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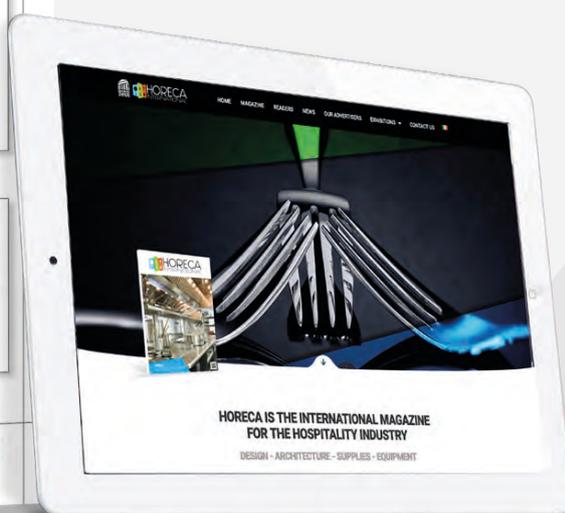


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Sonia V. Maffizzoni
Editorial Manager

There's a fine thread connecting artisanal gelato, pastry, coffee and bakery: the pursuit of quality. But today, quality is no longer just about taste or aesthetics, it's also about sustainability, traceability, and alignment with the values modern consumers care about.

Professionals in the Ho.Re.Ca world know it well: every detail matters. From ingredient selection to the technologies supporting daily operations, from design choices to how a brand communicates its identity, everything plays a part.

Hospitality today is about creating experiences, but also about making conscious choices. Every element, from a coffee machine to compostable packaging, reflects the direction this industry is taking: more mindful, more responsible, more advanced.

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SIGEP SPECIAL

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BETA ELECTRONICS SRL

Remote monitoring
of coffee grinders for
roasteries

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“FROZEN YOGURT AND ARTISANAL GELATO BETWEEN MARKET, HEALTH AND BUSINESS”

Frozen yogurt is no longer a passing U.S. trend, but a “lighter” alternative to traditional artisanal gelato. Yet how relevant is it in the market, and how much healthier is it really?

Frozen yogurt is no longer a passing trend imported from the United States. In recent years it has secured a stable position in consumers’ minds as a “lighter” alternative to traditional gelato. But how much does it actually influence the market and, above all, is it really healthier than a well-made artisanal gelato?

In the consumer’s perception, frozen yogurt relies on three main elements: the word “yogurt”, which instantly evokes well-being; the promise of lower calories; and the idea of a customizable product enriched with fresh fruit or “superfood” toppings.

Artisanal gelato, on the other hand, is strongly associated with indulgence, tradition, and the quality of ingredients rather than a healthy choice. This perception often oversimplifies reality. A high-quality frozen yogurt



by the editorial staff

made from real milk and yogurt, with moderate sugar content and balanced toppings, can indeed be lighter than many gelatos. But when cups are overloaded with sweet sauces, crumbled cookies and chocolate, the caloric advantage disappears quickly. At the same time, many artisanal gelaterie are increasingly offering



latest news

“better for you” recipes, including high-protein yogurt bases, reduced sugar and natural ingredients.

For aspiring entrepreneurs, the key question is not only “what does the customer like?”, but “what kind of experience do I want to offer?”. Frozen yogurt naturally fits fast, urban, self-service formats, where customers fill their cup, choose toppings and pay by weight. This model requires limited space, careful cost management, and an attractive layout that communicates freshness and immediacy.

Artisanal gelato, by contrast, carries a narrative of craftsmanship, recipes, raw-material seasonality and a close relationship with the gelato maker.

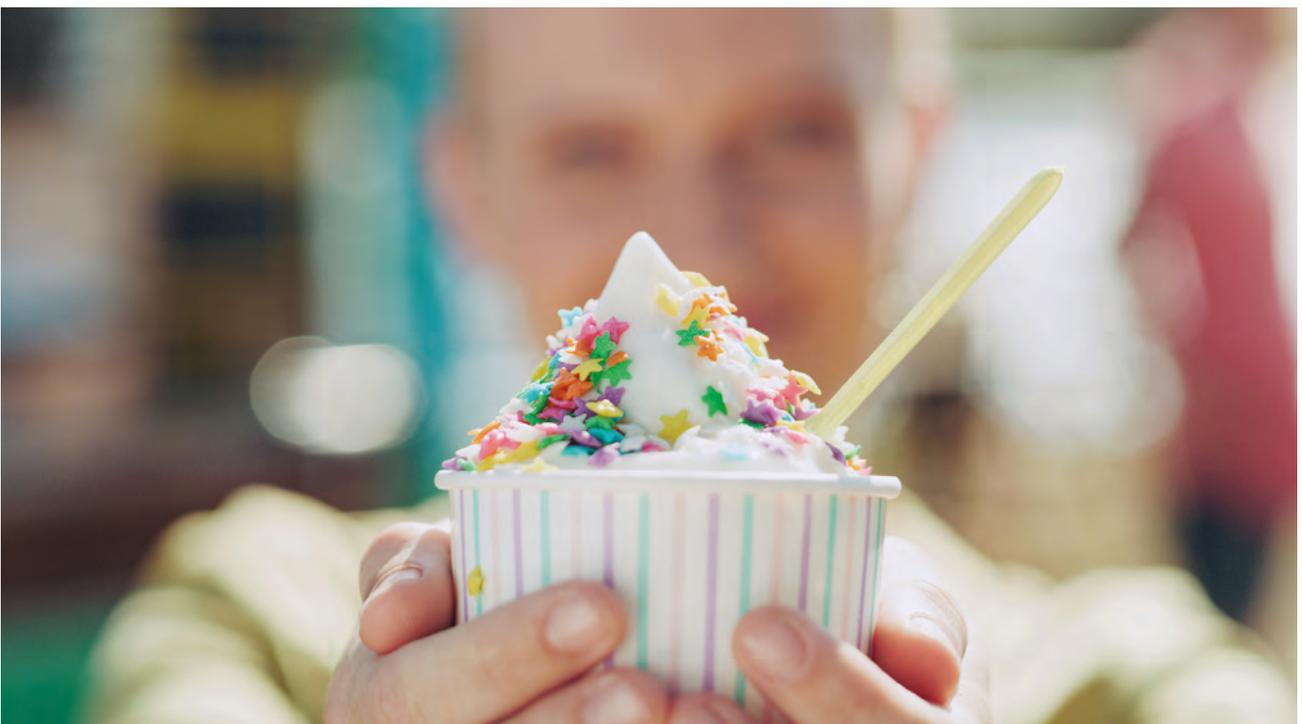
From an operational standpoint, opening a frozen yogurt shop begins with one fundamental choice: use ready-made mixes or develop your own recipe. The “DIY yogurt” route may seem more creative or cost-effective, but it requires technical expertise, rigorous cold-chain management, proper equipment and flawless HACCP procedures. Relying on high-quality suppliers offering balanced bases, technical support and training can make a real difference, especially for newcomers. In this case, the added value lies not only in the mix itself, but in the service: consultancy on recipes, equipment selection and brand positioning.

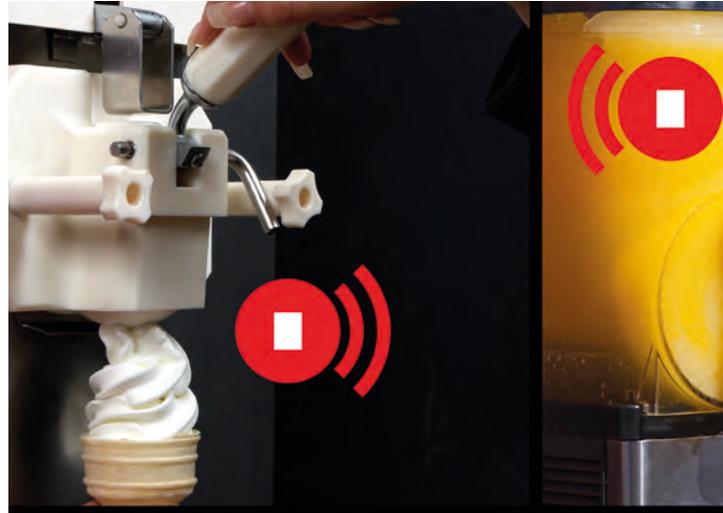
Equipment plays a decisive role. Frozen yogurt machines must ensure product stability, creamy consistency, and ease of cleaning and maintenance. The choice between countertop or floor models depends on ex-

pected volume and available space, but in all cases service assistance, spare parts and staff training are essential. Toppings management is another key factor: fresh fruit, compotes, granola, chocolate, crunchy inclusions. Too broad a selection increases waste and complexity, while a curated, seasonal assortment enhances both product appeal and margin.

Then comes the big question: annual or seasonal business? Frozen yogurt naturally peaks in spring and especially summer, with a physiological drop in colder months. Entrepreneurs must therefore consider whether to expand the offer with complementary products such as hot beverages, spoon desserts, waffles, crêpes, or even a small artisanal gelato line to smooth out seasonal fluctuations. In tourist areas, seasonality can be less restrictive, while in medium-to-large cities a broader assortment can help maintain steady business throughout the year.

Ultimately, rather than a clash between frozen yogurt and artisanal gelato, the market is moving toward coexistence. Each format meets different consumption needs. Frozen yogurt appeals to customers who seek lightness, personalization and quick experiences. Artisanal gelato keeps its stronghold on taste, tradition and ingredient quality, while increasingly adopting “healthy” inspirations. For new business owners, the real choice lies not simply between yogurt and cream, but among business models, brand identities and consumption narratives that can communicate clearly with a more informed and demanding customer base.




 IoTicontrollo


REMOTE MONITORING OF COFFEE GRINDERS FOR ROASTERIES

The perfect cup of coffee starts with the grind. In Italian bars, where coffee consumption is constant, grinders face heavy daily use, yet they have traditionally been "silent" machines: they work, grind, wear out, but don't communicate. How many coffees are made each day? How much is consumed? Is the machine performing optimally? These questions often remained unanswered.

In the Ho.Re.Ca sector, roasters commonly provide grinders on loan to encourage loyalty to their coffee beans. While effective for sales, this model lacks objective data: roasters can't track real usage, wear, or potential third-party grain



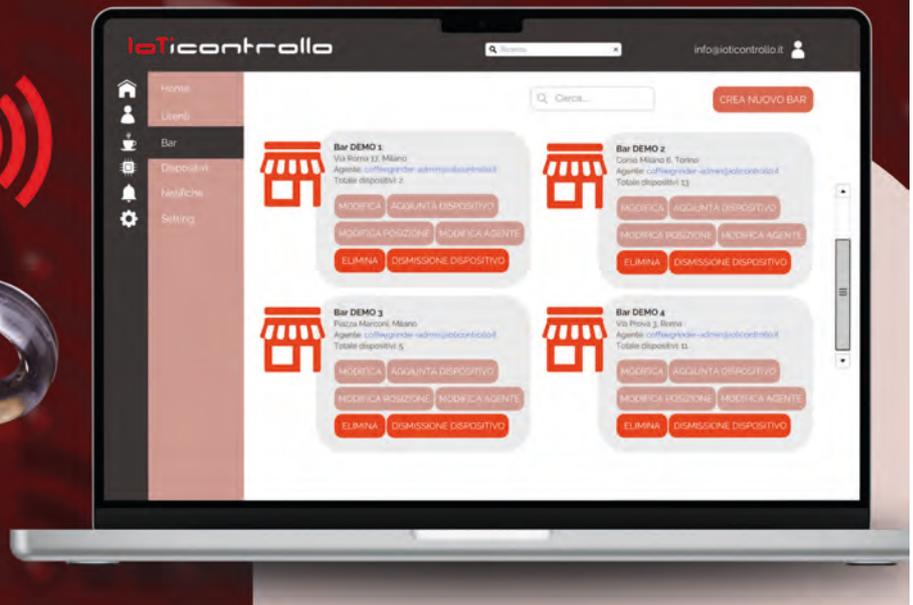
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predictive maintenance, accurate forecasting, and proactive fleet management



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use, making supply management and maintenance inefficient and reactive, often resulting in downtime and higher costs.

IoT transforms this scenario. Our solution integrates an IoT modem directly into professional grinders, collecting, processing, and securely transmitting operating data to the cloud via NB-IoT. Unlike Wi-Fi or Bluetooth, this technology doesn't rely on local networks or passwords, ensures stable coverage even in complex environments, and consumes minimal power.

Through an intuitive web dashboard, roasters and technical teams can monitor consumption, analyze trends, plan targeted maintenance, optimize supply,





and reduce operating costs. Grinders become part of a connected ecosystem, evolving from simple tools into intelligent nodes that provide both technical and strategic business insights.

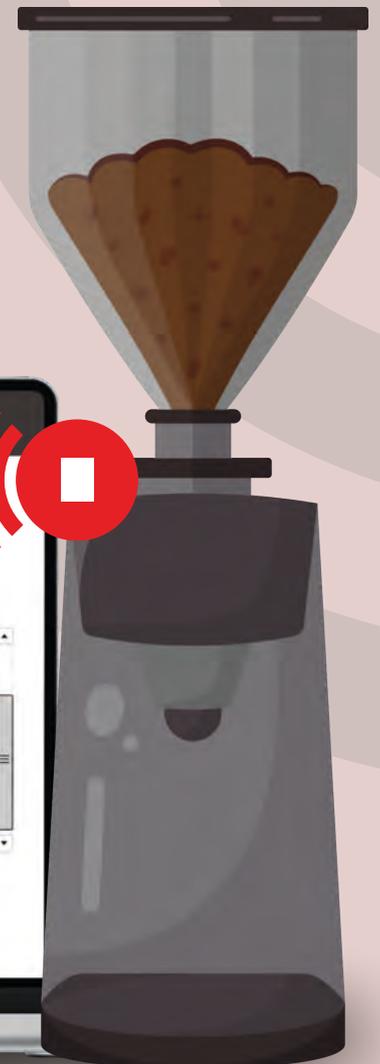
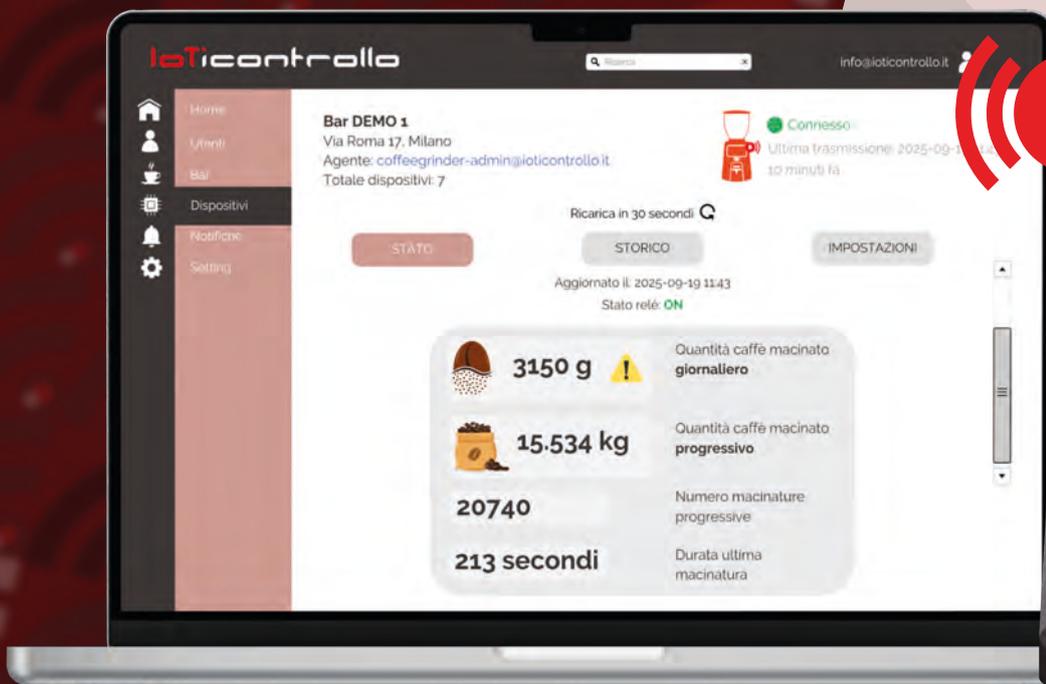
This connectivity enables predictive maintenance, accurate forecasting, and proactive fleet management. The IoT platform is scalable, allowing new devices, features, and metrics to be added over time without disrupting operations. Each grinder now contributes to a more efficient, transparent, and sustainable business model.

The future of coffee is no longer just about grinding beans—it's about connecting data, processes, and people to create smarter, faster, and more reliable operations.

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“ COFFEE, NEW TRENDS IN THE SIGN OF TRADITION ”

In Europe, there are several emerging trends in the coffee industry that are becoming increasingly popular.



by Our Editorial Team

One of these is plant-based milk coffee, such as those made with almond, soy, or oat milk. This is partly due to the growing demand for alternative milk options for health or ethical reasons.

Another trend is that of “specialty” coffee, which refers to high-quality coffee with unique and distinctive characteristics, such as those coming from single estates or grown using sustainable farming methods. These coffees are often served as espresso or in small portions, to allow enthusiasts to fully appreciate their nuances.

In addition, there is an ever-growing trend for “filter” coffee, meaning coffee prepared by methods such as drip, chemex, V60 and syphon, that offer a more delicate taste experience than espresso coffee.

Finally, an increasing number of people are interested in learning how to prepare coffee at home, which leads to an increase in demand for high-quality coffee machines and brewing equipment.

These are just a few of the more recent trends in the coffee industry in Europe, but there are many other emerging trends that are influencing how people drink and appreciate coffee.

European coffee consumers are diverse and come from various backgrounds, but generally, they have certain expectations when it comes to their coffee.





