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THE HOTEL SHOW

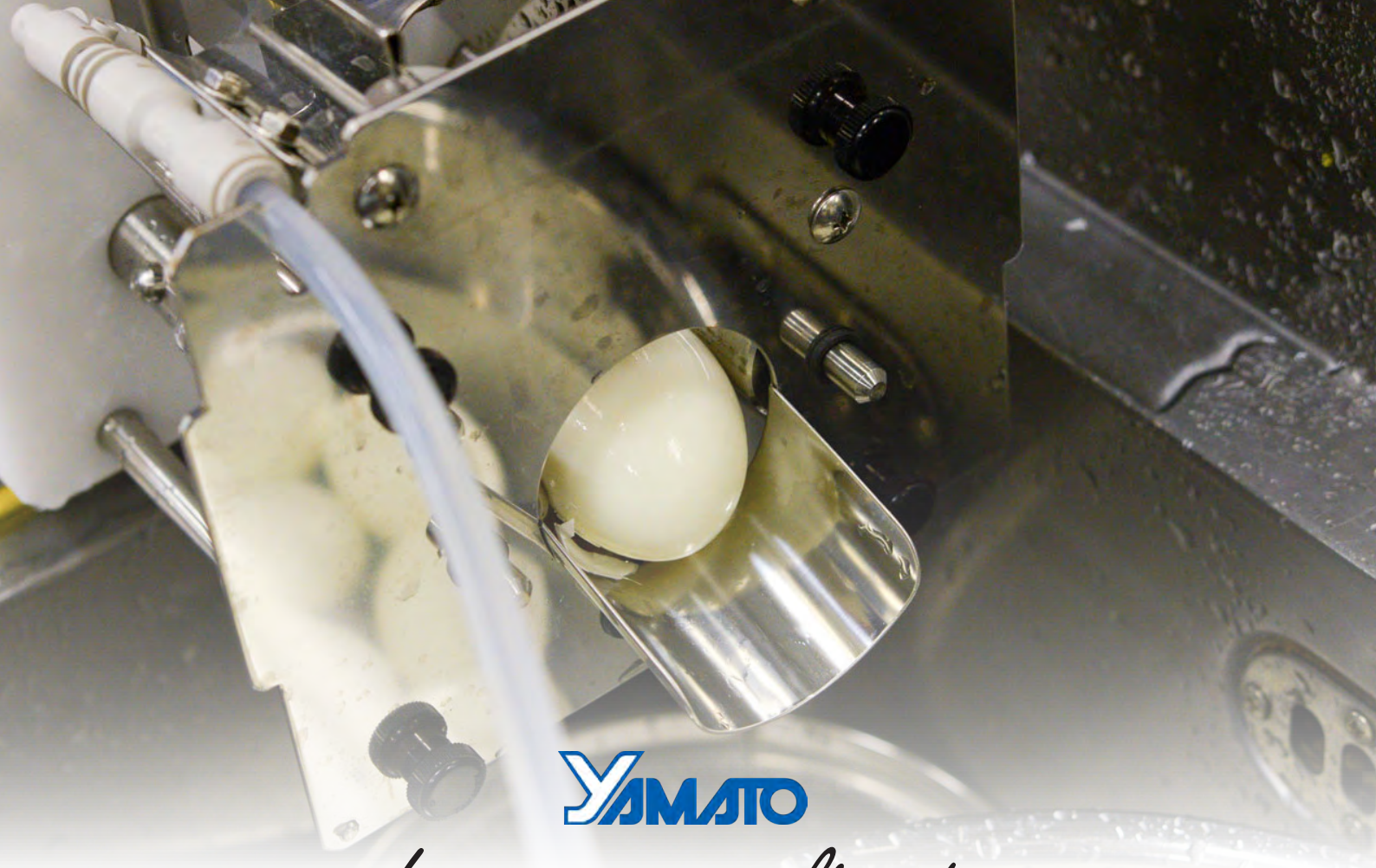
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PORCELLANE
DI SARONNO

Symphony of colors, on porcelain

The most unique ideas come to life in the chemistry of bright, elegant and classic colors. The meeting of the artist in every chef and the quality of porcelain ware proposes a new style of cooking. Strength and aesthetics to paint new excellence: for over 30 years MPS Porcellane has been an ally of the best professionals in the Ho.Re.Ca. industry to meet their needs and accompany them on a journey of elegant and practical innovation.



MPSPORCELLANE.COM

CARRARA CARVED IN ITALY



IL POZZETTO A CARAPINE COME NON L'AVEVI MAI VISTO

Creato per chi non vuole accontentarsi mai, **Carrara** vanta un design moderno con luci a led integrate e rivestimenti di serie che lo rendono perfetto per l'inserimento in ogni tipo di contesto, semplice o sofisticato che sia.

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KLIMAPOL LA TUA PISCINA IN CLASSE A
Perchè la **migliore energia** è quella non consumata!



Klimapool: il nuovo Concept di Preformati Italia per una **piscina unica e sostenibile**. Un impianto esclusivo dalla **struttura leggera, personalizzabile** e ad **alto risparmio energetico nel massimo rispetto dell'ambiente**.



