

BEER & FOOD ATTRACTION

FACTS & FIGURES 2024

THE
**EATING
OUT**
EXPERIENCE
SHOW

beerandfoodattraction.it



ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

IN COLLABORATION
WITH



Ministry of Foreign Affairs
and International Cooperation

ITA
ITALIAN TRADE AGENCY

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WITH THE
PATRONAGE OF

AssoBirra
Associazione dei Birrai e dei Maltatori

Federazione Italiana Distributori Bevande
italgrob
ASSOCIATA CONFINDUSTRIA

UB
UNION
BIRRAI
PICCOLI BIRIFICI INDIPENDENTI

SIMULTANEOUSLY
WITH

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

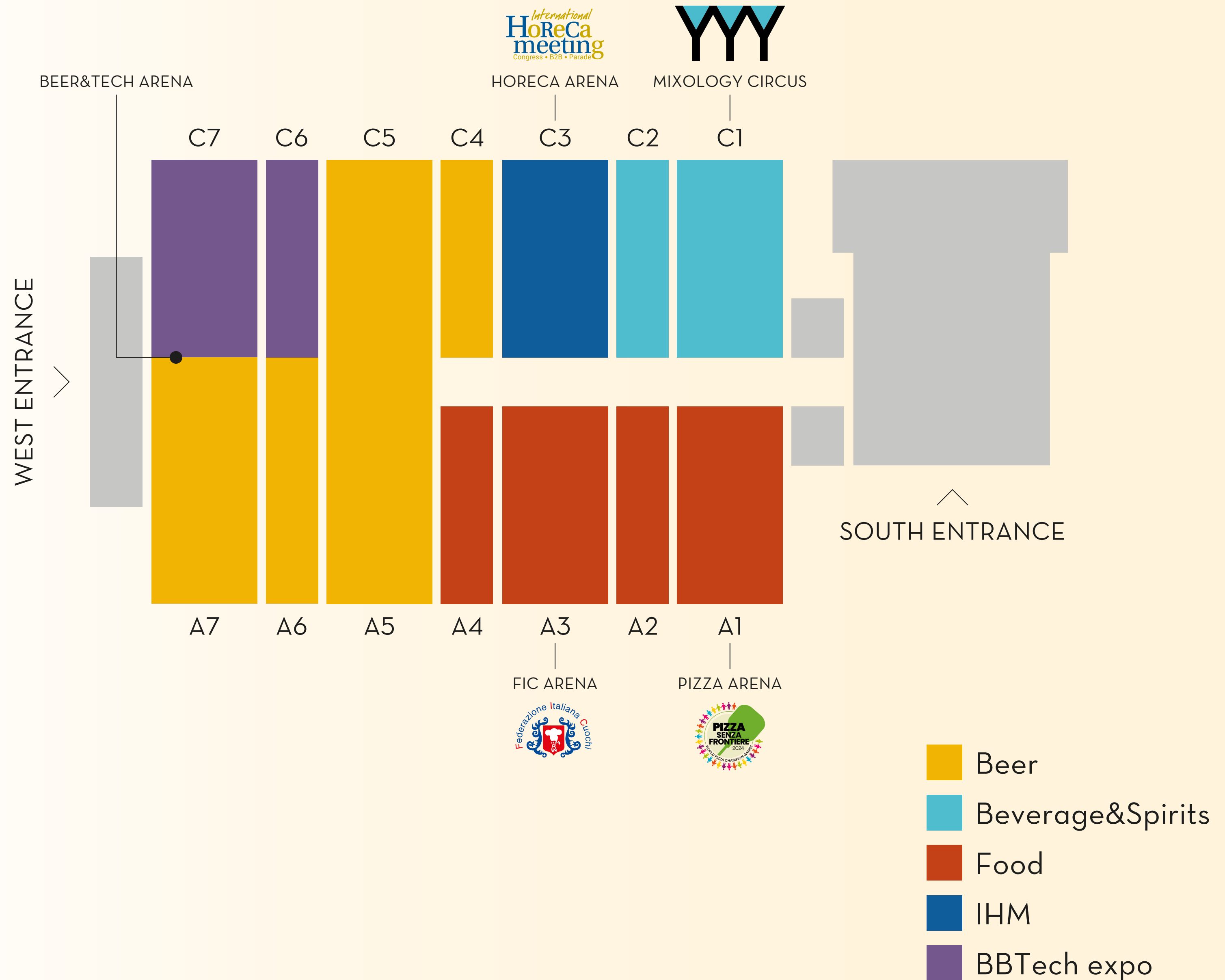
**BB
TECH
EXPO**

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.



