

BĒĒR & FOOD ATTRACTION

THE
EATING
OUT
EXPERIENCE
SHOW

15–17
FEBRUARY
2026

RIMINI EXPO
CENTRE, ITALY

beerandfoodattraction.it



ORGANIZED BY

ITALIAN
EXHIBITION
GROUP
Providing the future

TOGETHER WITH

YYY
MIXOLOGY
ATTRACTION

BB
TECH
EXPO

IN COLLABORATION
WITH

OpportunItaly
Driving business growth with Italian excellence

Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITA
ITALIAN TRADE AGENCY

WITH THE PATRONAGE
OF

AssoBirra
Associazione dei Birrai e dei Maltatori

Federazione Italiana Distributori Horeca
italgrob
ASSOCIATA CONFINDUSTRIA

UB
UNION
BIRRAI
PICCOLI BIRRIFICI INDIPENDENTI

SIMULTANEOUSLY
WITH

International
HoReCa
meeting
Congress • B2B • Parade

2026 EDITION

Beer&Food Attraction is the event that brings together the most comprehensive national and international offering of **beer, beverages, food, and technologies** for the **Out of Home** sector.

It's a unique opportunity for professionals to explore **emerging consumption styles** and seize the opportunities driven by today's changing landscape.

Within the event, the world of beverages takes center stage in the **Mixology Attraction** area, a space entirely **dedicated to the culture of mixed drinks and the new language of mixology**, where innovation, experimentation, and cross-industry influences come together.



THE EXHIBITION SECTORS

BEER



FOOD



BEVARAGE | MIXOLOGY



BBTECH EXPO



BEER

FULL THROTTLE ON BEER

Reflecting the diversity and dynamism of the market, the **beer** exhibition area – the beating heart of Beer&Food Attraction – is entirely dedicated to a **rich and varied selection of brews: from Italian and international excellence to original, creative, specialty, and mainstream beers.**

Small, medium, and large breweries alike choose Beer&Food Attraction as the ideal stage to launch their latest creations!

WHO EXHIBITS

- Craft Beers
- Beer Specialities



FOOD

A SIP, A BITE

The **Food** sector of Beer&Food Attraction showcases the best in **high-quality fast dining**: burgers, pizzas, plant-based products, ethnic specialties, and frozen foods, alongside equipment for rapid cooking, delivery packaging, and management software.

It's an area designed for modern foodservice, where the **aperitivo** takes the spotlight with ready-to-serve specialties that pair perfectly with beer or cocktails.

WHO EXHIBITS

- Furniture and furnishings
- Food packaging
- Pizza products
- Foodservice ingredients & products
- Frozen foods
- Foodservice technologies & equipment
- Software and payment systems for the hospitality industry



BBTECH EXPO

BEHIND

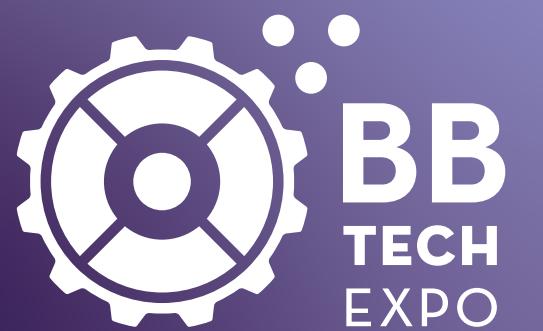
THE SCENES

The **BBTech expo** section showcases the most comprehensive offering of **technologies, raw materials, packaging, equipment, and services for the beer and beverage industry.**

BBTech expo is an essential point of reference for sector professionals, highlighting the **latest trends** and **technological innovations** shaping the future of the market.

WHO EXHIBITS

- Raw materials
- Production and processing technologies
- Filling & packaging solutions
- Services and analysis for beverage production



MIXOLOGY ATTRACTION

THE FINE DRINKING EXPERIENCE SHOW

The **beverage** sector reaches its highest expression in the Mixology Attraction exhibition area, which offers a **360-degree showcase** of the beverage world, with a special focus on products for **mixology**.