One expectation is for high-quality coffee, with many consumers seeking out specialty coffees that have unique and distinctive characteristics.

These consumers are often willing to pay a premium for these coffees and are interested in learning more about where the coffee comes from and how it was grown. Another expectation is for convenience and speed, with many consumers looking for quick and easy ways to enjoy their coffee. This has led to an increase in demand for instant coffee and coffee from vending machines.

A growing number of consumers are also looking for sustainable options, and are interested in coffee that is grown using environmentally friendly methods and in ways that support the welfare of farmers.

Some consumers are also looking for healthier options, such as coffee made with plant-based milk or lower-calorie alternatives.

Finally, consumers are also looking for new and exciting ways to enjoy coffee, such as flavored or infused coffees, cold brew and other new brewing methods, that brings new flavors and different textures.

Overall, European coffee consumers are looking for high-quality, convenient, sustainable, healthy, and new and exciting options when it comes to their coffee.

It is unlikely that coffee pods will completely replace traditional methods of preparing coffee, as both have their

own distinct advantages. Coffee pods, also known as single-serve coffee, have gained popularity in recent years due to their convenience and speed.

They are easy to use and require little clean-up, making them a popular option for busy people who want to enjoy a quick cup of coffee at home.

Additionally, they allow people to have a broad range of different coffee with just a small investment of time, also providing a more consistent result every time. However, traditional methods of preparation such as drip, pour-over, and French press, offer a more hands-on and personal experience.

This is particularly true for coffee enthusiasts who are interested in learning more about the nuances of different coffees and want to take the time to prepare and appreciate them properly.

These methods are also preferable for those who want to have a bit more control over the brewing process and temperature and look for a different and more complex flavor.

It is also worth noting that some coffee pods are not eco-friendly, as they generate waste and could be an environmental issue. This fact could influence the choice of some consumers.

Overall, it is likely that both traditional and coffee pod preparation methods will continue to coexist, with each appealing to different segments of the market.

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SCROCCHIARELLA® TAKES CENTER STAGE AT HOST 2025

On the occasion of HOST 2025, the international trade fair dedicated to the Ho.Re.Ca. and Foodservice industries, AB Mauri Italy SpA, together with Scrocchiarella®, presented three new recipes interpreted by three professionals from the Ho.Re.Ca. sector as part of the format "Le Preferite".

Through this format, AB MAURI demonstrates how a high-quality base can be transformed into countless interpretations—from quick-service restaurants to dining rooms, from bistros to hotels—meeting the needs of a market in which practicality, flavour, and craftsmanship must coexist in perfect harmony.

The project was created to highlight the versatility of Scrocchiarella®, the frozen base made with Scrocchiarella® Mix and sourdough according to traditional methods, reimagined with ingredients and flavours typical of various Italian regions—and beyond.

Felice Magarelli, Head of Pizza, Doughs, and Fillings at Ristorante Pizzeria Fuorirota in Bergamo, presented his recipe "ORIGINI in TAVOLA", created on a 28 × 18 cm Scrocchiarella® Classica base. As the name suggests, it brings together the flavours and traditions of the two places he belongs to: Campania, his homeland, and Bergamo, where he now lives and works.

He stated that he chose Scrocchiarella® because, in his



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LE PREFERITE

light, crispy, and easy-to-digest product



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restaurant, it meets multiple needs: from pizza in pala to gourmet pizza to sandwiches.

Bruno Bruzzese, owner of Pizzeria Turi in Marina di Gioiosa Ionica (RC), personally prepares Scrocchiarella® doughs every day. For the "Le Preferite" format, he selected the recipe "FOCU MEU, using simple ingredients from his native region, Calabria, also embracing seasonality.

For this reason, he chose a 55 × 25 cm Scrocchiarella® Rustica Multicereali frozen base—the same format he offers in his restaurant—particularly suited to take-away service.

He chose Scrocchiarella® because he had long been searching for a light, crispy, and easy-to-

digest product. With Scrocchiarella®, he finally found it.

Gioia Castaldi and Silvia Lauri, both from LIME Tropical Bistrot in Nettuno (province of Rome), took part in the "Le Preferite" format with a recipe featuring an exotic, international flavor as the proposal they offer in their Cocktail Bar requires. In fact, it evokes a Mediterranean spirit made of land and sea—and for this occasion, they used a 25 cm round Scrocchiarella® Riso Venere® base, which inspired the name of the recipe: "FUSION VENERE."

They chose Scrocchiarella® because it is ideal as finger food across all their offerings—from aperitivo to dinner and late-night service.

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“ANCIENT GRAINS: DEFINITION, CHARACTERISTICS AND PRODUCTION REALITIES”

Ancient grains are increasingly present in the bakery world, but often with unclear definitions. This article briefly clarifies what they are and how they differ from modern wheat.

In recent years, ancient grains have become a prominent topic in discussions around baking and bakery products, increasingly appearing in commercial communication as well as in professional debates within the food industry. But what do we really mean by “ancient grains”, and what distinguishes them from modern wheat varieties?

The term “ancient grains” generally refers to wheat varieties that were selected and cultivated before the introduction of intensive modern breeding techniques, developed mainly from the second half of the twentieth century onwards.

These are not “wild” grains, but historical cultivars that supported human diets for centuries, adapting to specific territories and climatic conditions. Well known examples include Senatore Cappelli, different types of spelt, Timilia, Verna and many other regional varieties.



by our editorial team

One of the main differences between ancient and modern grains lies in the selection process.

Modern wheat varieties have been developed to meet requirements such as higher yields, uniformity and mechanical resistance, all essential characteristics for intensive agriculture and industrial milling. Ancient grains,



latest news

by contrast, generally offer lower yields and greater variability, but often provide more complex nutritional and aromatic profiles.

From a compositional standpoint, ancient grains tend to have a protein content similar to or slightly lower than that of modern wheats, but with a different gluten structure. Gluten in ancient grains is usually less strong and less elastic, a feature that directly affects dough behaviour and workability. For the bakery sector, this means different processing times, greater attention to hydration and more careful management of fermentation.

From a nutritional perspective, ancient grains are often associated with higher levels of micronutrients, fibre and bioactive compounds, although it is important to avoid broad generalisations.

Differences depend on the specific variety, agronomic practices and the degree of flour refinement. Rather than absolute superiority, it is more accurate to speak of different profiles that meet specific product and consumption needs.

Another distinguishing factor is the strong link with territory. Ancient grains are often grown within short or local supply chains, using less intensive farming practices and placing greater emphasis on environmental

sustainability. This makes them particularly appealing to bakers and bakery operators looking to enhance the origin of raw materials and build a coherent product narrative.

However, the use of ancient grains also presents certain challenges. Lower yields, reduced standardisation and higher production costs affect the final price. In addition, their processing requires specific technical expertise, both in milling and in baking.

Ancient grains are therefore not a universal solution, but a conscious choice that must be integrated into a well defined production strategy.

Within today's bakery landscape, ancient grains represent a concrete opportunity to differentiate offerings, expand product ranges and respond to growing demand for more distinctive and recognisable products.

Provided, however, that clarity is maintained about what ancient grains really are and that they are used with technical competence, avoiding oversimplification and misleading narratives.

Because the true value of ancient grains lies not only in their history, but in the ability to integrate them coherently and transparently into modern production chains.



MAINHO, INNOVATION AND VISION IN THE PROFESSIONAL KITCHEN EQUIPMENT SECTOR



by **Manel Marín Esteller**
CEO of MAINHO



Recognized as a solid reference in the hospitality equipment market, MAINHO continues to stand out for its blend of technology, expertise, and its ability to interpret the real needs of Horeca professionals. The company is entering a dynamic phase marked by new product launches and a more structured international expansion.

What are the most significant innovations MAINHO has introduced recently?

At MAINHO, we have just launched the new MAX Series griddle, a development designed for both service technicians and end users. Its design includes a removable tray that allows easy access to the machine's interior, making any technical intervention simple and hassle-free. In addition, we have maximized its performance. Every detail is conceived to make the most of every kilowatt generated, delivering superior efficiency and a truly professional cooking experience.

How do these new developments strengthen your position in the professional kitchen equipment market?

MAINHO is already a pioneer in hospitality equipment sales in Spain, especially in the fry-top segment thanks to our Eurocrom model, the most widely used by professionals in the burger and smash burger world. Alongside this, our volcanic stone barbecues remain true classics of the brand and a benchmark in the sector. With the launch of the new MAX Series griddle, we are expanding the range of solutions for our customers, offering more efficient, high-quality products to equip their kitchens with maximum reliability and performance.



MAINHO is expanding internationally. What prompted this step and which markets are you focusing on first?

MAINHO has been present in the European market for over two decades, with a strong foothold in countries like France, where we have consolidated our position. In recent years, participation in international trade fairs has opened new opportunities and strategic contacts, driving us to take the next step in our expansion.

We are currently entering markets such as the Middle East, North Africa, and the United Kingdom, regions that value the quality and efficiency of our equipment and where we see great growth potential.

What strategic investments do you consider essential for MAINHO's future growth?

Technology and artificial intelligence are undoubtedly key to making the leap into the new era of the market.

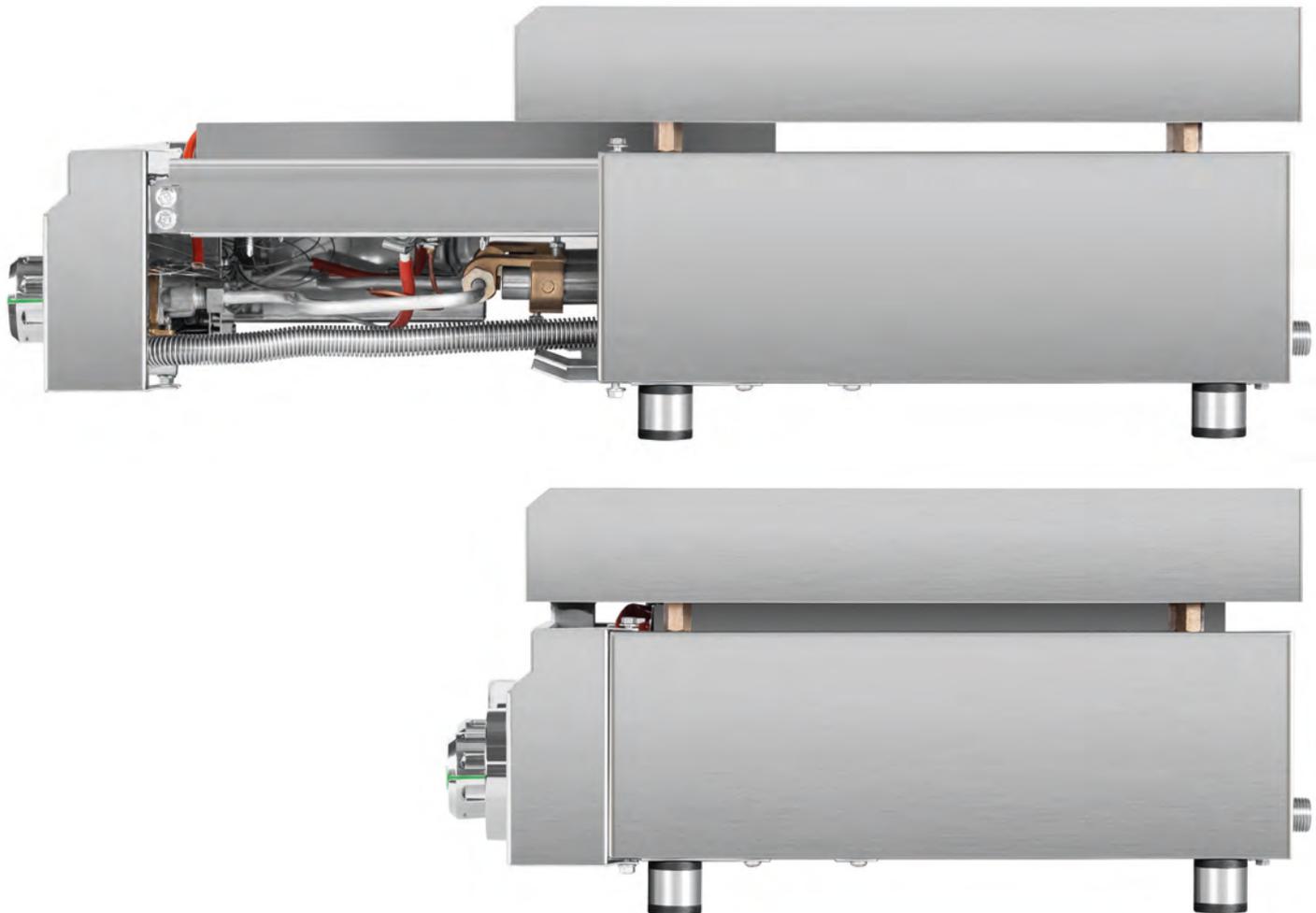
Although in our sector they are not yet an immediate requirement, we know they are just around the corner,

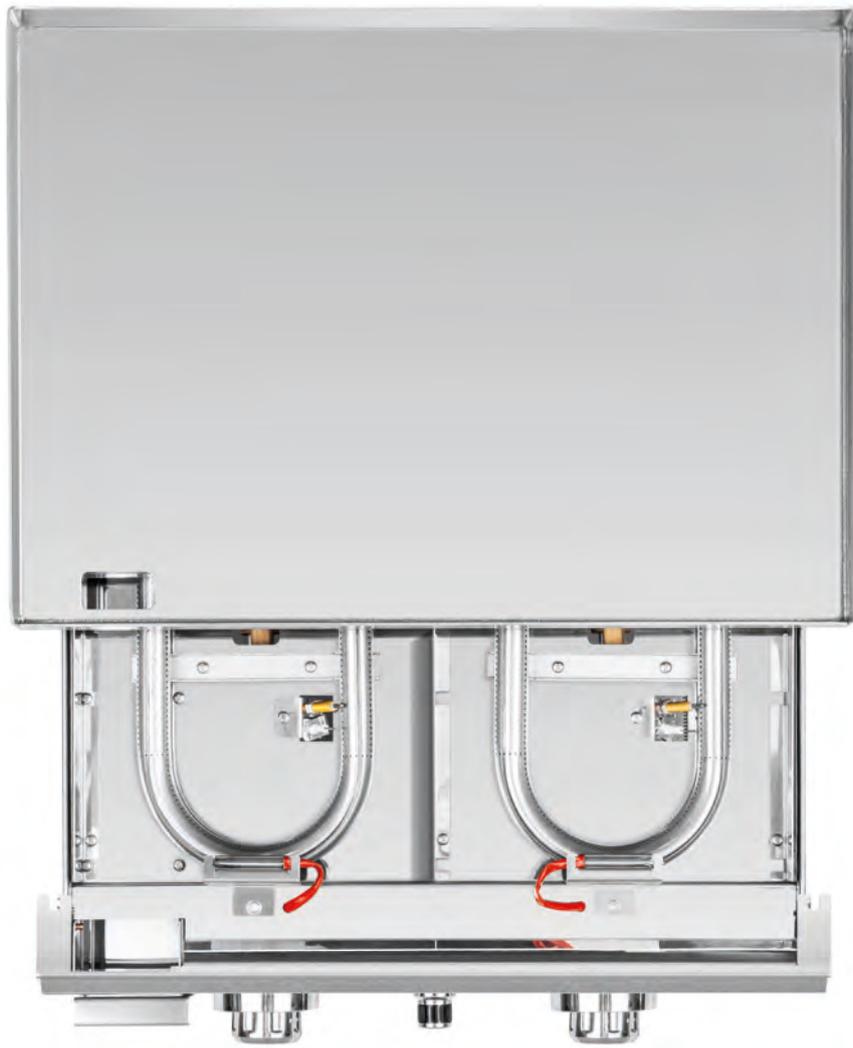
and we want to be ready. That said, we continue to trust the process that has brought us here. A strong human network ensures optimal sales and after-sales service, creating links between the factory, distribution, and support for the end customer. MAINHO is a family business that has grown thanks to teamwork and trust with our partners, and that essence will remain a fundamental part of our strategy.

Looking ahead with solid foundations

MAINHO's evolution demonstrates how technological innovation, manufacturing quality and an international outlook can coexist with a business philosophy deeply rooted in people and long-lasting relationships with industry professionals. The new product launches and expanding markets reveal a clear trajectory. MAINHO looks to the future with ambition and awareness, while staying faithful to the technical culture and trust-based approach that have defined its success.

Visit:
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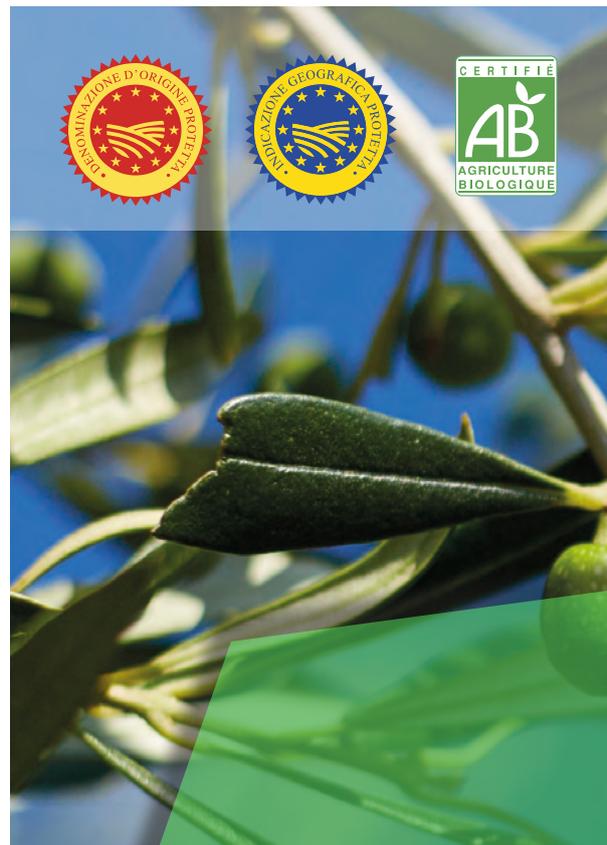


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Environmental conditions and the cultivation methods make our "Terra di Bari" PDO extra virgin olive oil a precious oil. Luglio considers very important the traditional ways of cultivating and pruning olives in order to preserve all their original characteristics. In our range, you can find also "Gold Selection" extra virgin olive oil obtained only from 100% Italian olives.