LAYOUT



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

EXHIBITORS BY BUSINESS SECTOR



EXHIBITORS

Data from the 2024 edition

494

BEER&FOOD ATTRACTION EXHIBITORS

from

19

COUNTRIES

77

BBTECH EXPO EXHIBITORS

600

BRANDS

TOP 5 COUNTRIES OF ORIGIN (EXCLUDING ITALY)

1. GERMANY
2. SPAIN
3. BELGIUM
4. NETHERLANDS
5. AUSTRIA

WHO IS VISITING

PROFESSIONAL OPERATORS

41.501

TOTAL VISITORS

+23%

COMPARED TO 2023 EDITION

from

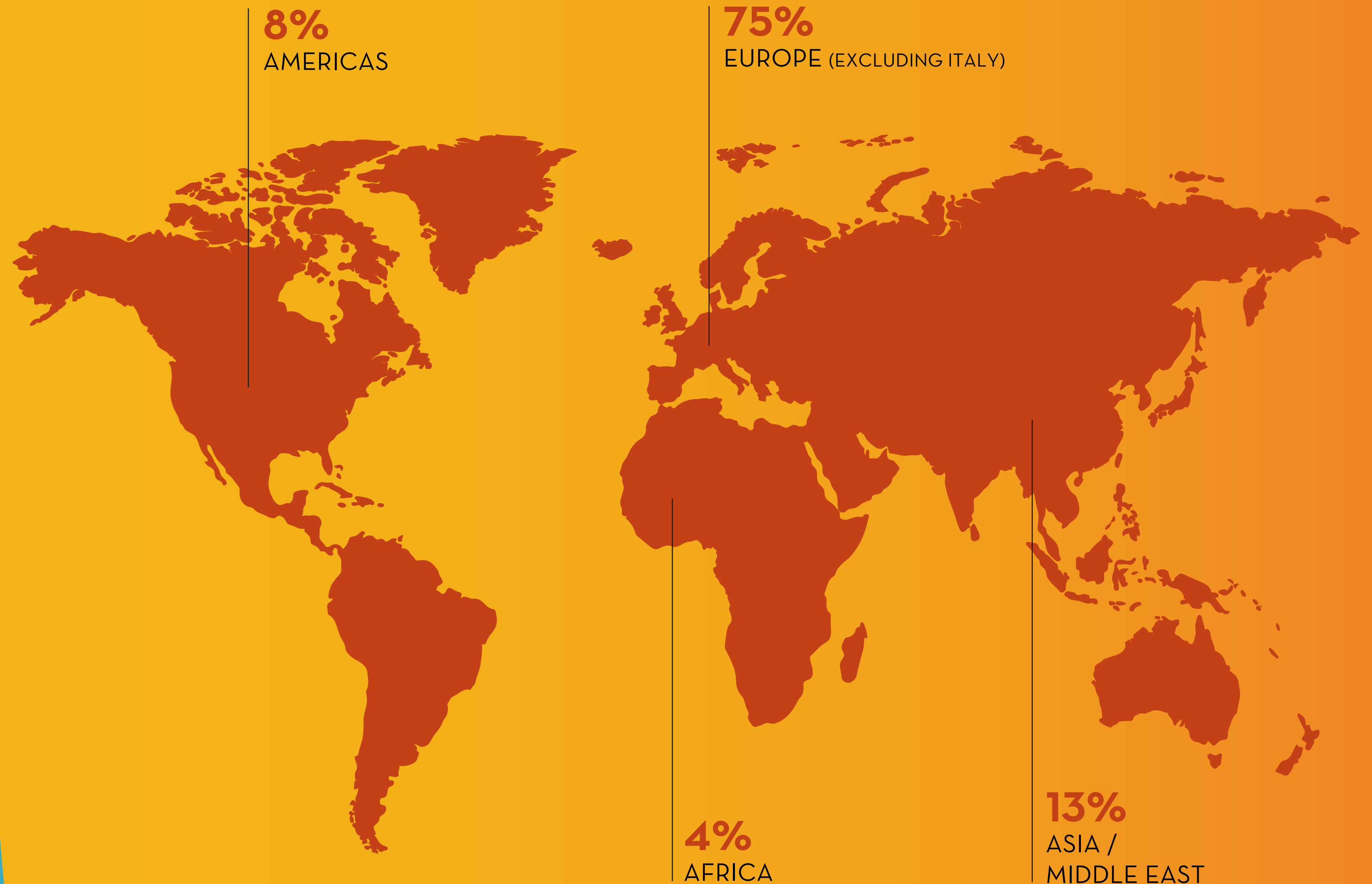
77

COUNTRIES

TOP 5 COUNTRIES OF ORIGIN (EXCLUDING ITALY)