WHO EXHIBITS

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



KEY FIGURES 2025

43.634

TOTAL
ATTENDANCE

+5%
VS 2024 EDITION

82

COUNTRIES OF ORIGIN

TOP 5 COUNTRIES OF ORIGIN (EXCLUDING ITALY)

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

130

INTERNATIONAL TOP BUYERS

1.200

EXHIBITING BRANDS

VISITORS PROFILE

The data refer
to the 2025 edition

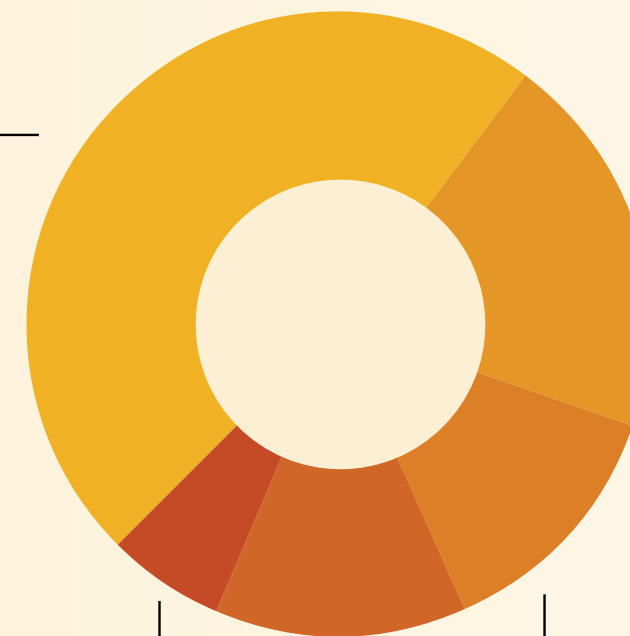
ACTIVITY SECTORS

47% PUBLIC ESTABLISHMENTS

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

22% DISTRIBUTION

- 41% DRINK WHOLESALERS
- 31% AGENTS
- 13% FOODSERVICE
WHOLESALERS /
CASH&CARRY
- 8% IMPORT-EXPORT /
PURCHASING GROUPS
- 4% GDO
- 2% FOODSERVICE
TECHNOLOGIES



5% ASSOCIATIONS, INSTITUTIONS AND PRESS

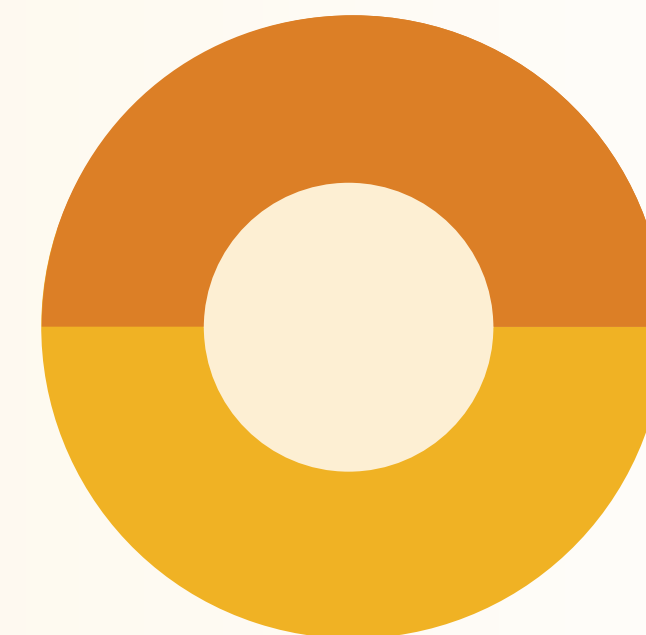
14% SERVICES

12% PRODUCERS

PROFILE

50% DECISION MAKERS

- 55% PURCHASING / SALES /
MARKETING MANAGERS
- 40% CEO / MANAGING
DIRECTORS
- 5% F&B MANAGER / PUBLICAN



50% INFLUENCERS

- 36% CONSULTANTS
- 23% BARMEN / BARTENDERS
- 20% CHEFS / PIZZA MAKERS
- 10% BEER SOMMELIER
- 6% TECHNICIANS /
INSTALLERS
- 5% BREWMASTER

WHY EXHIBIT

GROW YOUR BUSINESS IN KEY MARKETS

Meet qualified **buyers, distributors, and HoReCa professionals** from across Italy and over 80 countries. Beer&Food Attraction is the ideal platform to generate **solid leads, activate new partnerships**, and expand your **commercial network**.