This kind of oil has an intense aroma, which reminds to one of the olives harvested from the plant at the right degree of ripeness. The characteristic of 100% Italian extra virgin olive oil "Gold Selection" is the balance between bitter and spicy, of medium intensity.

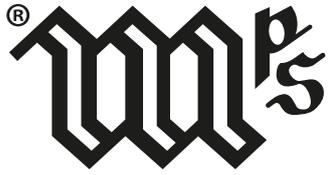
Medsol srl has many certifications such as: ISO 22005, IFS, BRC, KOSHER, HALAL, ORGANIC and P.D.O.

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attachment to tradition and their attention to the changes of time



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It is a fragrance unfolding. The understated refinement of Hotel, in the pan with handles and lid, heightens aromas and flavours thanks to a non-porous surface that does not absorb but exalts. A discreet breath of class that keeps food at the ideal temperature on every occasion. Authentic elegance that speaks to every sense.

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A NEW MODEL OF REGENERATIVE COFFEE CULTURE

In a sector shaped by strong pressures, Antica Tostatura Triestina has chosen a clear direction: coffee quality, environmental responsibility, and the protection of people throughout the entire chain. For ATT, sustainability is not a separate chapter but a daily operating principle; hence the idea of Regeneration, understood as safeguarding and renewing the ecosystems where coffee is born.

On the Venezuelan plantations of La Palmita, the land is treated as a living organism: coffee plants grow alongside native flora and fauna in a balance that supports biodiversity and soil health.





COFFEE IS ART

like a work of art, it is born from inspiration, balance, and measure



Each cherry is hand-picked using methods passed down through generations and processed through natural practices that respect the rhythms of nature and the people who care for it.

Owning the plantation means breaking away from the downward-price logic that squeezes growers and de-

values quality. It means recognizing the value of time, dignity, and human work. From the land to the fire: in Trieste, Italy's coffee city, the product takes shape through Wood Roasting, an ancient technique that restores Espresso authenticity.

Beechwood, with its slow and steady heat, roasts each bean evenly to the



core, revealing a complex, round, vibrant aroma—far from industrial standards and close to artisanal tradition.

ATT's goal is to progressively increase, year after year, the share of coffee sourced from its own plantations, building an ever more direct and responsible supply chain.

At the same time, the company aims to encourage other Italian roasters to invest in origin and sustainable farming models, so that environmental protection and social fairness are not exceptions but a shared method.

For us, coffee is art: like a work of art, it is born from inspiration, balance, and measure.

Our blends are small, carefully composed creations, made with the same sensitivity as those who paint or write music. Because we believe that beauty—like great coffee—is an act of culture, a gesture of care.

www.attcaffe.com



TOMATTO: ITALIAN CRAFTSMANSHIP AND PERFORMANCE

For more than sixty years, Tomatto has been shaping the everyday work of kitchens through a blend of Italian craftsmanship, industrial precision and constant innovation. Founded in 1963 in the heart of Italy, the company has grown from a family-run workshop into a modern manufacturer whose products support chefs and professionals around the world. What has never changed is the commitment to authenticity: every Tomatto tool is still produced entirely inside the company's own facilities.

This full in-house approach is what sets Tomatto apart. From metalworking to moulding, from assembly to finishing, each step is managed internally to guarantee consistency, reliability and long-lasting performance. The result is a complete, Italian-crafted selection of over 600 products designed for those who live the kitchen every day – chefs, hospitality professionals, and distributors looking for quality they can trust.

Tomatto's catalogue mirrors the evolution of modern foodservice needs. Its 18/10 stainless steel utensils are engineered for precision, ergonomics and durability. Preparation tools such as vegetable mills, graters and mashers reflect decades of experience, combining traditional function with contemporary ease of use. Serving solutions, trays, tongs and accessories bring practicality and style to the table, while certified **Gastronorm** containers ensure hygiene and resistance in





ATTENTION TO DETAIL

a blend of Italian craftsmanship, industrial precision and constant innovation

The most demanding professional environments. This breadth of offering allows distributors and operators to meet multiple needs with a single, coherent brand.

Attention to detail is visible in every product. Surfaces are refined to ensure comfort and safety. Handles are shaped to support repetitive work. Materials are selected to withstand daily use. This design philosophy mirrors the essence of **Italian manufacturing**: tools that are not only functional, but also pleasant to hold, intuitive to use and built to accompany professionals through every service.



Sustainability is another fundamental value. Tomatto's production relies on recyclable materials, energy-efficient processes and responsible sourcing.

By reducing waste and optimising each phase of manufacturing, the company designs products made to last – an approach that supports both environmental responsibility and long-term value for customers.

Today, Tomatto is present in kitchens across Europe, the Middle East and beyond, bringing the heritage of Italian craftsmanship to an international audience. Participation in leading industry fairs, including **Ambiente 2026 in Frankfurt**, reflects the company's desire to engage with professionals, strengthen partnerships and showcase new developments to global buyers.

In every tool, from the simplest ladle to the most iconic vegetable mill, Tomatto expresses the same idea: quality begins with the hands that create.

And in professional kitchens, where every detail matters, having the right tools makes all the difference.

To explore more than 600 Italian-made tools, visit shop.tomatto.it





Precision you can **feel**

A complete Italian-crafted selection created for those who live the kitchen every day.



EXPLORE 600+ TOOLS ON

shop.tomattò.it



HOTELEX SHANGHAI 2026: ASIA'S LEADING HOSPITALITY SHOWCASE

China's hotel and foodservice equipment industry is entering a transformative stage, driven by three converging forces: automation, sustainability, and space optimization. As digital technologies reshape operational models, the market is rapidly shifting toward intelligent, low-emission, and compact solutions—positioning China not only as a manufacturing hub but also as a high-potential consumption market.

AI-powered cooking systems and IoT-connected kitchens are gaining momentum, with smart fryers, real-time monitoring tools, and multifunctional appliances boosting kitchen efficiency and consistency. The global smart foodservice equipment segment is projected to grow at over 10% CAGR through 2032, with China leading in adoption and scale.

Sustainability remains a critical innovation driver. As China accelerates its carbon neutrality roadmap toward its 2030 and 2060 climate targets, procurement is increasingly guided by energy performance and environmental certifications such as the China Energy Label and CQC. Globally, the commercial catering equipment market is expected to exceed USD 27 billion by 2026, fueled by growing demand for water-efficient, solar-integrated, and emissions-reducing solutions aligned with ESG goals.

This momentum sets the stage for HOTELEX Shanghai 2026, held from 30th March to 2nd April, 2026. As one of Asia's leading hospitality and catering trade shows, HOTELEX connects global brands with hotel chains, F&B groups, and procurement leaders across China's evolving foodservice landscape.

The 2026 edition will span an impressive 400,000 square meters, hosting 3,500+ exhibitors and welcoming more than 250,000 trade visitors from over 130 countries and regions. With 12 themed sectors – in-



2.1 HALL 馆

冰淇淋及乳制品
ICE CREAM & DAIRY

烘焙设备及原物料
BAKERY

3 餐饮设备
CATERING EQUIPMENT

饮品供应链
BEVERAGE

1.1

HOTELEX

HOTELEX IS MORE
THAN JUST A TRADE FAIR

held from 30th March to 2nd April, 2026

cluding Coffee & Tea, Catering Equipment & Supplies, Beverage, Tableware, Fine Food, The Bar & Drinks, Brand Franchise & Chain Store Resources, and more – HOTELEX offers a truly comprehensive overview of the full hospitality supply chain, all under one roof.

HOTELEX is more than just a trade fair – it's an immersive industry festival. Attendees will witness over 50 trendy onsite events, from the prestigious China Barista Championship, China Brewers Cup, China Latte Art Championship, China Roasting Championship to culinary challenges, bartending shows, sustainability forums, and insightful business conferences.

These vibrant programs provide a deeper look into the trends, techniques, and talents

that are shaping the future of hospitality worldwide. Backed by decades of experience and history, HOTELEX continues to evolve alongside the market it serves.

As China's inbound tourism surges, consumer expectations and awareness rise, global hotel brands expand their footprint, HOTELEX 2026 arrives at a critical moment – offering unmatched access to one of the world's most exciting, fast-growing hospitality landscapes.

Whether you're a hotel operator, restaurateur, distributor, franchise owner, or solution provider, HOTELEX 2026 is the place to be – to build connections, launch products, and stay ahead of industry change.

www.hotelex.cn



The 34th Shanghai International
Hospitality Equipment & Foodservice Expo

HOTELEX Shanghai

30th March - 2nd April, 2026

National Exhibition & Convention Center (Shanghai)



Organizer:

China Tourist Hotels Association

Shanghai Sinoexpo Informa Markets International Exhibition Co.,Ltd.

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RUSTIC SOURDOUGH BREAD TYPE "1"

Il Panificio di Camillo presents the Rustic Sourdough Bread Type "1", a product born from a precise vision: relying exclusively on natural sourdough for leavening. Rustic Sourdough Bread Type "1" also represents a step forward in supply chain control.

First of all, it is made with wheat grown in the Biosymbiotic District of Romagna, cultivated in the Bidente, Rabbi and Savio valleys following the principles of organic agriculture, therefore without synthetic chemical pesticides, synthetic fertilisers or GMOs.

The grain is then stone-milled whole by Molino Pransani, preserving the wheat germ, which is naturally rich in vitamins, minerals, fibre, proteins and healthy fats.

This bread is also the subject of a unique study in Italy, supported by Il Panificio di Camillo and involving the Biosymbiotic District of Romagna, the Department of Medical and Surgical Sciences of the University of Bologna,





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A UNIQUE PRODUCT

Ideal for gourmet bread baskets, hotel breakfast service and premium catering



the Faculty of Food Science and Gastronomy of the University of Cesena, the Gastroenterology Unit of Forlì-Cesena and the Technopole of Forlì-Cesena.

The goal? To demonstrate the benefits of sourdough bread made with biosymbiotic wheat on the human gut microbiota.

The expected benefits of introducing this food, which must be confirmed by the ongoing research project, include improved digestion and metabolism, a strengthened immune system and better psychological well-being thanks to a balanced intestinal microbiota.

Il Panificio di Camillo's Rustic Sourdough Bread Type "1" is not only a flavourful bread, due especially to the distinctive acidity provided by the sourdough starter, but also a product that could foster a virtuous evolu-

tion within the food sector.

Today, it is an extremely valuable ally for the HORE.CA. world, offering a unique product capable of enriching a bread basket, enhancing a hotel breakfast buffet or elevating catering services of any kind.

www.ilpanificiodicamillo.it





**RUSTICO
MADRE**
del PANIFICIO DI CAMILLO



Rustico Madre Tipo "1":

Perfetto per un cestino del pane gourmet,
per le colazioni in hotel o per impreziosire ogni tipo di catering

- Lievitato solo con 100% pasta madre
- Prodotto con grano del Distretto Biosimbiotico della Romagna
- Con grano macinato a chicco intero che preserva il germe di grano

Il nostro stabilimento è certificato:



Seguici su:    - Scopri di più su: www.ilpanificiodicamillo.it





ARIR: EXCELLENCE IN PROMOTIONAL GIFTS SINCE 1968

Since 1968, ARIR has stood out in the promotional gift market, offering unique and quality solutions for the promotion of sparkling wines, wines, grappas, and hotel supplies.

With over five decades of experience, the company has evolved, specializing in the creation and production of promotional items that combine elegance and functionality. In 1978, ARIR significantly expanded its offerings, integrating new techniques for working with metals and plastics. This evolution allowed for the refinement of customization systems, ensuring products that not only meet the promotional needs of companies but also add a touch of distinctiveness and sophistication.





UNIQUE AND QUALITY SOLUTIONS

For the promotion of sparkling wines, wines, grappas, and hotel supplies.



The focus on product quality and the attention to the elegance of the ensemble have always been at the heart of ARIR's philosophy. This approach has allowed the company to earn the trust of the most prestigious and well-known wineries, both Italian and international, consolidating a leadership position in the sector.

ARIR represents a perfect synthesis between Italian creativity and design, quality of materials used, and artisanal care. Each product is the result of a process that values traditional skills, integrating them with the most advanced technologies. The result is a range of promotional items that express Italian excellence in every detail.

ARIR's commitment to the promotional and gift item sector demonstrates the

ability to interpret and anticipate market needs, offering solutions that enhance its clients' products, making them unique and unmistakable.

With ARIR, every company can transform its promotional items into true ambassadors of style and quality. The company will be present at important industry fairs in 2024, including Messe Frankfurt, Vinitaly Design, and Enolitech, consolidating its reference position in the promotional gift sector, thanks to its relentless search for perfection, passion for design, and attention to detail. A brand that, for over half a century, has brought the excellence of made in Italy to the world.

www.arir.com

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Professional Refrigeration

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15040 Occimiano (AL) - Italy
Tel +39 333 4531121
www.ucinque.it



UCINQUE BRINGS NEW REFRIGERATION SOLUTIONS TO THE HORECA SECTOR



by **Stefania Bernardini**
Commercial Director





Professional Refrigeration

Ucinque reinforces its position in the Horeca sector with compact, efficient refrigeration solutions that reflect the evolving needs of cafés, gelato shops and modern foodservice.

Ucinque strengthens its role in the Horeca market with products that combine design, efficiency and compact formats, responding to the evolving needs of cafés, gelato shops and modern foodservice. At Host 2025, the company introduced several new solutions and gathered clear signals on the trends shaping 2026.

What are the main new products you presented at Host 2025?

We introduced two professional ice cream scooping cabinet series, X-CREAM and CREAM, engineered in Italy for displaying freshly churned gelato at -20°C to -5°C . We also presented COOL WAVE, a ventilated scooping cabinet with automatic defrost, available in 7-pan and 10-pan models. For beverage displays, we launched BREEZE 400, an upright cooler with a sleek aesthetic, and PURE VISION, a compact countertop unit for cafés, bars and retail environments.

Which target audience are these solutions designed for?

They are intended for cafés, bars, restaurants, kiosks, hotels, offices and beverage retailers. X-CREAM and CREAM specifically address professionals serving freshly churned gelato in gelato shops, cafés and venues where countertop placement and impulse sales are key.

Which market needs do they address?

Urban spaces and rising energy costs are driving demand for compact, efficient refrigeration. X-CREAM and CREAM meet these needs through low energy use, natural refrigerants and climatic class 5 performance for warm environments.

They offer high capacity within minimal footprints, supporting quality preservation and impulse sales while helping operators control operating costs.



Based on Host 2025, what trends emerge for 2026?

Energy efficiency and natural refrigerants dominated the fair, together with compact LED-lit cabinets suited for small spaces. Growth opportunities include hybrid formats combining gelato with coffee and pastry, plus increasing demand for vegan or soft-serve products. Digital integration is accelerating, with AI and IoT enabling real-time monitoring, predictive maintenance and optimized energy use.

The innovations unveiled at Host 2025 confirm that efficiency, sustainability and digitalization are now essential in Horeca refrigeration. With its new product portfolio, Ucinque positions itself as a forward-looking partner for operators preparing for the next evolution of the market.

www.ucinque.com

COOL WAVE

-18°/-9° C



Luce interna LED
Internal LED light



LAYOUT MOD 7 VASCHETTE



LAYOUT MOD 10 VASCHETTE

PURE VISION

+2°/+8° C



Termostato elettronico
Electronic thermostat



Serratura con chiave
Key lock



Luce interna LED
Internal LED light

BREEZE 400.5 BLACK

+2°/+10° C



Luce interna LED
Internal LED light



Serratura con chiave
Key lock

CREAM

-20°/-5° C

MADE IN ITALY



Ruote pivotanti
Pivoting wheels



Termostato elettronico
Electronic thermostat



BARRIQUO: THE EVOLUTION OF COFFEE BEGINS

A new aroma is about to conquer the world of coffee.

At the upcoming SICEP 2026 in Rimini, lovers of authentic taste and artisanal excellence will have the chance to experience something truly unprecedented: the debut of Barriquo, the first coffee in whole beans aged in barrique.

Where Wood Meets the Bean

Born from a bold idea and years of research, Barriquo is the result of a meeting between fine woods and carefully selected beans, in a process that blends tradition and innovation.

After a meticulous selection of the best varieties from the most suitable tropical regions, the beans are slowly roasted over a wood fire, following the authentic Torrcaffè tradition. This ancient method preserves the integrity and aromatic richness of the coffee, giving it body, harmony, and warmth.

Aging in Barrique: A New Art Form

The true secret of Barriquo lies in its refinement inside cherry-wood barrels, where the beans rest for a precise and carefully controlled period.

During this maturation, the coffee absorbs the delicate nuances of the wood—soft notes, gentle hints of ripe cherry, roundness, and depth—coming togeth-





THE DEBUT OF BARRIQUO

The first coffee in whole beans aged in barrique



er in perfect balance. The result is a unique aromatic profile, complex and unexpectedly enveloping.