1. GERMANY
2. SPAIN
3. GREAT BRITAIN
4. FRANCE
5. POLAND

Data from the
2024 edition



WHO IS VISITING

PROFESSIONAL OPERATORS

Data from the
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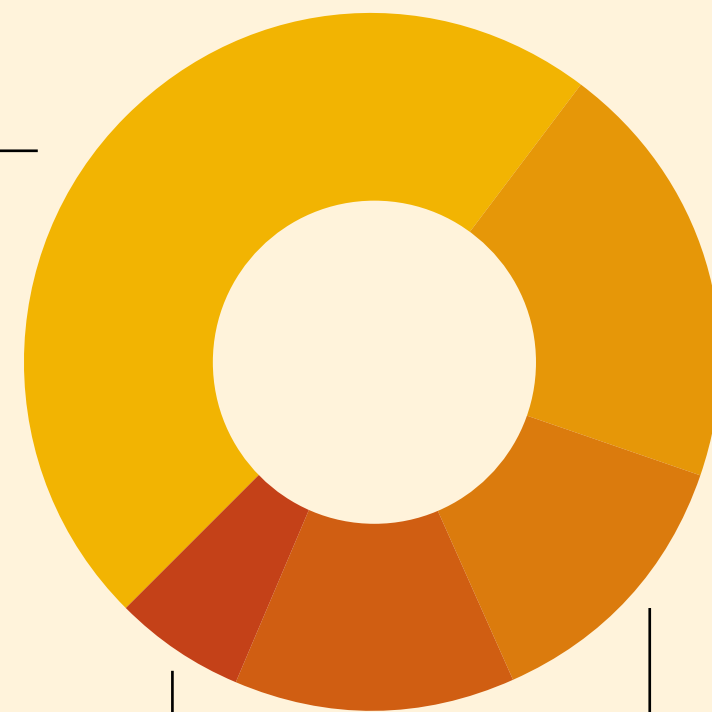
ACTIVITY SECTORS

49% PUBLIC ESTABLISHMENTS

- 64% RESTAURANTS / BARS / PIZZERIAS / WINE BARS / COCKTAIL BAR
- 25% PUBS-BREW PUBS / BEER SHOPS
- 6% FRANCHISING / RESTAURANT CHAINS / CATERING COMPANIES
- 5% HOTELS

20% DISTRIBUTION

- 44% DRINK WHOLESALERS
- 28% AGENTS
- 14% FOODSERVICE WHOLESALERS / CASH&CARRY
- 8% IMPORT-EXPORT / PURCHASING GROUPS
- 4% GDO
- 2% FOODSERVICE TECHNOLOGIES