ELEVATE YOUR BRAND AT THE HEART OF FOODSERVICE

Showcase your latest products in a **high-visibility setting** designed to spotlight the most innovative brands. Your stand becomes part of a dynamic ecosystem where **product, storytelling**, and **trends** come together.

STAY AHEAD OF THE OUT OF HOME EVOLUTION

Access **exclusive content, professional encounters, and training opportunities** with industry leaders. It's your chance to stay updated, get inspired, and take a leading role in shaping the future of food & beverage.

WHY VISIT

GLOBAL CONNECTIONS

Meet companies and professionals from around the world. Build strategic partnerships with **buyers, distributors, and industry associations**, and expand your **professional network**.

INSIGHTS AND INSPIRATION

Explore **new products, cutting-edge equipment, and innovative formats**. Dive into key industry topics – from sustainability to digital marketing – through high-value talks and workshops.

IMMERSIVE EXPERIENCES

Take part in **demos, talks, show cooking and competitions**. A dynamic and engaging event where training, inspiration and business opportunities come together.

INTERNATIONAL HORECA MEETING

The 15th edition of the **International Horeca Meeting** will take place in Rimini from 15 to 17 February 2026, as part of Mixology Attraction and Beer&Food Attraction.

Once again, the event will serve as a **key meeting point** for the entire beverage supply chain, offering a unique opportunity for producers, distributors, and industry professionals to connect.

Beverages will take center stage, paving the way for **new business opportunities and growth strategies**.

International
HoReCa
meeting
Congress • B2B • Parade

HORECA ARENA

In the Horeca Arena at IHM, leading representatives from associations, research institutes, and industry companies will explore the future outlook of the market, sharing data, forecasts, and emerging trends.



THEMATIC AREAS & SPECIAL PROJECTS

Beer&Food Attraction is a true **experiential hub** where professionals can discover emerging **trends, innovations, and successful formats** **shaping** the out-of-home market.

Through its exhibition areas, thematic areas and special projects, the event serves as a **high-level content platform**, offering insights, **tools, and concrete inspiration** for all players in the industry.



NEW!



NEW!



APERITIVO LAND

Aperitivo Land is the new themed area at Beer&Food Attraction dedicated to **frozen products for the aperitivo moment** – a showcase of flavour, innovation, and ready-to-serve solutions for the out-of-home market.

EAT & PLAY

Eat&Play is the new exhibition area at Beer&Food Attraction designed to highlight **companies specializing in entertainment solutions** for the hospitality and foodservice industry.

BEER&TECH ARENA

The Beer&Tech Arena is the beating heart of Beer&Food Attraction: a space where talks and training sessions bring together **beer culture and innovation**, in collaboration with universities and industry associations.

EVENTS & COMPETITIONS

Beer&Food Attraction is also the ideal stage for **talks, meetings, and challenges** among key players in the industry.

A rich calendar of educational and inspirational events, featuring insights into **trends, business models, and winning strategies** shared by experts, entrepreneurs, and opinion leaders.

There's also room for **competitions**, where the talent, creativity, and technical skills of both seasoned professionals and emerging talents in foodservice and beverage are put to the test.

A dynamic program that turns every visit into an opportunity to learn, connect, and get inspired.



BEER OF THE YEAR AWARD

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

ITALIAN CRAFT BEER CONFERENCE

Powered by **Unionbirrai**, the event aims to create an important moment of insight into brewing techniques, new technologies, raw materials, instrumentation and analysis of trends.

ITALIAN CUISINE CHAMPIONSHIPS

Organized by the **Italian Chefs Federation**, they are the most important event among national cooking competitions.

INNOVATION DISTRICT

Beer&Food Attraction confirms its role as a platform for dialogue between **businesses, investors, and emerging entrepreneurial ventures.**

IN PARTNERSHIP
CON



ASSOCIAZIONE
NAZIONALE
GIOVANI
INNOVATORI



ITALIAN TRADE AGENCY

AREA START-UP

A physical and virtual exhibition area, created in collaboration with **ANGI - National Association of Young Innovators** and **ICE Agency**, entirely dedicated to innovative start-ups and young Italian companies offering technologies, services, and solutions for the Out of Home sector.