A Ritual to Discover, Not to Rush

Barriqo is not just coffee—it's an invitation to explore. Each cup tells a story: a journey through distant lands and ancient gestures, a ritual to be savored slowly and consciously. It is designed for those who love to experiment, who seek excellence, and who wish to transform every coffee break into a true moment of tasting and reflection.

A New Chapter in Coffee Culture

With Barriqo, the art of roasting meets the refinement of wood aging, opening the door to a new dimension of flavor.

At SIGEP 2026, visitors will have the opportunity to discover and taste this sensory masterpiece that marks a turning point in the world of fine coffee.

Barriqo. The evolution of coffee begins.

www.torrcaffe.it





Inside the barrel, beyond the ordinary.

Let yourself be surprised by the first barrel-aged coffee. It's born from selected beans, wood-roasted and matured in fine wooden barrels—a unique process, the first of its kind, releasing a round and remarkably surprising aroma.

The first **barrel-aged coffee**, wood-roasted.

BARRIÒO
BARRIÒO

Torrcaffè

Montechiarugolo - Parma (Italy) / Barriòo is a patented Torrcaffè product.

www.torrcaffe.it

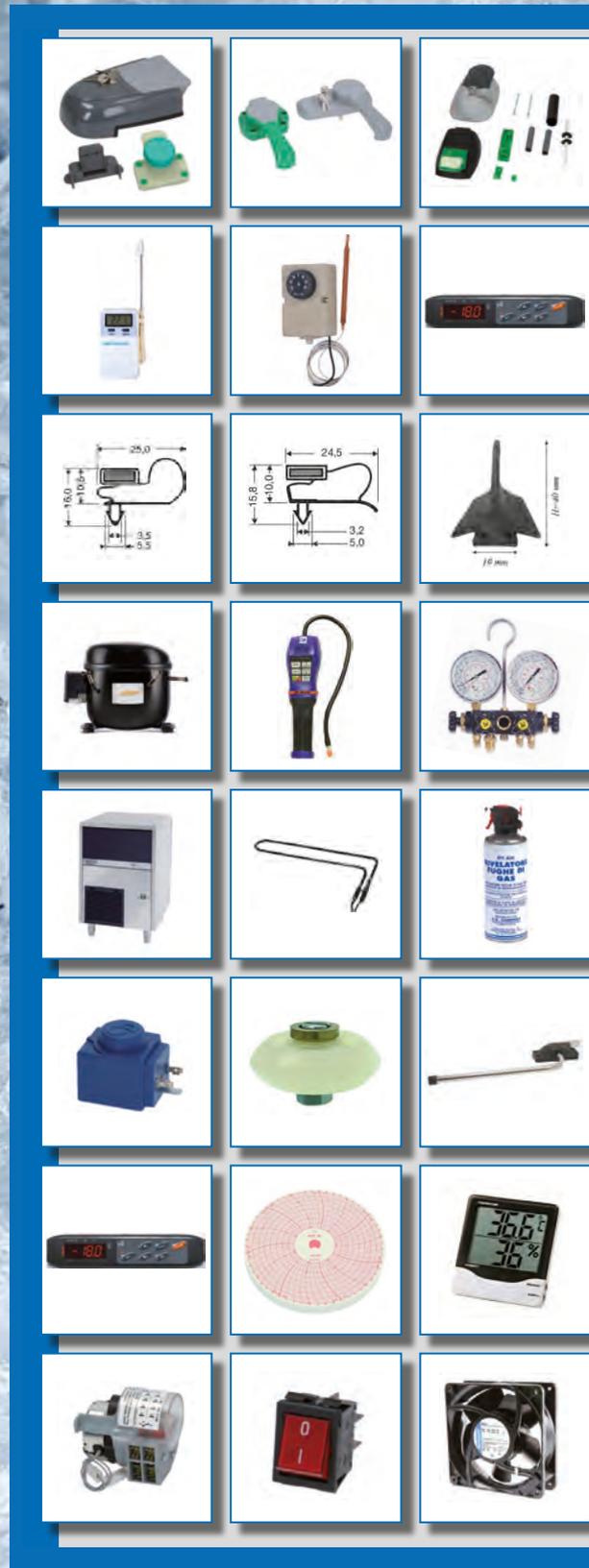


RICAMBI E GUARNIZIONI PER REFRIGERAZIONE PROFESSIONALE
SPARE PARTS AND GASKETS FOR PROFESSIONAL REFRIGERATION

CUSTOM GASKETS AND SPARE PARTS IN PROFESSIONAL REFRIGERATION

In the Horeca sector, the cold chain is not just a technical necessity; it is an operational requirement. Refrigeration equipment – counters, cold rooms, prep tables, cabinets, blast chillers – must ensure consistent performance even in high-stress environments, where frequent door openings and mechanical stress put every component to the test.

In this scenario, gaskets and spare parts play a critical role. Often invisible, they are essential for maintaining temperature parameters, preventing energy waste, reducing contamination risks, and preserving overall system efficiency. A worn gasket or a misaligned handle can cause performance drops, energy loss, or even compromise food safety.





THE COLD CHAIN

gaskets and spare parts play a critical role. Often invisible



For over thirty years, Frigo Po – based in Luzzara, Northern Italy – has specialized in this field: supplying professional gaskets and components for commercial and industrial refrigeration. The company is structured to provide rapid, accurate, and customized solutions for installers, service technicians, and purchasing managers in the Horeca industry, offering technical support that goes far beyond simple distribution.

One of Frigo Po's strengths lies in its ability to manufacture custom gaskets, even for non-standard or outdated equipment.

Thanks to in-house production, the company can profile, cut, and weld gaskets quickly using proprietary molds and certified materials. This allows clients to maintain and extend the life of their systems without resorting to full replacements or major overhauls.

At the same time, Frigo Po offers an extensive spare parts catalog: mechanical and electrical components such as hinges, handles, thermometers, sensors, lamps, compressors, fans, temperature recorders, data loggers, and even parts for ice makers. The product range is broad and continuously updated, with goods ready in stock and

express shipping – often within 24 hours of order confirmation.

Another key factor is Frigo Po's consultative approach: customers receive direct, one-on-one support – even by phone – to identify the correct spare part, choose the compatible gasket profile, or explore technical alternatives. This is an important feature in an age where many suppliers rely exclusively on automated e-commerce systems with little human interaction.

For Horeca operators – where refrigeration is a mission-critical asset and a frequent source of maintenance issues – having a specialized supplier like Frigo Po means operational continuity, better energy efficiency, and full compliance with hygiene regulations. These are key factors that increasingly impact competitiveness and business reliability.

In a market driven by efficiency, predictive maintenance and the immediate availability of spare parts are strategic advantages. And it is precisely in this technical and operational space that Frigo Po has built its solid reputation. A discreet yet essential partner in the daily operation of the cold chain.

frigopo.it



HORECA

EXPOFORUM

*SALONE DELLA
RISTORAZIONE
PROFESSIONALE*

15-17
MARZO 2026
LINGOTTO FIERE, TORINO

**INQUADRA IL QR
E SCOPRI L'EVENTO!**



**LINGOTTO
FIERE**

horecaexpo.it





SMART SOLUTIONS FOR MODERN FOODSERVICE

Organization, Hygiene, and Reliability: The Foundations of Excellence in the Ho.Re.Ca. sector
Organization is the first ingredient of excellence.

In the world of professional catering, the excellence of service is born from the precision of processes. Managing food in a safe, hygienic, and orderly manner is not just a necessity, but the first ingredient to ensure quality, efficiency, and traceability at every stage of service.

Giganplast develops solutions tailored for the foodservice and Ho.Re.Ca. sectors, designed to assist professionals in all their daily operations: from storage and transportation to distribution.

Service and transport cases, fridge-basins with lids, and ergonomic, durable trolleys: each product is designed to offer maximum functionality, safety, and long-lasting durability.

Every detail complies with the strictest hygiene and food safety standards, in accordance with HACCP regulations, to facilitate rapid cleaning, rational space management, and a more efficient workflow.





PRECISION OF PROCESSES

solutions tailored for the Foodservice and Ho.Re.Co. sectors

Giganplast also offers a complete range of accessories for food display, storage, and service, designed for professional kitchens, restaurants, canteens, self-service facilities, hotels, bed & breakfasts, healthcare structures, and large-scale catering.

Sturdy and easy-to-handle trays, rectangular display cases and cake holders, graduated jugs, bowls, ladles, and reusable cutlery: every product is engineered

to ensure maximum practicality, hygiene, and long-lasting performance. Thanks to high-quality materials and functional design, Giganplast solutions streamline service and enhance the presentation of food, providing every professional with reliable, high-performance tools tailored to the real needs of modern food service.

www.giganplast.it



“WHEN STORYTELLING BECOMES PART OF THE HO.RE.CA. EXPERIENCE”

In today's Horeca sector, identity is shaped not only by the plate but by the values and choices a venue communicates, as customers increasingly seek meaning behind every experience.

In the Horeca world, identity is no longer built solely on the plate. Today, it increasingly takes shape through the story a venue is able to tell about itself, its philosophy, its production choices and even the daily compromises that define the work behind the counter or in the kitchen. This is not a matter of trends or aggressive marketing, but the reflection of a deeper change in how customers perceive the out of home dining experience.

Consumers are no longer looking only for a good product, which they now almost take for granted, but want to understand what lies behind it. Where the raw materials come from, why a certain culinary style was chosen, what vision guides the business project. In this context, communication becomes an integral part of the offer, alongside the menu and the service.



by [Walter Konrad](#)

continued on page 71





INNOVATION AND SUSTAINABILITY IN PUCCI'S 77-YEAR JOURNEY

The company was founded in 1948 and over its first 77 years of activity Pucci has made his-tory in the de-velopment of toilet cisterns and Italian bathrooms with a series of innovations that have consistently satisfied or even anticipated any emerging demands from the public and sanitary fitters.

One of Pucci's main objectives has always been great-er attention to water consumption, re-duc-ing the use of this rare, precious, and increasingly costly resource. Today, saving water is acknowledged as an ethical obligation for individuals and society. However, this was certain-ly still not the case when we launched the Pucci Eco in 1990, the first ever dual flush cistern. Over our many years of activity, innovation has branched off in various directions, towards technology, saving water, and style.

Sfioro represents a perfect fusion of technological evo-lution and aesthetics. By now a minor classic, Pucci Eco Sfioro was the first buttonless flush plate, activated in "touch" mode.





SFIORO

The first buttonless flush plate, activated in "touch" mode



Another Pucci product that created a stir was Eco Matic, thanks to its technological innovation and reduced environmental impact. Eco Matic won the Green Innovation Prize, awarded to companies that invest in eco-compatible manufacturing. Eco Matic has been widely acclaimed for its many excellent features.

an eye on tradition while also looking ahead towards a future of innovation and compatibility, sums up Pucci's philosophy, earning us the trust of the general public and sanitary fitters alike.

Visit:
www.pucciplast.it

As an effective and versatile response to evolving user needs, Pucci recently launched Sara Tronic, the first smartphone programmable cistern. It is specially designed for use in public toilets, hotels, schools, and hospitals, providing an electrical impulse control cistern that can easily be programmed according to individual needs.

This dual perspective, keeping



continue from page 67

The risk, however, is turning storytelling into an artificial narrative, built at a desk and often disconnected from the operational reality of the venue. Horeca is a sector defined by tight rhythms, limited margins and constant unpredictability. When communication ignores this concrete dimension and relies solely on slogans or polished images, the gap between promise and real experience becomes evident. And today's more informed and attentive audience perceives it immediately.

On the other hand, there is a growing number of businesses choosing a more restrained and coherent form of communication, capable of conveying the complexity of daily work as well. Venues that speak about organisation, processes, technological choices or staff management as qualifying elements of their project. Not to put them on display, but to offer a more authentic representation of the profession. In these cases, storytelling is not an addition, but a natural extension of identity.

Social media play a central role in this scenario, though not merely as a showcase. More and more often,

they become a space for continuous dialogue, where a venue builds a relationship with its audience over time. It is not just about showing finished dishes, but about sharing working moments, reflections and changes in direction. A language that brings customers closer to the backstage and strengthens trust.

This approach also has a direct impact on positioning. Communicating clearly and coherently helps define the target audience, avoid misplaced expectations and stand out in an increasingly crowded market. Not everyone needs to speak to everyone. On the contrary, a strong identity often comes from the ability to define clear boundaries, including in communication.

In a sector like Horeca, where experience remains central, storytelling does not replace the product, but supports it. When identity, operations and communication move in the same direction, the result is a more solid, recognisable and credible project. And it is precisely this coherence, more than special effects or passing trends, that plays an increasingly important role in the competitiveness of venues today.



THE COMPLETE SYSTEM FOR FOOD PACKAGING

From over 30 years Compac designs and produces in Italy integrated Food Packaging Solutions.

Heat sealing Machines, Containers and Film Reels: three elements that together build a single system. An approach that arises from the experience in the Details and CDO fields, and today naturally results in the Ho.Re.Ca. world, where practicality and security coexist in each service.

The COMPAC HORE.CA. System is designed for those who work every day with ready-to-eat meals, flexible portions, and complete menus to prepare, store, and transport. From Gastronorm containers to Square Plates, each format is designed to enhance preparations and ensure maximum functionality. The cardboard containers are heat-sealable, suitable for microwave and traditional oven use, perfect for catering, canteens, delis, and pro-

fessional kitchens. All materials are MOCA compliant, recyclable and/or compostable.

The COMPAC Heatsealing Machines represent the heart of the system: compact, robust and easy to use, with quick format change, they allow complete meals to be packaged hygienically in a few seconds, saving time. The answer for those seeking order, efficiency and impeccable presentation.

Today, alongside the classic formats, COMPAC introduces a new solution: the C3 Tri-Compartment System - an innovation that changes the way complete meals are packaged. One tray, three compartments, endless possibilities.

Designed to offer a complete meal in a single package, the Tri-Compartment Tray allows you to separate courses with different consumption methods -hot, cold -



800W
MAX 5 min



Microonde



- 40°C

200°C
MAX 30 min



Tradizionale



while maintaining the properties of each food unchanged. It is a novelty that combines aesthetics, practicality and sustainability: a further step forward in the COMPAC philosophy, where technology and

design serve only one goal – to enhance every preparation, from the laboratory to the table.

www.compac.it



THE COMPAC
HO.RE.CA. SYSTEM
integrated Food Packaging Solutions

NAPKIN REDEFINES EVERYDAY RITUALS IN MODERN HOSPITALITY



by **Andrea Bettancini**

Founder and CEO



napkin

A look at how innovation, sustainability and design are redefining products and rituals in today's hospitality industry.

In a market where guest experience, sustainability, and thoughtful design shape the identity of modern hospitality, Napkin Srl has carved out a distinctive role.

Under the guidance of founder and CEO Andrea Bettancini, the company continues to innovate by combining aesthetics, functionality, and a responsible approach to materials and product lifecycle.

From professional formats to consumer-ready options for the home, Napkin's vision reflects the evolving expectations of both operators and everyday users.

What role does guest experience play in shaping your products today?

Guest experience is our starting point. Each product

is created to enhance meaningful moments, from the welcome ritual in a hotel room to a refined mise-en-place in a restaurant. We focus on tactile quality, ease of use and a premium presentation that helps operators strengthen their brand identity through details guests truly notice.

How does Napkin integrate sustainability into the full lifecycle of its materials?

Sustainability is built into every phase. We source responsibly, minimize packaging and choose materials that reduce waste. Our compressed towels, soluble soap tablets and refill-based systems substantially cut plastic consumption and transportation volume. Lightweight, compact formats also help reduce CO₂ emissions throughout the logistics chain.



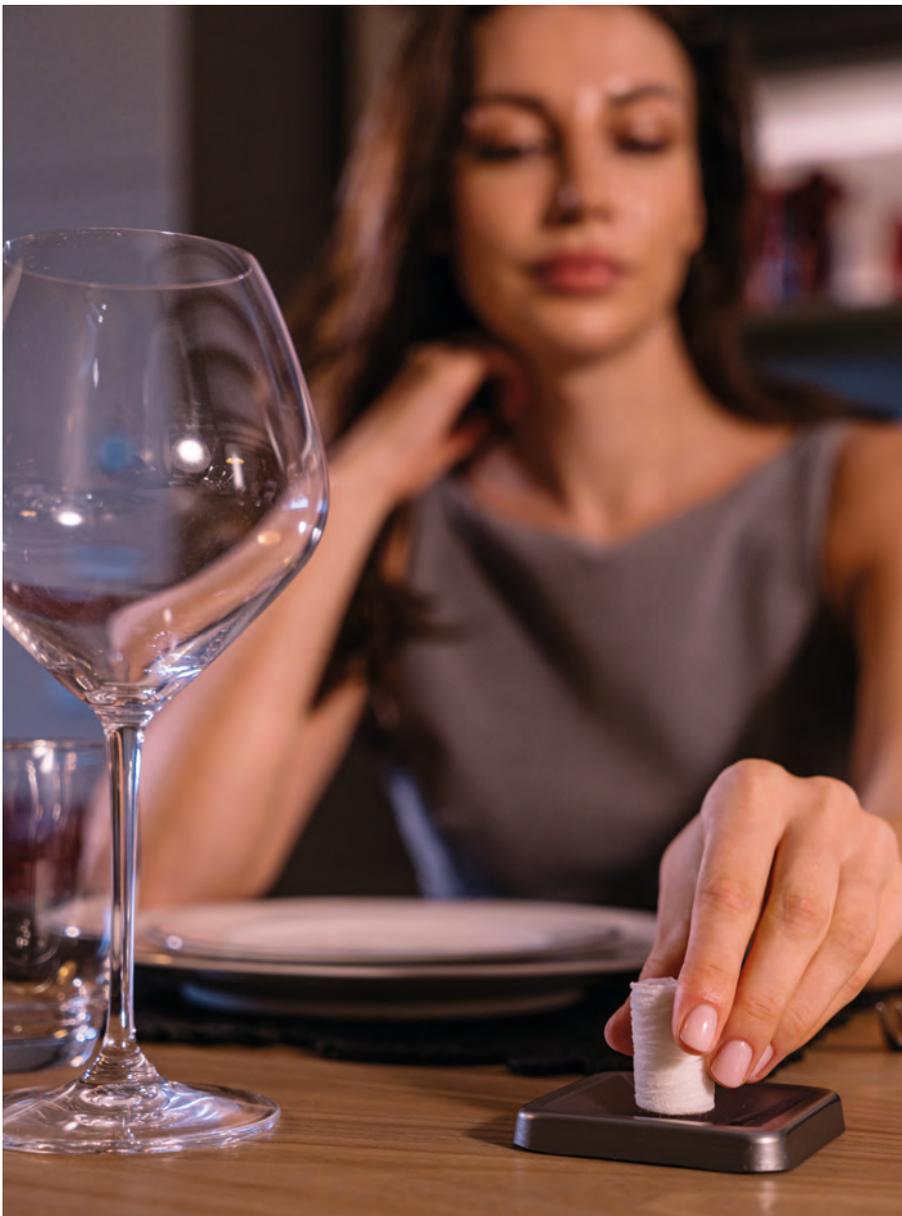
Why is the balance between design and functionality essential for your solutions?