14% SERVICES

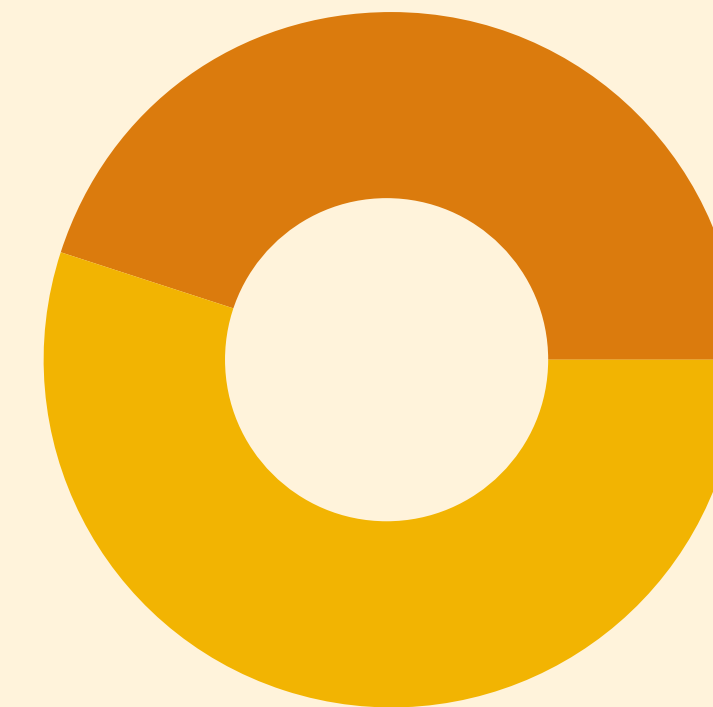
5% ASSOCIATIONS, INSTITUTIONS AND PRESS

12% PRODUCERS

PROFILE

45% DECISION MAKERS

- 53% PURCHASING / SALES / MARKETING MANAGERS
- 41% CEO / MANAGING DIRECTORS
- 6% F&B MANAGER / PUBLICAN



55% INFLUENCERS

- 33% BARMEN / BARTENDERS
- 29% CONSULTANTS
- 21% CHEFS / PIZZA MAKERS
- 8% BEER SOMMELIER
- 5% TECHNICIANS / INSTALLERS
- 4% BREWMASTERS

HOSTED BUYERS

125

TOP INTERNATIONAL BUYERS

from

38

COUNTRIES

1.658

BUSINESS MEETINGS

COMMUNITY

33.700

SOCIAL COMMUNITY

217

JOURNALISTS

241 MLN

TOTAL IMPRESSIONS ON SOCIAL MEDIA

1.130.000

GROSS CONTACTS REACHED

Data from the 2024 edition

APP

87.064

EXHIBITOR
CATALOGUE
VIEWS

5.524

ACTIVE USERS

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 the sharing and exchange of ideas.

90
EVENTS

11
COMPETITIONS
2 OF WHICH WERE
INTERNATIONAL

5
EVENT AREAS

100
SPEAKERS



Data from the
2024 edition

- INTERNATIONAL HORECA MEETING
- BEER&TECH ARENA
- MIXOLOGY CIRCUS
- BEER OF THE YEAR AWARD (**2.153** competing craft beers divided in **45** categories)
- ITALIAN CRAFT BEER CONFERENCE
- ITALIAN CUISINE CHAMPIONSHIPS
- WORLD PIZZA CHAMPION GAMES

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-UPS AREA

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

15
START-UPS

INNOVATION AWARD

A prestigious award assigned to the revolutionary **pioneers of the sector**.

THE CATEGORIES:

- Innovative Product
- Sustainability
- Digital Innovation
- Labeling
- Packaging

MIXOLOGY CIRCUS

A 100% BEER&FOOD ATTRACTION PROJECT

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.

2024 NEW

SPIRITS CORNER

An exhibition area featuring prestigious and distinctive labels, where you can explore, taste and discover the essence of some of the world's best-loved spirits



10
COCKTAIL BARS
(2 INTERNATIONALS)

13
BARTENDERS

31
SIGNATURE COCKTAILS

16
SPONSOR BRANDS

19
MASTERCLASSES

25
SPEAKERS



Data from the
2024 edition



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>APRIL 24-26 2024 SHENZHEN</p>	<p>JUNE 26-28 2024 SINGAPORE</p>	<p>JANUARY 18-22 2025 RIMINI</p>	<p>FEBRUARY 16-18 2025 RIMINI</p>
<p>SIGEP CHINA</p> <hr/> <p>艾意吉 IEGX CHINA</p> <hr/> <p>koelnmesse</p> <p>Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee</p> <p>Shenzhen, China Shenzhen Convention & Exhibition Center (Futian)</p>	<p>SIGEP ASIA</p> <hr/> <p>IN CONJUNCTION WITH RESTAURANT ASIA 2024</p> <p>CO-LOCATED WITH SPECIALITY FOOD & BEVERAGE ASIA FOOD2GO</p> <hr/> <p>IEGX ASIA</p> <p>International Expo dedicated to the Dolce Foodservice, Catering, Coffee & Bakery</p> <p>Singapore Sands Expo & Convention Centre</p>	<p>SIGEP WORLD</p> <p>The World Expo for Foodservice Excellence</p> <p>Rimini, Italy Expo Centre</p>	<p>BEER & FOOD ATTRACTION</p> <p>The Eating Out Experience Show</p> <p>BB TECH EXPO</p> <p>The Beer & Beverage Technologies Show</p> <p>Rimini, Italy Expo Centre</p>

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