LORENZO CAGNONI AWARD

An award given to the most innovative projects presented by exhibiting companies and start-ups.



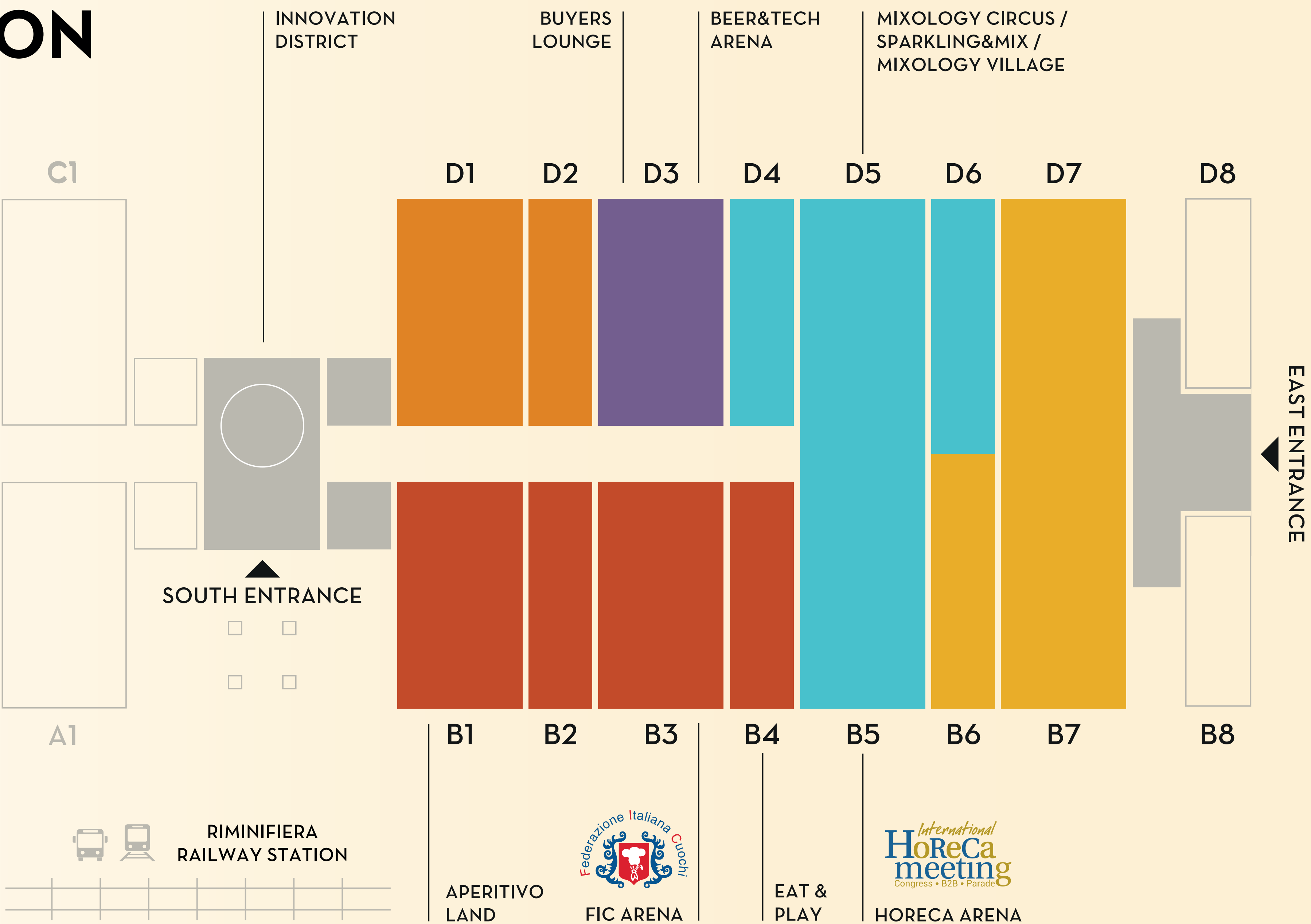
THE EXHIBITION LAYOUT

BEER & FOOD
ATTRACTION

- Beers
- Craft Beers
- Food
- BBTech

MIXOLOGY
ATTRACTION

- 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

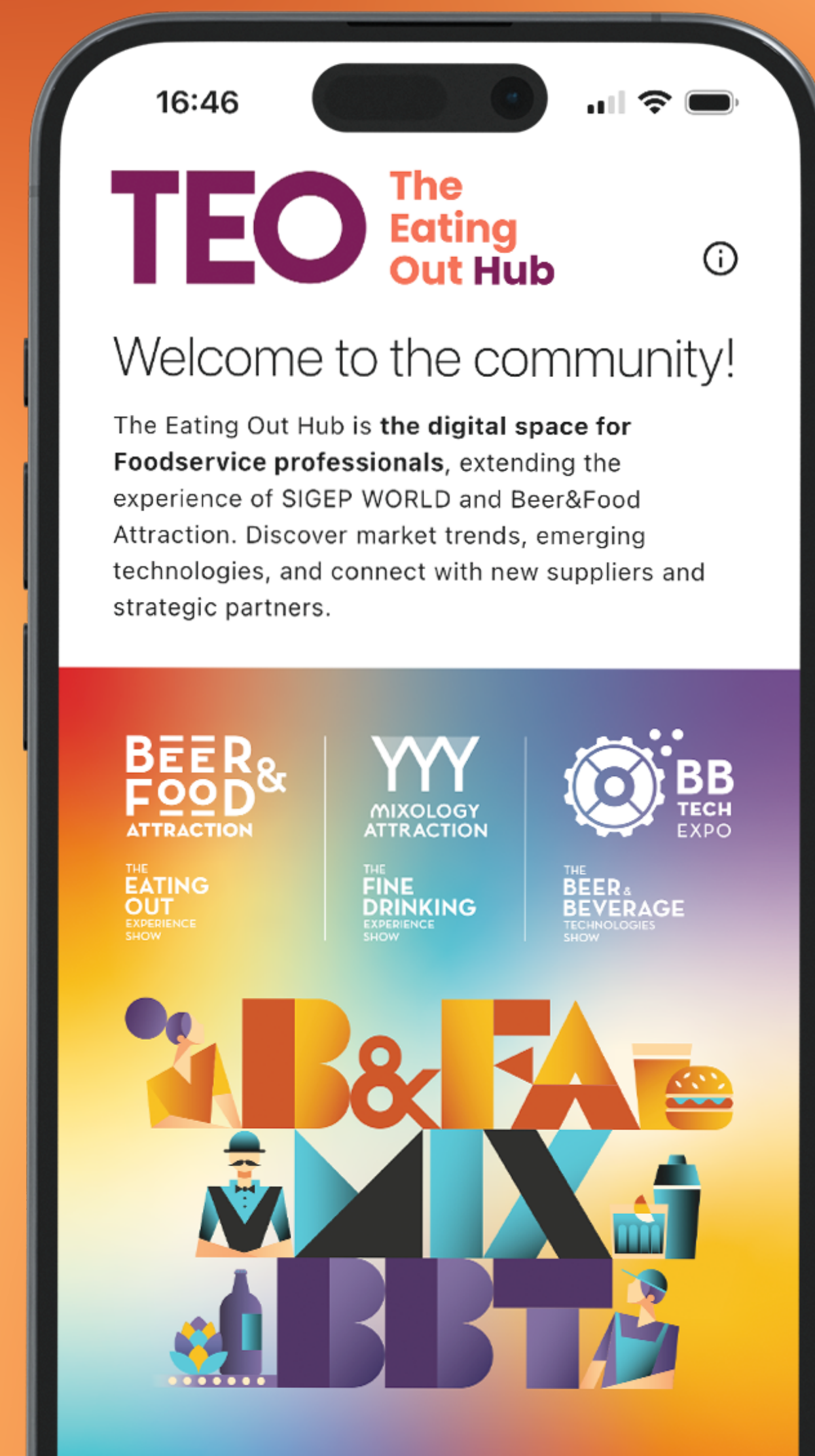
Leverage the digital extension to meet your **business objectives** through new channels.

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 X 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



CO-LOCATED WITH



IEG X ASIA

SINGAPORE
Sands Expo &
Convention Centre

BEER & FOOD ATTRACTION

beerandfoodattraction@iegexpo.it
beerandfoodattraction.it

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