In hospitality, elegance and practicality must coexist. Products need to look refined while remaining intuitive for staff and pleasant for guests. Our approach is to combine clean, contemporary design with efficiency, creating tools that elevate the atmosphere and simplify daily operations.

What led you to offer consumer formats for home use alongside professional products?

Many guests wanted to bring the "Napkin experience" home after discovering our products in hotels and restaurants. Creating consumer formats was a natural step. It supports our partners by reinforcing brand visibility and allows people to enjoy the same quality and sustainability-focused solutions in their everyday lives.

napkin.it
IG @napkinitalia







HOSPITALITY 2026

FIFTY EDITIONS OF VISION AND INNOVATION
FOR HOSPITALITY AND FOODSERVICE

From 2 to 5 February 2026, the Riva del Garda exhibition centre will host the 50th edition of Hospitality - Il Salone dell'Accoglienza, Italy's most comprehensive event for the hospitality and foodservice industry.

Organised by Riva del Garda Fierecongressi, the exhibition is a benchmark for professionals across the sector. According to the TEHA Group 2025 Report, hospitality and foodservice generate over €107 billion in turnover, €53.8 billion in added value, and employ more than 1.5 million people.

Spread across more than 45,000 m², the exhibition showcases every segment through four thematic areas - Beverage, Contract & Wellness, Food & Equipment, Renovation & Tech - plus dedicated zones for mixology, wine and craft beer: RPM - Riva Pianeta Mixology, Spazio Vignaiolo e Solobirra. Open-air hospitality takes centre stage, confirming its role as one of the market's most dynamic segments.

Companies, producers, distributors and suppliers will present the best solutions for industry operators, who can also take part





FROM 2
TO 5 FEBRUARY 2026

the exhibition is a benchmark for professionals across the sector



in networking sessions, talks, experiential activities, show cooking and the Hospitality Academy training program.

Running through the entire event, accessibility and inclusivity find expression in the project DI OGNIUNO (FOR ALL), this year themed "Possible Horizons": an immersive path that interprets outdoor travel as a metaphor for life

and tourism, where inclusion is not a fixed destination but an open, continuously evolving and transforming horizon. The aim is to offer practical guidance on making facilities accessible, even with just a few small adjustments.

All details for planning your visit to Hospitality are available at www.hospitalityriva.it and via the Hospitality Digital Space app.



adv the-studio.it | ph Deep Blue Studio

hospitalityriva.it



EDIZIONE
50
 2-5 FEBBRAIO 2026

with you

2 – 5 FEBRUARY 2026

RIVA DEL GARDA

Hospitality - Il Salone dell'Accoglienza, Italy's leading trade fair for the hotel and catering industry, celebrates its 50th edition.

ORGANIZED BY



SIFIM a continually growing company

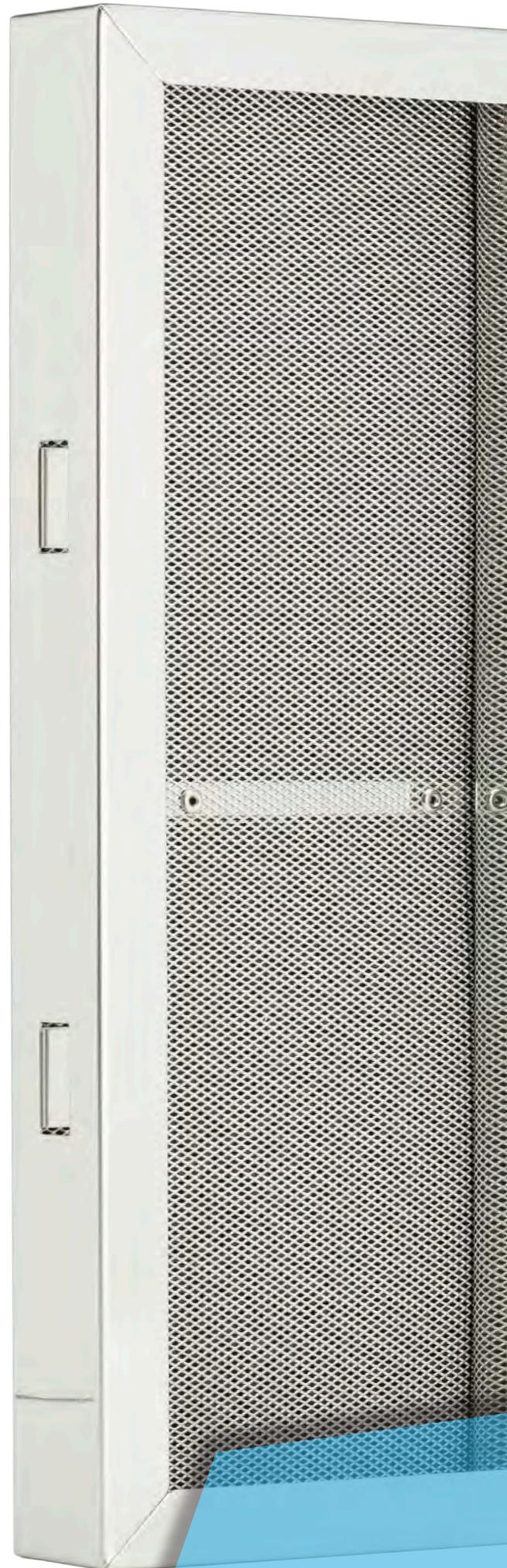
SIFIM is an Italian Company placed in Jesi (in the Marche), specialized in filtering field with products for home and professional hoods, electrical appliances and several industrial applications.

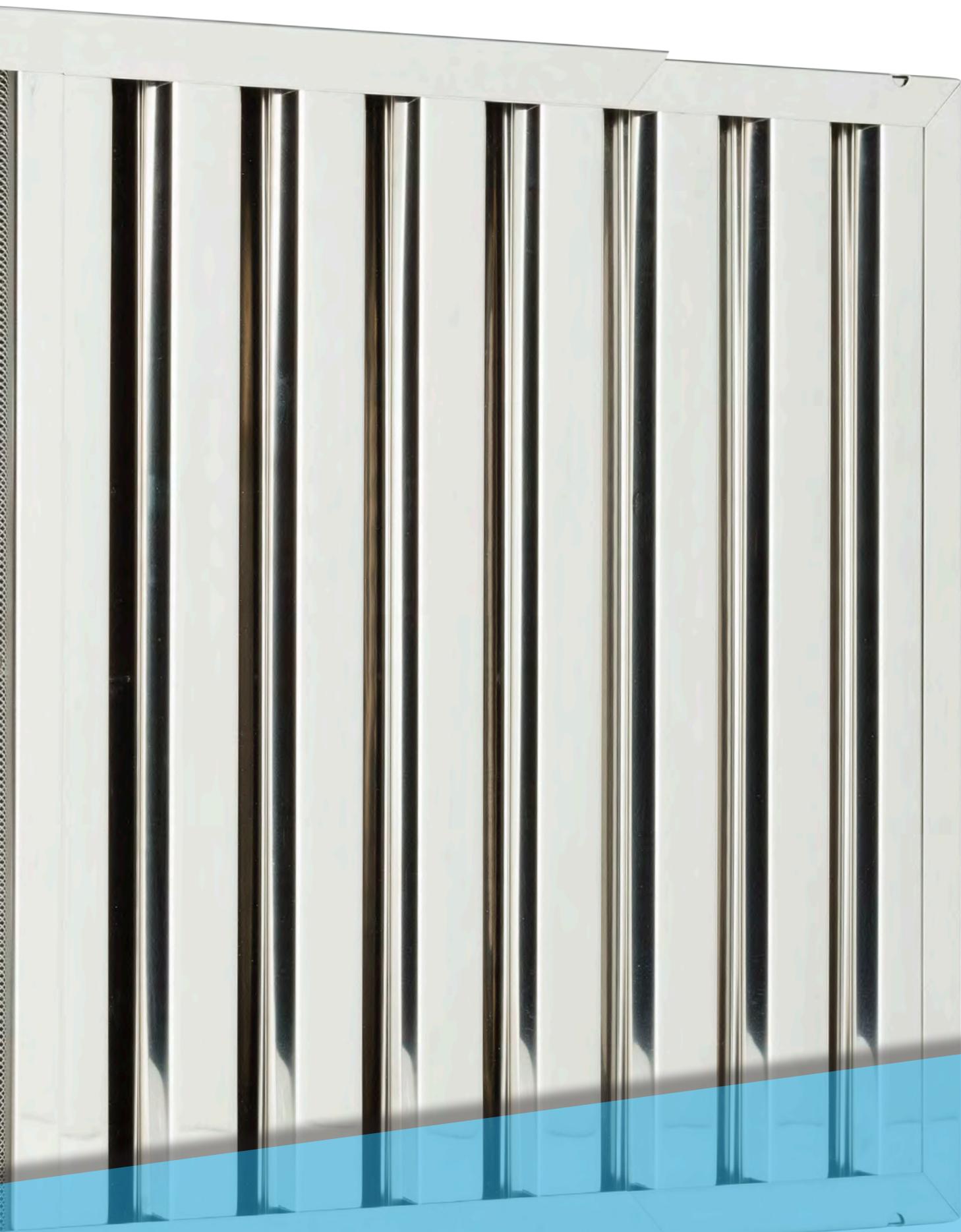
Founded in 1995 from five partners with collateral professional experiences, SIFIM is a continually growing Company that is enforcing its position in filtration and electrical appliance components markets.

Filters became more and more important parts of hoods, being used to divide suspended substances in cooking vapors. Indeed, the company decided to develop metal filters, characterized by higher performances.

The variety of professional hoods filters, is the so called Baffle Filter, made of properly shaped profiles layers because of the higher flame resistance.

Researches carried out inside the company and in collaboration with the main Customers, play a decisive role for its success: to mention are the continue studies on materials and surfaces treatments, even innovative such those using nanotechnology. Important are activities of testing, air filtering efficiency, pressure drop, and filters certification that SIFIM carries on in a certified and





FILTRATING

service quality distinguishing it from competitors



equipped laboratory on its own and for Customers with advanced instruments.

Solutions in filtration more and more complex and efficient in which metals, fabrics and carbons interact are studied as required by every single application.

In addition to quality and price, necessary to be competitive in global market, the Company takes great care to the service quality distinguishing it from competitors.

With those features SIFIM keeps exploring new markets and application fields that could give unknown inputs to the future growing.

The different kind of available filters can be certified UL 900, UL 1046, DIN 18869-5 and NSF.

We have increased our products range for professional hoods adding a line of ceiling lamps tested IP55 and equipped with led.

www.sifim.it





The importance of baffle filter

SIFIM reminds that using hoods without baffle filters is dangerous and as it can cause fires and if the baffle filters are horizontally positioned they cannot collect the grease. For safety and best efficiency of the hoods the baffle filters must be vertically positioned and if they have a certifications like UL or EN it is better because they can guarantee the barrier to fire. Filters must always be kept efficient and for this reason SIFIM recommends their washing at least once every two days.

YES

certifications



YES

cyclical washes



YES

vertically baffle filters

NO

hoods without baffle filters



NO

horizontally baffle filters



Further information can be found at web site



“ BEER AND ITALIANS IDENTITY, VALUES AND NEW CONSUMPTION RITUALS ”

A new BVA Doxa study for AssoBirra reveals how Italians' relationship with beer is evolving, moving toward greater balance, quality and conscious consumption across generations.

As part of the latest edition of the Beer Information Center (CIB), AssoBirra captures the evolution of the relationship between Italians and beer: a symbol of sociability that today is enriched with new meanings linked to values such as balance, quality and responsibility.

Generational dynamics emerge between moderation, taste and sociability: the rise of the “sober curious” movement, driven by Gen Z, sees beer as an expression of identity and conscious choice, while Millennials and Gen X continue to uphold its convivial and cultural tradition.



by [Andrea Bagnolini](#)
General Director of AssoBirra



latest news

A study that brings together culture, research and innovation, with insights by Ombretta Marconi, Director of CERB at the University of Perugia.

Beer continues to reflect Italy's social and cultural changes: it is no longer just a beverage, but a symbol of sociability, pleasure and sharing, accompanied by growing attention to balance and responsibility.

For more than two in three Italians, beer primarily represents an occasion to be together, a value shared across generations and especially appreciated by adults.

From festivities to Dry January, from gatherings with friends to moments of individual relaxation, beer is taking on new meanings, accompanying increasingly conscious and moderate choices.

These are the key findings emerging from the new BVA Doxa research for the Beer Information Center (CIB) of AssoBirra, the periodic snapshot of the Italian beer world through the eyes of consumers, supply chain players and the Association.

This edition highlights how conviviality, identity and awareness are now deeply intertwined with Italians' habits.

The study also includes an in-depth contribution curated by Prof. Ombretta Marconi, Director of CERB at the

University of Perugia, illustrating the new cultural and social meanings of beer as well as the role of scientific innovation in the sector's growth.

THE EVOLUTION OF BEER'S ROLE IN ITALIAN SOCIETY

According to the BVA Doxa report for AssoBirra, for one in two consumers (49%) beer is now part of everyday life.

Fifty-five percent of Italians say it has shifted from being an occasional beverage to one enjoyed in many different situations, from relaxing at home to evenings out with friends, with a peak among Generation X (57%), followed by Millennials (55%) and Gen Z (49%).

For 59% of respondents, beer represents a symbol of conviviality and sharing, while 46% associate it with relaxation and wellbeing, a sentiment even stronger among Millennials (53%).

Beer is also increasingly perceived as a quality product: for one in three Italians (35%) it expresses authenticity and craftsmanship (with a peak of 37% in Gen X), while four in ten (40%) see it as a symbol of environmental and sustainable values, a sensitivity that is particularly strong among younger consumers (46% of Gen Z).

Almost one in five Italians (19%) associate beer with celebrations and festive moments, highlighting how it has





become a shared language of conviviality alongside wine and other traditional Italian beverages.

CELEBRATIONS, RITUALS AND FRIENDSHIP: BEER AS A THREAD OF SOCIAL CONNECTION

From family gatherings to collective events, beer remains central in moments of social interaction.

It is the undisputed protagonist of meetings with friends (73%), traditional celebrations (58%) and sporting events (39%), and is also present in family occasions (33%) and community festivities (32%).

Gen X and Millennials emerge as the generations most attached to beer, the former valuing its ability to strengthen social bonds, the latter appreciating its pleasure and sharing dimension.

Gen Z, instead, embraces its lighter and more informal side, especially during spontaneous social moments. Conviviality remains important, but today it is increasingly concentrated in selected and meaningful occasions.

Outside the home, outings are more targeted, with greater attention to venue choice and value-for-money menus. At home, the trend toward home dining continues to grow: people cook more, manage purchases

more carefully and reduce reliance on food delivery. Alcoholic beverages are evaluated based on price and occasion, transforming social experiences into real investments of time and resources.

In this context, conviviality does not disappear, it becomes more conscious, balancing pleasure, savings and care for personal experience both at home and outside.

During festivities, the main driver for choosing beer remains its pleasant and versatile taste (56%), followed by its ability to encourage conviviality without excess (44%) and to accompany moments of relaxation and enjoyment (44%).

Generational nuances emerge: Millennials and Gen X choose beer for pleasure and social sharing (over 55%), while Gen Z appreciates its moderate alcohol content (39%) and sees it as an expression of balanced and social drinking.

DRY JANUARY AND THE ERA OF THE "SOBER CURIOUS": THE NEW CULTURE OF MODERATION

Moderation is a common thread across all generations: Gen Z sees it as a form of wellbeing and sustainability, while Gen X interprets it as a choice of clarity and control, driven by the desire to "maintain mental sharpness" (36%).

This is the context in which the “sober curious” trend is growing, people who choose to drink more consciously, without completely abstaining from alcohol, but selecting products based on quality, taste and context. A trend that reflects a new drinking culture, more thoughtful and curious, where experience matters more than quantity.

In recent years, initiatives such as Dry January, a month dedicated to abstaining from alcohol, have gained increasing relevance in Italy.

Awareness remains limited (only 23% know it well), but interest is rising rapidly, especially among younger generations.

Gen Z stands out as the most informed and sensitive toward this topic.

Motivations for participating in Dry January are mainly linked to personal wellbeing: improving health (31%), detoxing after festive excesses (31%) or reducing habitual consumption (29%).

