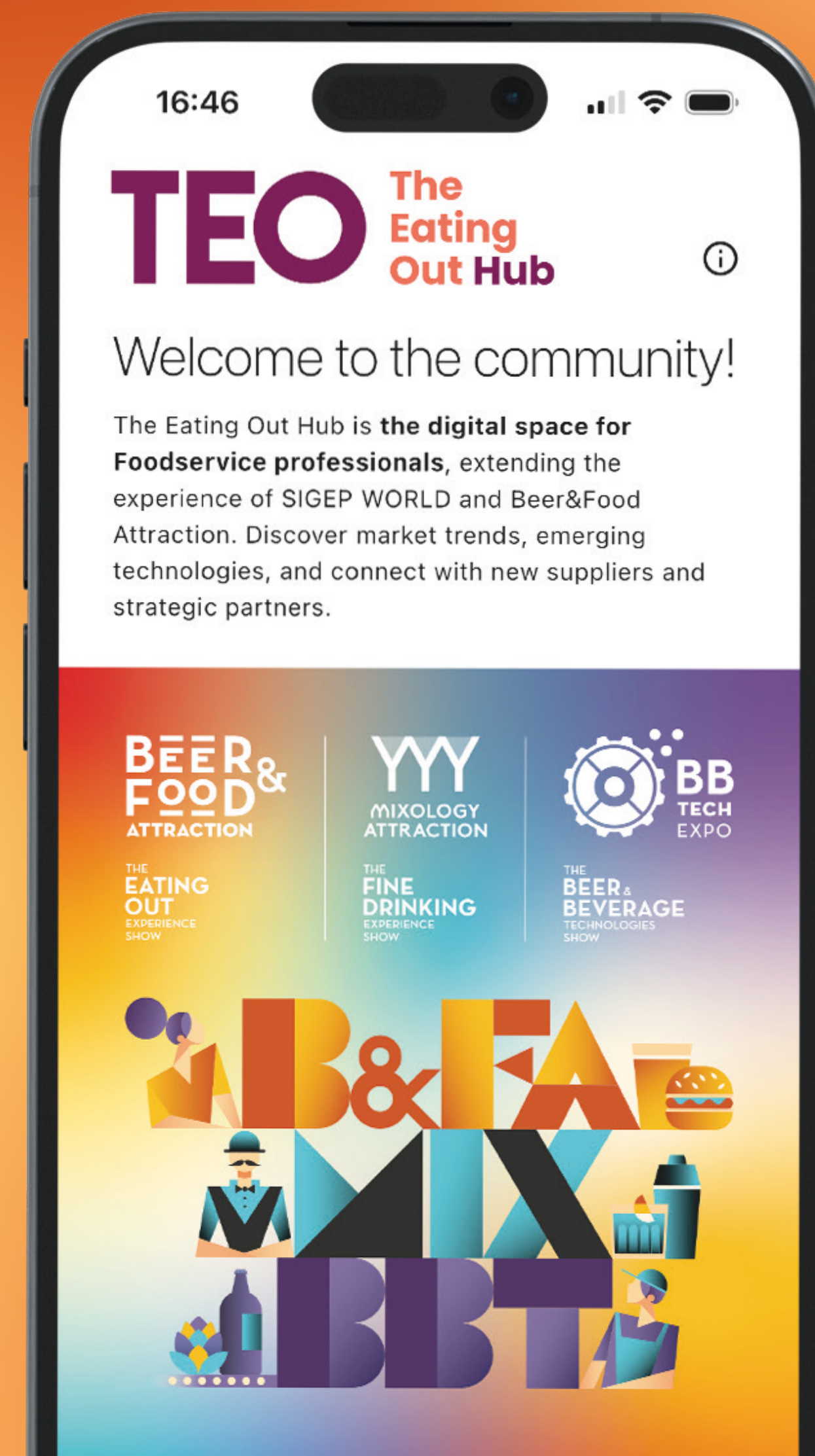
Leverage the digital extension to meet your **business objectives** through new channels.

INCREASE RETURNS

Increase your **number of leads** through the right mix of onsite and online with a positive impact on revenues.

OFFER THE BEST

Offer your visitors the best of both the **physical and virtual** worlds.



A business community that brings together Italian Exhibition Group events in the out-of-home sector and acts as a catalyst for the development of business, relationships, content and innovation.

**JANUARY
16-20**

RIMINI

SIGEP
WORLD

The World Expo for
Foodservice Excellence

NEW

OPENING DAYS
Friday - Tuesday

RIMINI, ITALY
Expo Centre

**FEBRUARY
15-17**

RIMINI

**BEER &
FOOD**
ATTRACTION

The Eating Out
Experience Show

YYY
MIXOLOGY
ATTRACTION

The Fine Drinking
Experience Show

BB
TECH
EXPO

The Beer & Beverage
Technologies Show

RIMINI, ITALY
Expo Centre

**MARCH
24-26**

LAS VEGAS

SIGEP
USA

Excellence
in Foodservice

LAS VEGAS, USA
Las Vegas Convention
Center
@ INTERNATIONAL PIZZA EXPO

APRIL

SIGEP
CHINA

Excellence
in Foodservice

艾意吉
IEG CHINA

**MAY
6-8**

RIMINI

VENDITALIA
The Vending Expo

The Global Expo
for the Vending Industry

RIMINI, ITALY
Expo Centre

**JULY
15-17**

SINGAPORE

SIGEP
ASIA

Excellence
in Foodservice

IN CONJUNCTION
WITH
RESTAURANT ASIA
Foodservice Asia's International
Restaurant, Kitchen & Culinary
Equipment & Supplies Exhibition

CO-LOCATED WITH
SPECIALITY FOOD & BEVERAGE ASIA
FOOD2GO

IEG ASIA

SINGAPORE
Sands Expo &
Convention Centre

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