Among those who have never tried it, over half say they are considering participating in the future, confirming the growing role of Dry January in promoting a new culture of moderation grounded in balance and awareness rather than renunciation.

“This new edition of the CIB shows how beer continues to evolve alongside Italians, reflecting the country’s social and cultural changes,” comments Andrea Bagnolini, General Director of AssoBirra.

“Today, beer is not only a symbol of conviviality but also an expression of balance and awareness. From festive occasions to initiatives like Dry January, a more mature and responsible approach to consumption emerges. It is a positive signal that encourages the entire supply chain to continue promoting a beer culture based on quality, sociability and moderation.”

BEER CULTURE, RESEARCH AND INNOVATION: THE EXPERT’S VIEW

Prof. Ombretta Marconi, Director of CERB at the University of Perugia, offers a scientific and cultural perspective on the role of beer in contemporary society. From the new CIB dataset, she highlights how beer reflects Italy’s evolving social and cultural landscape, combining tradition and modernity while responding to a growing demand for authenticity, balance and awareness.

“The data clearly show that beer is taking on new meanings across all generations. For younger consumers, it is increasingly an identity-based choice linked to qua-

lity, authenticity and moderation; for adults, it remains a symbol of sociability and tradition, enriched by a growing attention to balance. Similarly, phenomena such as Dry January signal cultural maturation: it is not about giving up, but about choosing consciously when and how to drink, transforming conviviality into an experience more reflective and attentive to wellbeing,” notes Ombretta Marconi.

Beyond cultural aspects, she underlines how this evolution is supported by a broader shift in the perception of quality and innovation.

Scientific research, advanced production processes, the valorization of Italian raw materials and sustainable practices all contribute to strengthening consumer trust and making beer increasingly aligned with contemporary values such as responsibility, transparency and environmental awareness.

“The Italian beer sector is undergoing major transformation: quality, sustainability and innovation are now the pillars guiding its development. Scientific research, from raw material selection to production process studies, is essential to shaping a beer that reflects a modern, competitive and responsible Italy, where tradition, territory and technology work together to create cultural, social and economic value,” adds Marconi.

“Beer confirms its ability to enrich itself with new meanings while preserving its democratic, popular soul. It combines taste, quality and awareness, reflecting lifestyles that are increasingly attentive and balanced,” concludes AssoBirra’s General Director Andrea Bagnolini.

“From festive moments to everyday life, beer continues to serve as a shared language capable of uniting generations, contexts and occasions, while preserving its spontaneous and convivial essence.”





ILEM BAKERY SIMPLIFIES HORECA WORK

Anyone who works in a bakery, pizzeria, or pastry shop knows it well: the day never really ends. Early-morning shifts, deadlines to meet, demanding customers, and rising utility costs. It takes just one small setback, dough that doesn't rise properly or an oven that fails to maintain temperature, to slow down production and waste time and resources.

For this reason, more and more professionals are looking for equipment that can simplify everyday tasks, streamline processes, ensure consistency, and reduce operating costs.

It is with this philosophy that Ilem Bakery, an Italian company founded in 1988, has become a reference point in the sector, offering professional ovens and equipment for bakeries, pizzerias, and pastry shops across Europe and beyond.

Ilem Bakery: a story of passion and growth

Founded in 1988 as Ilem Srl, the company has grown over time, becoming a benchmark manufacturer of baking surfaces for industrial ovens.

Today, under the Ilem Bakery brand, it presents itself as a complete partner for the HoReCa sector, with a product range that covers every workshop need and with a constant commitment to sustainability: eco-friendly materials, lower energy consumption, and reduced CO₂ emissions.





PASSION AND GROWTH
equipment that can simplify everyday tasks



Professional ovens: the heart of every workshop

Whether producing bread, pizza, or pastries, the oven is the piece of equipment that most influences the quality of the final product. A professional oven must ensure:

- Fast heating: it must reach the desired temperature quickly, avoiding wasted time and unnecessary energy consumption.
- Precise control of temperature and humidity: it must allow accurate management of every baking phase.
- Uniform baking: it must guarantee consistent results even with multiple trays in the oven at the same time.
- Versatility: it must be equally effective for bread, pizza, and pastry production.
- Easy cleaning and maintenance: it must be designed to last over time and reduce machine downtime.

These are all characteristics of Ilem Bakery's professional ovens, available in different models depending on specific needs:

- Electric ovens: practical, reliable, and energy-efficient.
- Rotor ovens: ideal for high-volume production, thanks to the rotating rack that ensures perfectly uniform baking.
- Modular ovens: flexible and customizable, perfect for expanding laboratories.
- Annular tube ovens: the traditional choice for breadmaking, ensuring homogeneous baking that enhances crust and crumb.

Other professional equipment that makes a difference

A good oven alone is not enough: to achieve

a high-quality final product, professional tools must be used in every step of production. For this reason, Ilem Bakery also offers:

- Robust and reliable mixers, capable of handling large quantities without overheating the dough and preserving its structure.
- Versatile and precise planetary mixers, ideal even for delicate preparations, from creams to airy doughs.
- Proofing chambers that ensure precise control of temperature and humidity, allowing dough development to be scheduled and preventing unexpected issues.
- Sheeters and laminators that speed up and simplify daily work, reducing time and minimizing errors.
- Accessories and bench equipment such as racks, trays, plates, and loading frames, designed to improve workflow organization and increase efficiency at every stage.

How to choose the right equipment for your business

Every business has its own needs, and what works for one operation may not necessarily suit another. The needs of a bakery producing hundreds of kilos of bread a day will never be the same as those of a high-volume pizzeria or an artisanal pastry shop.

For this reason, Ilem Bakery doesn't just supply machinery: it offers personalized consulting services. A team of experts supports professionals like you in choosing the most suitable solutions, also offering financing plans designed to facilitate investment. An approach that transforms a supplier into a true growth partner.

www.ilembakery.com



ilem
BAKERY



SNACKEX 2026 where the global savory snacks industry comes to do business

In June 2026, the eyes of the global savory snacks industry will turn to Lisbon, Portugal, where SNACKEX – the sector's flagship exhibition – comes to the FIL Expo Centre. Taking place on 17 – 18 June, this two-day event promises to be more than just a trade show. It is the definitive gathering for anyone involved in the manufacture, supply, or innovation of savory snacks and snack nuts.

SNACKEX is unique in its exclusive focus on this fast-growing sector. As the only international trade fair solely dedicated to savory snacks, it has established itself as an essential meeting point for buyers and suppliers looking to shape the future of the industry.

Why SNACKEX matters

For exhibitors, SNACKEX is more than an opportunity – it's a strategic platform. With over 70% of previous attendees influencing purchasing decisions, it offers direct access to the people who matter.

Whether you're launching a new product, seeking international exposure, or strengthening relationships with current customers, the show floor is where deals are made and innovation is showcased.

Attendees can expect a rich mix of qualified visitors, from senior executives and procurement specialists to engineers and product developers. In 2026, SNACKEX will again welcome buyers from over 70 countries, offering unparalleled networking opportunities and the potential to open doors to new global markets.





IS UNIQUE IN ITS EXCLUSIVE FOCUS

international trade fair solely dedicated to savoury snacks



A showcase of innovation and capability Exhibitors span the entire value chain – from snack producers to equipment manufacturers and ingredient suppliers. Expect to see leading companies presenting innovations in potato and corn chips, popcorn, baked and extruded snacks, as well as the latest in meat snacks and nut-based products. The event also features cutting-edge technology in weighing, packaging, extrusion, processing, and quality control. 2026 show will also spotlight services like consulting, paperless production metrics, and compliance solutions that are driving operational excellence across factories worldwide.

Who will you meet?

Visitors to SNACKEX represent a broad and influential cross-section of the snack food industry. From senior directors at top global snack brands to R&D leaders scouting for the next big idea, and from engineers sourcing equipment to brokers and buyers forging

new supplier relationships – this is where industry-defining conversations happen. Retail representatives and companies with specific challenges will also be in attendance, looking for tailored solutions and one-on-one engagements with trusted partners and new suppliers alike.

The bottom line

SNACKEX isn't just another event – it's where deals get done, partnerships are formed, and the future of the savoury snacks sector is shaped. Whether you're a long-time industry leader or an emerging player with a game-changing idea, Lisbon in June 2026 is where you need to be. Don't miss your chance to be part of the industry's most targeted and high-value exhibition.

For all enquiries please email veronica@esasnacks.eu and keep an eye on snackex.com for early registration to visit



SNACKEX 17–18 June 2026
FILE EXPO
Lisbon, Portugal

Move your business forward

at the world's only trade show for savoury snacks and nuts

snackex.com



SNACKEX

International Trade Fair for
Savoury Snacks & Nuts

FIL

Lisbon

17-18 June

2026

Move your business forward

at the worldwide fair
for savoury snacks

- Trends
- Tastes
- Technologies
- Suppliers
- Decision-makers
- Distributors
- Trade Partners
- Customers

 European
Snacks
Association

Enquiries
veronica@esasnacks.eu
snackex.com

VISIONS AND COLLABORATION: A CASE HISTORY

When the owners of a luxury hotel in the heart of the Colorado Rocky Mountains contacted Gill-ana Cavioli, their vision was ambitious: transforming the communal areas and the suites into ambiances that would capture the majestic essence of the surrounding landscape, creating an authentic and exquisite experience for their high-quality international clientele.

Cavioli never applies obvious solutions: every project is born from attentive listening to the client's needs and from the careful observation of structure and context.

The design process involved considering many details: from the quality of the light filtering through the hotel's large windows, to the season-changing colours of the landscape without losing sight of the existing architecture and style, which had to be respected and enhanced.

The property wanted guests to immediately perceive the connection with the surrounding territory while at the same time noticing the project's exceptional quality. The Colorado mountains hold ancient stories, and the goal





UNFORGETTABLE MEMORY

unique and exceptional immersive experience

was for Giliana's mural artistry to enhance the hotel's ambiance and reflect narrative richness and profound emotions.

Giliana's creative process developed in several phases. The first sketches explored different di-rections: from contemporary interpretation of alpine landscapes, with tones that recall the au-rrora on snow-capped peaks, to more abstract compositions inspired by the area's characteristic rock formations, passing through traditional references. Maintaining, in every proposal, the ele-gance and refinement required by the hotel's luxury context. The constant dialogue between client and artist allowed the vision to be gradually re-fined. Through detailed presentations and digital mock-ups, Giliana guided the client in discovering the various creative possibilities, translating ideas and sensations into con-crete and achievable im-ages.

The result we present here represents the culmination of the synthesis between aes-thetic and functional needs. In the hotel's more intimate areas, such as some of the smaller lounges, the atmosphere is set by warm tones that recall mountain sunsets and motifs that revisit classical themes. In the larger spaces of the lobby and in the resta-urant, the decoration evokes the vast-ness of the Colorado sky. In the suites the decoration amplifies emotions and makes each one exclusive and spectacular.

Every detail was conceived to integrate with the existing architecture; particular attention was given to the technical aspects, so that the work can withstand the mountain's specific climate.

The final proposal left the property enthu-siastic, as it fully met their expectations: their guests will experience a unique and excep-tional immersive experience. Once again, Gil-iana Cavioli's mastery and her artistic vision will transform the guests' experience into an unforgettable memory.

For information:
sales@studiogavioli.com
www.studiogavioli.com
IG: studiogavioli





Art: the invisible ingredient for exceptional experiences

How Giliana Gavioli's decorative art transforms hospitality spaces



Tentazioni
Pugliesi®

INTERNAL REORGANIZATION AS A CHALLENGE TOWARDS THE FUTURE

What are the fundamental steps that a growing company must face in the near future?

"The essential challenge to emerge and consolidate revenues is placing one's brands on foreign markets".

This is the response provided by Vito Lotito, Sales Manager of Tentazioni Pugliesi, a company born from Giovanni Matera's desire to create an industrial company that fully respects the gastronomic traditions of Puglia, in a region that offers the best raw materials such as flour, extra virgin olive oil, and wine, essential for the preparation of the snacks that represent Puglia worldwide: taralli.

"To best meet the growing demand for our labels on the shelves of both national and international retail, we decided to innovate our products, while preserving their healthiness derived from the boiling and subsequent baking process. However, we optimized the dough by avoiding ad-ded yeast and creating new product variants, such as multi-grain and whole wheat taralli, which are highly appreciated by Italian and international consumers, with a continuously growing demand.

To create new solutions suitable for consumers and their tastes, we decided to innovate both internal processes and





Tentazioni Pugliesi.
Taralli Tradizionali

INGREDIENTI: Farina di **GRANO** tenero, vino bianco (contiene **SOLFITI**), olio di semi di girasole alto-oleico, olio extravergine di oliva 3%, sale. Può contenere **SOIA**, **SENAPE**, semi di **SESAMO** e derivati del **LATTE**.

| TABELLA NUTRIZIONALE | |
|------------------------------|----------------------------|
| valori per 100 g di prodotto | |
| Energia | kcal 447,62 kJ 1.884,36 |
| Grassi Totali | 13,90 g |
| grassi saturi | 1,40 g |
| Carboidrati | 71,06 g |
| di cui zuccheri | 2,0 g |
| Fibre | 1,3 g |
| Proteine | 8,92 g |
| Sale | 1,90 g |

Lotto: L25293
Scadenza: 20.10.2026
Coperchio e Contenitore: PP05
Raccolta: PLASTICA
Verifica le disposizioni del tuo Comune.

PESO NETTO 1 Kg^e

Prodotto e Confezionato da: TENTAZIONI PUGLIESI s.r.l.
S.P. 130 Trani - Andria km 2 - 76126 Trani - ITALY - Tel. +39 0883 588633
www.tentazionipugliesi.it - info@tentazionipugliesi.it

THE PUGLIA
WORLDWIDE: TARALLI
gastronomic traditions of Puglia



machinery: a decisive choice that allowed for the reorganization of time and workforce.

Furthermore, reorganizing the team also means adopting new monitoring and lean optimization systems. That's why we have started a process of digitization and interconnection that enables process control and constant optimization of products and overall logistics. No order is ever considered minor; it is always incorporated into the production cycles without causing disruptions or overburdening the production lines.

One word definitely encapsulates all the evolution noted in our constant growth: training.

Continuous training, at all levels, enables us to tackle the challenges of everyday life and grow with confidence, with the ultimate goal of customer satisfaction and corporate well-being.

Seeing is believing: Tentazioni Pugliesi is one of the future-oriented entities that has fully embraced the challeng-

es of the future by investing in its resources through growth paths both in terms of human resources and technology.

Training, combined with the determination of the corporate management, has met the ongoing demand for quality that dominates consumer product choices, working to maintain and confirm the brand in the markets through the right blend of industrialization and the preservation of a production tied to tradition. This includes simple recipes, top-quality ingredients, and the retention of the entire traditional taralli production process, including boiling and baking, ensuring that the taralli always taste as if they were just freshly baked.

Despite market difficulties and fluctuations, the company has maintained its market share over the years, with an impressive 11-point increase in turnover compared to the previous year. Tentazioni Pugliesi now ranks among the top players on a national level, both in terms of shelf presence and, of course, quality.





"We have increased production by 13.5% compared to the previous year," proudly stated Vito Lotito, indicating the regions in both Italy and Europe where their brand has become a permanent fixture in consumers' homes.

Demand for private labels is also on the rise, thanks to the company's organizational capacity to meet brand demands in terms of both time and quality competitiveness.

Through a reorganization and optimization of production phases, along with the use of local suppliers for raw materials to reduce transport cost increases, Tentazioni Pugliesi strives to maintain the right price point for consumers, preventing a destabilization of the end user's purchasing power.

Topic: The Healthy Snack Focused on Well-being

To maintain the segment of healthy snacks, the brand "Traditional Taralli with Extra Virgin Olive Oil", from the "Dal Forno di Giovanni Matera" line, was created: all the goodness and authenticity of taralli made according to the traditional recipe of Puglia, packaged in convenient 35-gram sachets in a practical 6-piece multipack. This is essential for facing daily life with a healthy recharge.

Ongoing studies will lead to innovations in the world of snacks by adding essential elements to achieve not only the unmistakable taste of the Puglian region but also the right energy provided by simple and natural elements that help you tackle your day with vigor and vitality.

The foundation upon which Tentazioni Pugliesi's new product lines are based is the preservation of taste combined with the healthiness of an enriched product that can satisfy not only the palate but also the energy needs with the right vitamin and protein intake, designed to become the ideal snack for both adults and children to face the day.

www.tentazionipugliesi.it



LEON
INOX
COLD-ROOM SHELVES MANUFACTURER

What to check when choosing cold-room shelving-and why it matters

Walk into any cold room and one thing becomes immediately clear: the shelving system defines how well that space functions. It's not just about finding somewhere to stack boxes. The shelving you choose affects daily hygiene routines, how efficiently your staff works, and whether your operation still runs smoothly five years from now. Professional operators know what to look for before they buy. Here's what separates equipment that performs from equipment that disappoints.

Cleaning shouldn't feel like a punishment

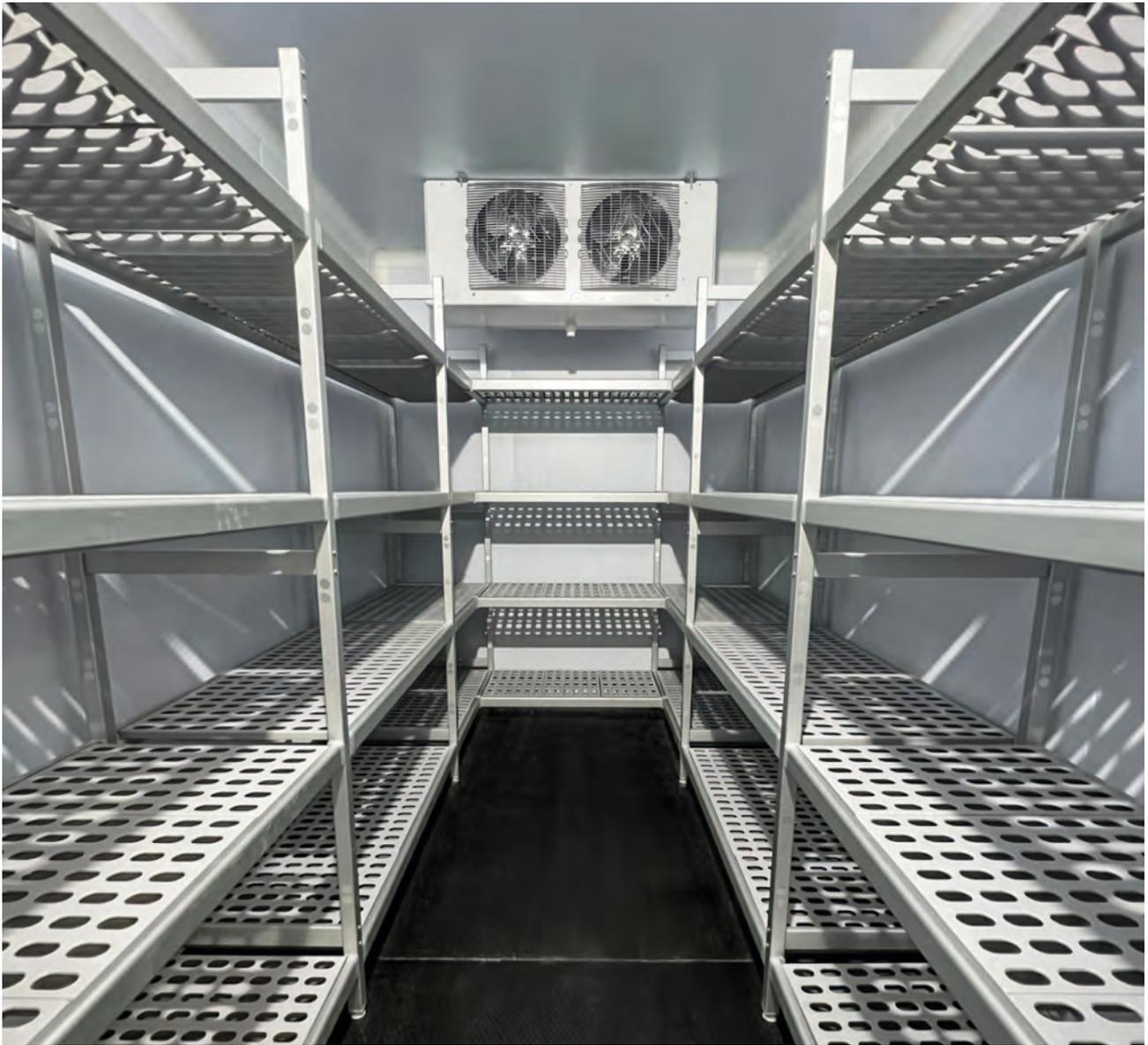
Think about how often your team cleans shelving. If the answer involves groans or shortcuts, you've identified a problem. The best systems feature removable tops that slide straight into a professional dishwasher. Smooth surfaces mean residues wash away instead of building up in corners your staff can't reach. When cleaning becomes straightforward, people actually maintain proper standards instead of cutting corners under time pressure.





EQUIPMENT THAT PERFORMS

when cleaning becomes straightforward



Design matters more than most people realize

Run your hand along the frame components—the uprights, traverses, and connectors. Notice any tight gaps, sharp internal corners, or small hollow sections?

Those spots become traps for moisture, food particles, and bacteria.

Quality shelving uses rounded profiles with generous radii. Everything stays cleanable with a simple wipe.

Complex shapes with hidden cavities create contamination risks that auditors notice and that condensation makes worse. In a cold environment, every crevice becomes a hygiene problem.

True modularity saves hours of frustration

Point to your bottom shelf and ask yourself: can I remove this without touching anything above it? Many systems lock all levels together, forcing you to dismantle half the unit just to deep-clean one section or adjust the layout. That approach kills productivity during busy periods when you can't afford downtime. Independent shelf levels mean you clean, repair, or reconfigure exactly what you need without unnecessary work.

Materials face harsh conditions daily

Cold rooms test materials in ways that go beyond low temperature. Humidity fluctuates. Defrost cycles create temperature swings. Some operations introduce salt from brines or cured products. Standard steel with basic coatings corrodes within months under

These conditions. Look for treated materials—high grade stainless steel, properly treated aluminum, or engineered polymers—that resist both corrosion and oxidation. Surface treatments need to penetrate or bond permanently because any chip or scratch exposes the base metal to accelerated damage.

Ask yourself whether the shelving will still look professional and remain structurally sound three years from now.

Capacity that makes sense

Capacity should be practical, clearly defined, and matched to your shelf span and use—not pushed to look impressive.

Ask for a plain description of how figures are set (per shelf, evenly distributed load, span length, operating temperature) and ensure the lowest-rated component, such as cast-



ers on mobile units, is included in the total. As a simple check, very long, unsupported spans with neat round-number ratings deserve a second look, and honest figures usually vary by length and configuration rather than staying identical across sizes.

Choose systems that let you specify capacity during design and include easy leveling and spacing adjustments, so performance matches reality day to day.

Proven maker, traceable product

Reliability grows when your shelving comes from a recognized manufacturer with stable supply, documentation, and support throughout its working life.

Look for the maker's name and model on the product itself, so the installation can be traced to specifications, hygiene approvals, and the exact spare parts you may need later.

Unbranded items make it difficult to link any quality claims or certificates to the actual unit, which complicates compliance and after-sales service.

Value over time

Shelving that is easy to clean, resists corrosion, and stays stable delivers daily value through consistent hygiene, fewer disruptions, and predictable upkeep.

When comparing options, consider the whole picture—cleaning time, reconfiguration effort, and expected service life—so the system you choose supports performance as well as price.

The difference between adequate and excellent cold-room shelving shows up in daily operations. Excellent systems protect your products, simplify maintenance routines, and support your team's work every single day. When manufacturers build in quality, hygiene standards, and operational reliability from the beginning, your cold room becomes an asset that contributes to success instead of a space that constantly demands attention.

www.leoninox.com

WINEEMOTION: ITALIAN INNOVATION BY THE GLASS

Wineemotion is an Italian company specializing in the design and manufacture of professional wine dispensing systems for the HoReCa industry. Founded in 2012 in Florence, the company merges Italian design, advanced technology and environmental consciousness to deliver innovative solutions tailored to restaurants, hotels, wine bars and hospitality venues.

The core of Wineemotion's innovation lies in its ability to combine quality service and operational efficiency.

Each system preserves open bottles for up to 30 days using food-grade inert gas (argon or nitrogen), ensuring perfect wine conditions at every pour.

Through programmable portion control and intuitive interfaces, Wineemotion allows precise, waste-free service while boosting margins and customer satisfaction.

With models ranging from 2 to 8 bottles and options including dual-temperature zones and self-service functionality, Wineemotion adapts to a variety of operational needs.





INNOVATION

Italian design, advanced technology and environmental

The integrated software offers remote control, consumption analytics and compatibility with POS systems, making it a smart tool for modern beverage management. The company is currently expanding into international markets with consistent annual revenue growth between 20% and 25%.

Wineemotion stands out not only for its technical reliability and elegance, but also for addressing key market needs: sustainability, profit optimization and an enhanced customer experience.

In a rapidly evolving HoReCa landscape,

Wineemotion offers a compelling answer—technological, sustainable, and proudly made in Italy.

www.wineemotion.com



“THE DREAM OF BEAUTY”

The new jumbo group collections pursue the group's philosophy “our dream never stops,” a manifesto of values and intentions, under the sign of beauty

The stylistic research of Jumbo Group takes the form of a true philosophy, an expressive mood summed up in the slogan “Our Dream Never Stops.” With this ‘manifesto’ the group reiterates its values as an essential driver to cope with this unusual year of 2020, taking inspiration from Italian artistic heritage of all ages: the red thread is beauty, which “is in our past, present and future, as a primary ingredient of Jumbo Group’s vision,” says the art director Livio Ballabio. This vital energy generates new collections for 2020, which in the Jumbo Collection brand form a living room setting triggered precisely by the most refined heritage of craftsmanship.

Elegance and comfort, refinement and materials: a perfect balance of sensory perceptions, seen in the new Tulipe armchair - enveloping, sculptural, with a carved base finished in gold leaf and ample capitonné padding - and in the Lumière complements: both the console and low table versions (respectfully composed of two and three parts) lightly take their place in rooms thanks to the almost aerial base in metal supporting a thin top in frisé maple.

www.jumbo.it



TULIPE armchair



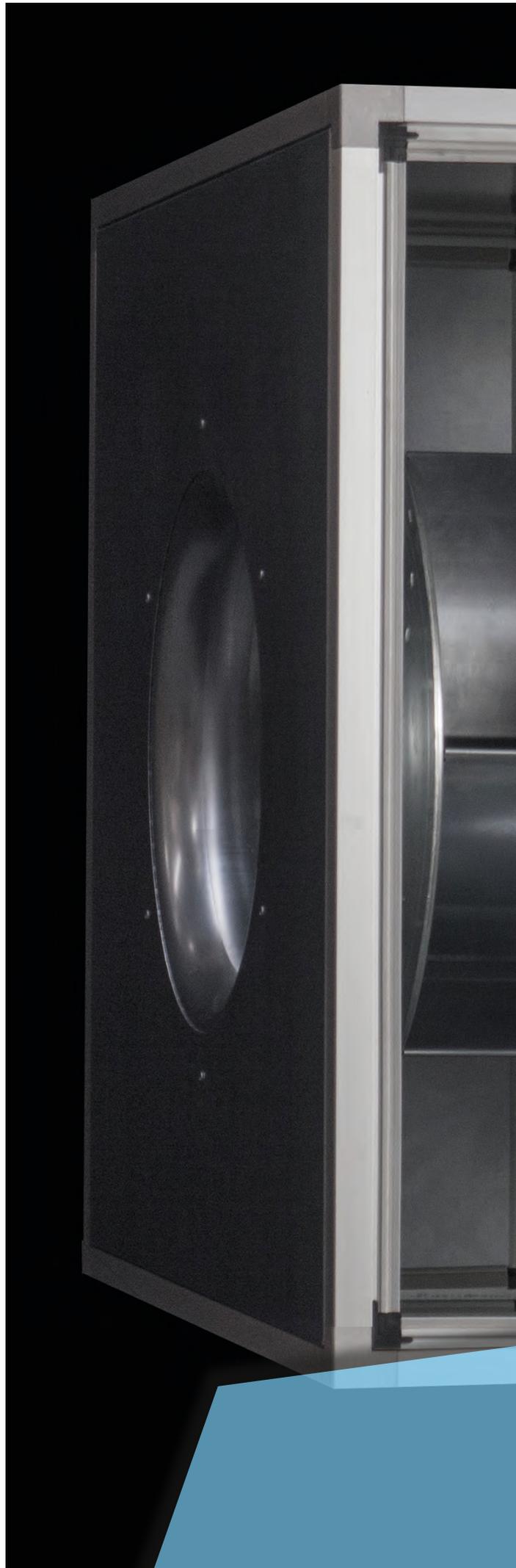
LUMIÈRE console



HIGH-PERFORMANCE VENTILATION FOR THE HORECA SECTOR

Elektrovent Srl is an Italian company specializing in professional ventilation, with over twenty years of experience in designing efficient and reliable air-handling solutions. In the HORECA sector, where operational continuity and safety are essential, the company offers products specifically developed to meet the needs of modern kitchens.

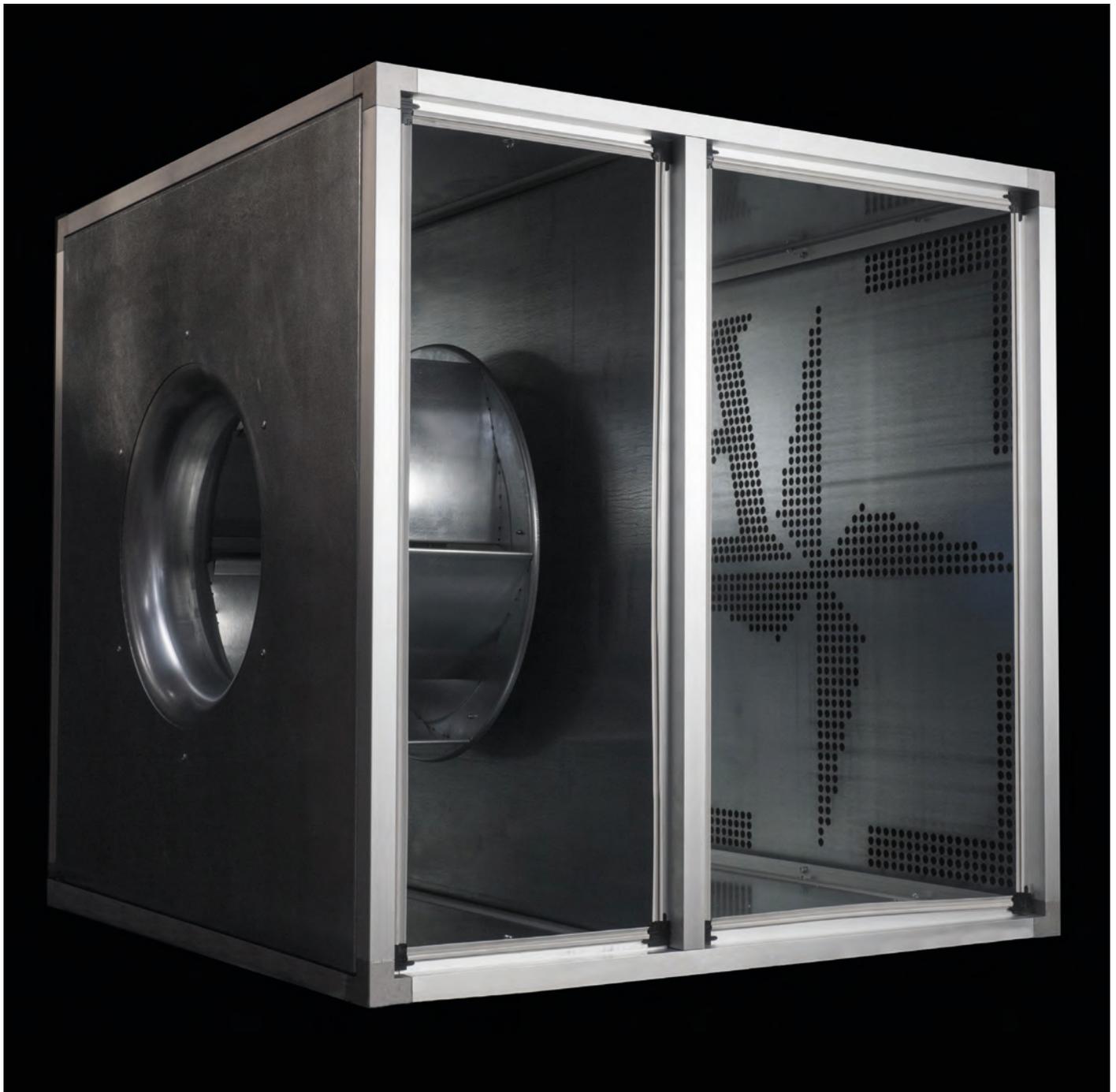
Among these, the CHEF BOX stands out as one of the most appreciated solutions. It is a boxed fan equipped with a backward-curved centrifugal impeller and a motor isolated from the airflow, a feature that makes it ideal for extracting high-temperature fumes up to 120°C, with peaks of 180°C in the three-phase versions. This separation ensures greater durability, reliability, and safety in demanding kitchen environments.





PROFESSIONAL VENTILATION

products developed to meet the needs of modern kitchens



The range includes **12 models**, with impeller diameters from 350 to 800 mm and airflow rates up to **20,000 m³/h**, covering the needs of restaurants, hotels, and high-capacity cooking centers. The aluminium structure with sound-insulated panels helps reduce noise levels and facilitates maintenance thanks to removable access panels. Easy access to the impeller for cleaning is particularly appreciated, especially in the presence of grease and cooking residues.

The CHEF BOX also features a **plug-and-play configuration**, with circular inlet and orthog-

onal outlet, simplifying integration into existing systems. Available accessories include an anti-vibration joint, rain protection covers, fixing brackets, and a grease collection tray, also available with integrated drain.

With the CHEF BOX, Elektrovent confirms its ability to combine engineering, reliability, and installation simplicity, offering HORECA professionals a robust, high-performance solution for air management in professional kitchens.

www.elektrovent.it

“NATURALLY IN TUNE”

Flou summons the force of nature to create new, unusual interior design proposals, in a harmonious connection of form and matter, movement and space

The collection of Flou is a tribute to nature. Values, sensations, materials draw on this world. To then be interpreted in furnishings for the bedroom zone and the living area, capable of transmitting the same harmony, authenticity and vital energy, enabling people to live totally in tune with the environment. This is the concept – summed up in the payoff “As na-

ture teaches” – behind the new products, starting with the Gaudi double bed by Matteo Nunziati. The warm material impact of solid wood seems to be shaped by the force of the wind:

The sinuous forms of the structure emerge from the enveloping embrace of the textile covering, culminating in the soft padding of the headboard. Purity and light-

ness set the tone of the project, together with re-fined attention to detail: from the visible stitching to the placement of the fabric that seems to simply be draped, but is actually the result of complex design development, from the shaping of the wood to the choice of finishes in coffee oak or black-stained oak.

www.flou.it



GAUDI bed



SLOW WINE FAIR 2026, THE PLACE TO BE FOR HORECA OPERATORS

Slow Wine Fair, the only international fair for good, clean and fair wine, is an unmissable event for Horeca operators, distributors and importers interested in high-quality labels made from virtuous production methods. Its 5th edition will be held at BolognaFiere from 22 to 24 February 2026.

Organised by BolognaFiere and Slow Food, the Slow Wine Fair will host **over 1,000 wineries**. Distributed across exhibition islands by country and Italian region of origin, the wineries – mostly certified organic, biodynamic or in conversion – will showcase and offer tastings of their wines, which are the result of **sustainable agriculture** and rigorous selection.

Trade visitors and buyers will have the opportunity to participate in **masterclasses** and conferences to deepen their knowledge of vintages, terroirs, and producers, and take advantage of an exclusive and **free matchmaking service** to specifically filter the exhibitors they want to meet.

In addition to wine, the three-day fair will also highlight other aspects of healthy and sustainable eating, highly qualified and geared towards Horeca visitors: from **cider** to the **specialty coffees** from the roasters of the Slow Food Coffee Coalition. Not to mention the bitters of the **Fiera dell'Amaro d'Italia**, promoted by Amaratoteca and ANADI, with the best variations of this typically Italian end-of-meal





SUSTAINABLE LABELS

at BolognaFiere from 22 to 24 February 2026

International Buyer Lounge

madonitaly.gov.it



Ministero delle Politiche Agricole, Alimentari e Forestali



product, which has recently regained popularity and is increasingly featured on restaurant menus.

With their Slow Wine Fair admission ticket, visitors will also have access to **SANA Food**, BolognaFiere's b2b format on organic and natural products for the Out-of-Home sector, located in an adjacent pavilion. A unique opportunity to embark on an integrated journey into sustainable and high-quality food and beverage.

Restaurants, taverns, wine bars and wine shops who offer good, clean and fair labels can apply for the **Terroir and Slow Spirit Wine List Award** on the Slow Wine Fair website. The award ceremony will be held on 23 February at BolognaFiere.

And the 'Restaurateurs Promotion' is also available for the same target audience, allowing guests to reach BolognaFiere conveniently by coach at discounted rates, with departures from various Italian cities.

www.slowwinefair.it



“ THE BACKSTAGE THAT MAKES THE DIFFERENCE IN HO.RE.CA. ”

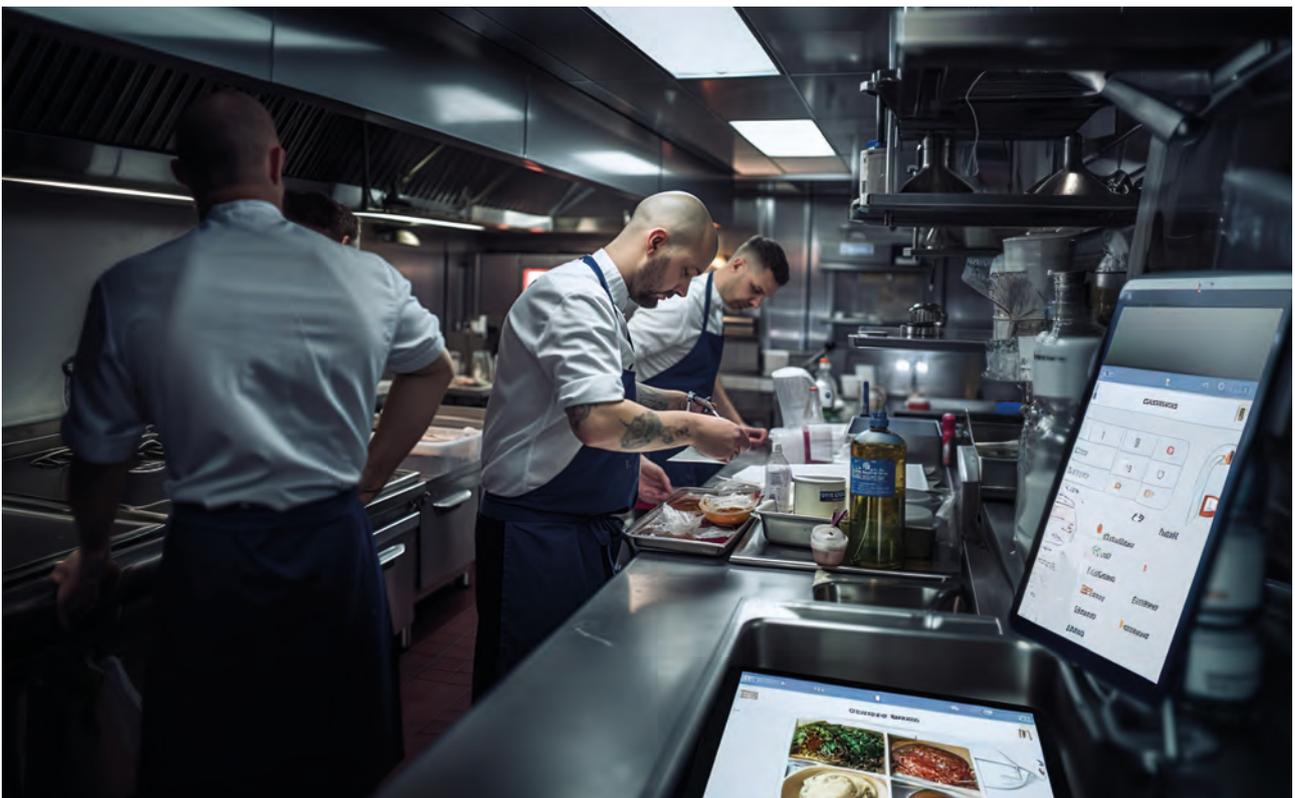
In Horeca, customer experience increasingly depends on what happens behind the scenes, where organisation and efficiency have become crucial to staying competitive.

In the Horeca sector, attention has traditionally focused on the customer experience. Atmosphere, product quality, service and hospitality remain central elements, but increasingly they are no longer sufficient on their own to ensure competitiveness and continuity. Behind a successful venue, there is a solid internal organisation capable of supporting operational rhythms and adapting to a rapidly changing environment.

Kitchens, laboratories and storage areas have become true miniature production centres, where operational efficiency directly affects the final quality of the experience. Space layout, workflow design, raw material management and staff organisation are no longer secondary aspects, but strategic factors. Poor internal organisation inevitably impacts service quality, waiting times and product consistency.



by our editorial team



latest news

In recent years, partly due to difficulties in finding skilled staff and rising costs, many operators have begun to rethink their operational models. The goal is not simply to work more, but to work better. Reducing waste, simplifying procedures and making operations repeatable and less dependent on individual skills have become concrete necessities.

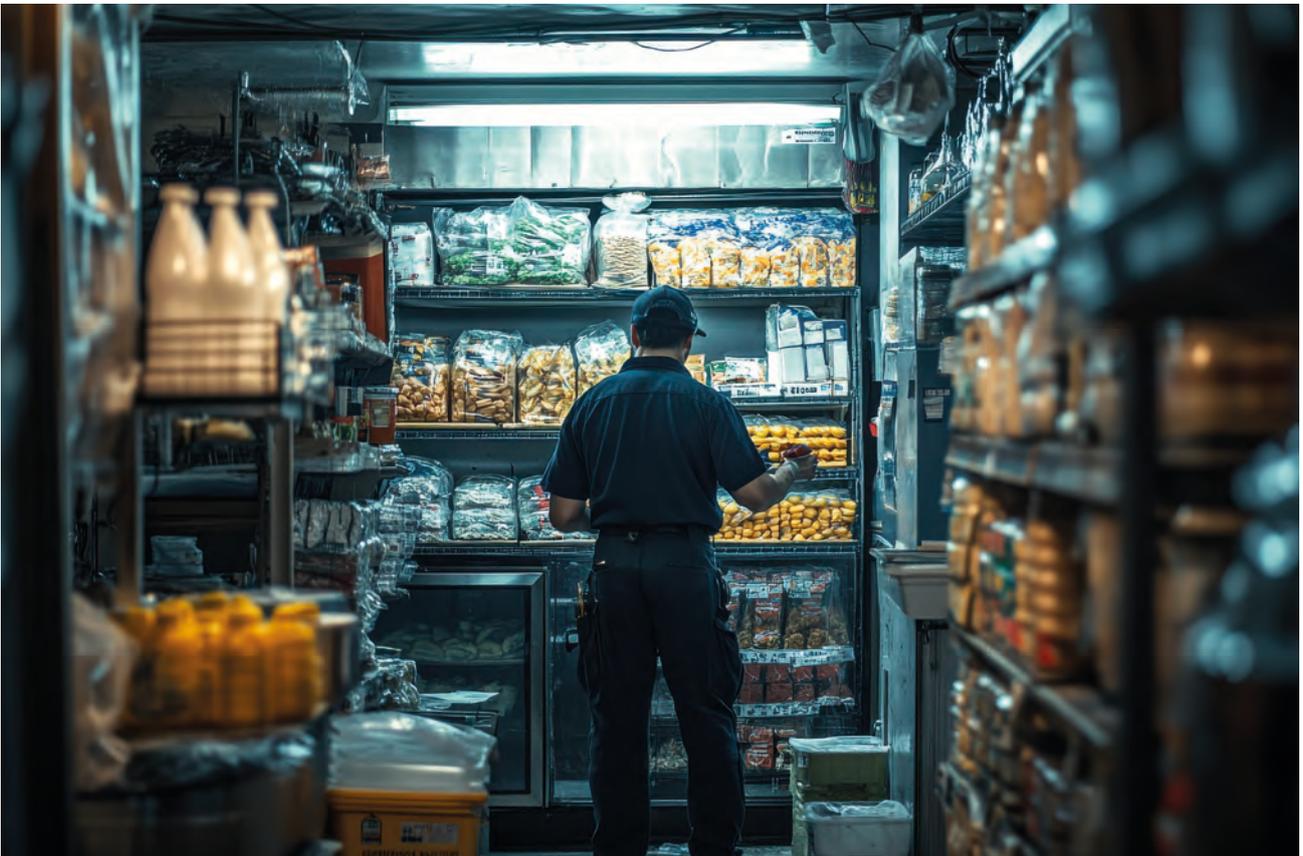
In this context, technology plays an increasingly important role. More reliable equipment, production support systems and solutions that help standardise certain phases without compromising the venue's identity. This is not about industrialising Horeca, but about making it more operationally sustainable. A well organised kitchen can absorb workload peaks, reduce staff stress and maintain consistent quality even during the busiest moments.

The backstage, however, is not only about equipment. It is above all about people. More balanced shifts, clear roles and shared processes improve the working environment and reduce staff turnover, one of the most critical issues in the sector. A team working in a well organised setting is more motivated and effective, and this translates into better service for the end customer.

Increasingly, customers are also beginning to perceive the value of this invisible organisation. More regular service times, fewer mistakes and greater consistency in

the offer are tangible signs of a well structured operation. Even if customers do not directly see the backstage, they experience its effects.

In an increasingly competitive Horeca market, operational efficiency is no longer just an internal matter, but a true differentiating factor. Investing in organisation means building solid foundations for growth, facing uncertainty and ensuring long term continuity. Because today, more than ever, the customer experience starts behind the scenes.





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14-15/01/2026

BOLOGNA

European trade fairs for the private label industry and the International supermarket label exhibition.

HORECA EXPO ALGERIA

19-22/01/2026

ALGERIA

Trade event about hospitality and hotel industry.

SIGEP

16-20/01/2026

RIMINI

Fair for the artisan production of ice-cream, pastry, confectionery and bakery.

SIRHA

18-21/01/2026

LYON

Fair for bakery, pastry, food service, hospitality and packaging industries.

GULFOOD

26-30/01/2026

DUBAI

Fair for food and hospitality.

HOSPITALITY

02-05/02/2026

RIVA DEL GARDA

Italian trade fair dedicated to the horeca channel.

BEER&FOOD ATTRACTION

15-17/02/2026

RIMINI

Fair for to specialty beers, artisan beers, food&beverage for the horeca channel.

LEVANTE PROF

08-11/03/2026

BARI

International Food and Wine Exhibition.

THAIFEX HOREC ASIA

11-13/03/2026

THAILAND

Trade event about hospitality and hotel industry.

INTERNORGA

13-17/03/2026

HAMBURG

Fair for the hotel, restaurant, catering, baking and confectionery industry.

HORECA EXPOFORUM

15-17/03/2026

TORINO

Trade event about hospitality and hotel industry.

GASTROPAN

19-21/03/2026

ROMANIA

Trade event about bakery, confectionery and horeca industry.

HOSTELCO

23-26/03/2026

BARCELONA

International meeting.

CRAFT BEER CHINA

07-09/04/2026

SHANGAI

International network of B2B events for the beverage industry.

TUTTOFOOD

11-14/05/2026

MILANO

International B2B show to food&beverage.

SIAL CHINA

18-20/05/2026

SHANGAI

Asia's largest food international exhibition.

THE HOTEL SHOW

02-04/06/2026

DUBAI

Trade event about hospitality and hotel industry.

ALIMENTEC

09-12/06/2026

BOGOTÀ

Fair on the beverage and HoReCa industry.

MIFB

15-17/07/2026

KUALA LUMPUR

The largest food&beverage focused trade event.

HOTEL & HOSPITALITY EXPO SAUDI ARABIA

13-15/09/2026

RIYADH

Trade event about hospitality and hotel industry.

HOSTILITY QATAR

12-14/10/2026

DOHA

Fair on hospitality, food&beverage.

GULFHOST

03-05/11/2026

DUBAI

Complete hospitality equipment sourcing expo.

SIAL INTERFOOD

04-07/11/2026

JAKARTA

Fair on technologies for food&beverage and food products.

SIAL PARIS

17-21/10/2026

PARIS

International food exhibition.

CIBUS

04-07/05/2027

PARMA

International food exhibition.

ANUGA

09-13/10/2027

COLOGNE

Fair for food&beverage, packing, bakery, pastry.

HOST

22-26/10/2027

MILANO

Show for bakery, fresh pasta, pizza industry.



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AB MAURI ITALY SPA SOCIETÀ BENEFIT

16/19

Via Milano, 42
27045 Costeggio - PV
Italy

ANTICA TOSTATURA TRIESTINA SRL

32/35

Località Stazione di Prosecco, 29/A
34010 Sgonico - TS
Italy

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48/50

Strada Montrucchio, 23
14010 Antignano - AT
Italy

BETA ELECTRONICS SRL A SOCIO UNICO IOTICONTROLLO

10/13

Corso Milano, 180
28883 Gravellona Toce - VB
Italy

BOLOGNA FIERE SPA

I COV-118/120

Viale della Fiera 20
40127 Bologna - Italy

COMPAC SRL

I COV-72-73

Via Spallanzani 8/A
42024 Castelnovo di Sotto - RE
Italy

ELEKTROVENT SRL

114/116

Via delle Pozzette, 18
25080 Soiano del Lago - BS
Italy

EUROPEAN SNACKS ASSOCIATION ASBL

94/97

Rue des Deux Eglises, 26
1000 Brussels
Belgium

FLLI RIVADOSSI SRL

36/39

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25027 Quinzano d'Oglio - BS
Italy

FIORENTINI FIRENZE SPA

I COV

Località Belvedere, 26/26A
53034 Colle di Val d'Elsa - SI
Italy

FRIGO PO SRL

I COV-60/62

Via C. Mendes, 10
42045 Luzzara - RE
Italy

GIGANPLAST SRL

3-64/66

Via Roma, 21/23/25
20883 Mezzago - MB
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40/43

17th Floor,
China Resources Building, 26
Harbor Road, Wanchai
Hong Kong

IL PANIFICIO DI CAMILLO SRL

I COV-44/47

Via Euclide, 8/A
47121 Forlì - FC
Italy

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ILEM BAKERY SRL

90/93

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37030 Colognola ai Colli - VR
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ITALIAN EXHIBITION GROUP SPA - IEG

III COV

Via Emilia, 155
47921 Rimini
Italy

LEON INOX

I COV-106/109

Arachthou 1,
18346 Moschato
Greece

MAQUINARIA INDUSTRIAL HOSTELERA S.L.U.

22/25

Zone Industrielle
Can Galobardes Canovelles
08420 Barcelona
Spain

MANIFATTURA PORCELLANE SARONNO SRL

I COV-I-28/30

Via Varese 2/H
21047 Saronno - VA
Italy

MEDSOL SRL

26-27

Viale A.Olivetti, 37
Zona A.S.I.
70056 Molfetta - BA
Italy

NAPKIN SRL

74/77

Via P.Frisi, 72
48124 Ravenna
Italy

LABORATORIO ALIMENTARE CECCHIN ANDREA E CARLO SRL

I COV

Via Maglio, 23
35015 Galliera Veneta - PD
Italy

PUCCIPLAST SPA

I COV-4-68/70

Strada Alessandria, 9
15044 Quargnento - AL
Italy

RIVA DEL GARDA FIERECONGRESSI SPA

78/81

Parco Lido
38066 Riva del Garda - TN
Italy

SIFIM SRL

I COV-82/85

Via Ignazio Silone, 3
60035 Jesi - AN
Italy

STUDIO CAVIOLI SRL

98/101

Viale Monte Kosica, 66/A
41121 Modena
Italy

TENTAZIONI PUGLIESI SRL

2-102/105

SP Per Andria KM 2,00
76125 Trani - BT
Italy

TORRCAFFÈ SRL

56/59

Via Solari, 39
43022 Montechiarugolo - PR
Italy

UCINQUE SRL

51/55

Via Casale, 17/A
15040 Occimiano - AL
Italy

WINEEMOTION SPA

110/112

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50028 Barberino Tavernelle - FI
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