The importance of certifications

Baffle filters are not all the same, some only complete the hood without having technical specifications while others offer performances especially studied to give efficiency and security. Sifim is specialized in filters production and the wide range of products includes baffle filters for professional hoods that before being commercialized are studied and tested in laboratory. Features that baffle filter must have are: detain fats, have a correct pressure loss and stop flames that could start inside the kitchen. How are measured those features? For fat retention and pressure loss, executing tests is enough but for flames stopping it is needed a certification from international certifying agencies which certify the passage of the proof. In this field the most important certifications are: UL 900, UL 1046 and EN 16282-6. It follows what regulations provide for to pass the test:



UL 900 3 minutes without generating flames, sparks or smoke after extinguishing the flame over about 90°

UL 1046 after having filtered oil vapour, 3 minutes with flame passage not over 18°

EN 16282-6 1 minute without flame passage

Each baffle filter produced by Sifim has passed the test and obtained one of the above described certifications. Sifim believe it necessary that all its filters must stop the flame to offer more security to whom works in the kitchen and to whom sits at tables in restaurant. Sifim recommend to never use the hood without filters because it could be dangerous.

Further information can be found at web site.

SIFIM s.r.l. Via Ignazio Silone, 3 - 60035 Jesi - An - Italy
Ph. +39 0731 60401 - fax +39 0731 614095 - sifim@sifim.it

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Look mum, I can do it all by myself!

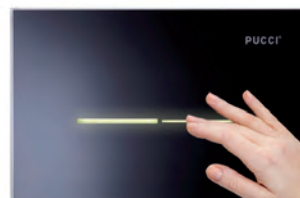
"Pucci eco, the touch operated flush plate"



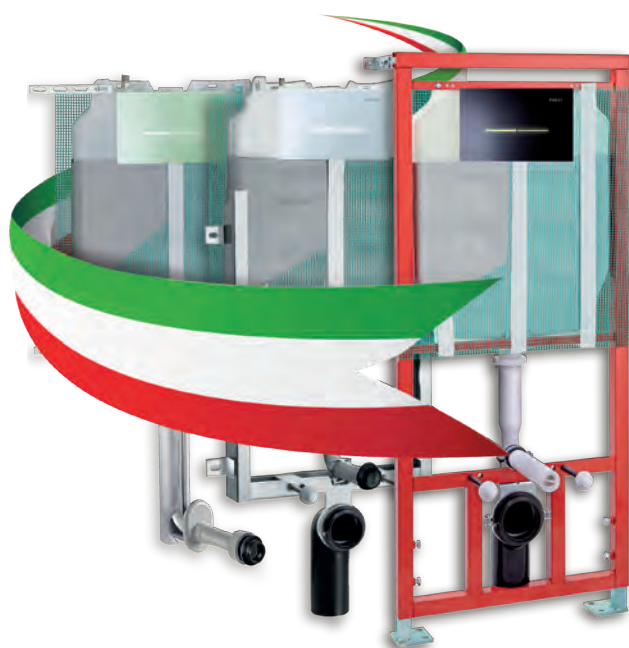
white glass



green glass



black glass



The most contemporary: just touch to flush. The most chic: crafted in glass and light. The most technological: in perfect accord with the cistern... Sfiore is the Pucci flush plate that has changed the way of operating the cistern and brought a new elegance to the bathroom. No button to press: a simple "touch" of one of the two sensors produces a 9 or 4 litre flush (or 6-3 litre). Green, white, or black glass, whichever you choose it's the "touch" that makes the difference.



Italian style and technology

www.pucciplast.it



Sonia V. Maffizzoni
Editorial Manager

We have some dizzying numbers. According to the data from the second Censis-Italgrob Report "Horeca Distribution and Out-of-Home Foodservice: a great opportunity for Italian revival", the sector is lively and vibrant. There are 800 companies, over 60,000 employees, and a turnover of 17 billion euros. This adds up to a total value of the Horeca market in Italy, which is approximately 330,000 public establishments.

The employment figures speak for themselves: 1.4 million people, about 6.1% of the Italian workforce, work in this sector. Our Horeca industry is a big boss that now faces a challenge.

Yes, because consumers are demanding transparency and sustainability, with over 91% of people appreciating venues that communicate their eco-friendly practices and making their choices accordingly, as highlighted by the report.

The spotlight is now on the sector to address the current big issue of making the "out-of-home" environment a place for sustainability and waste reduction. The doggy bag is coming!

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DR. SCHÄR
AG / SPA

Attract new guests
with gluten-free
HoReCa solutions!

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S.V. Maffizzoni
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Revolutionise
your space with
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THE HOTEL SHOW

Global hospitality
providers head to Dubai
as regional industry
plans multi-billion
investments.



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X-OVEN

How to perfectly
cook a rib steak
with X-OVEN.

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“JOURNEY BETWEEN LUXURY AND NATURE: THE DIFFERENT SOULS OF TOURISM”

Dream hotels vs. Essential farm stays,
which one to choose for a unique
and authentic lodging experience?

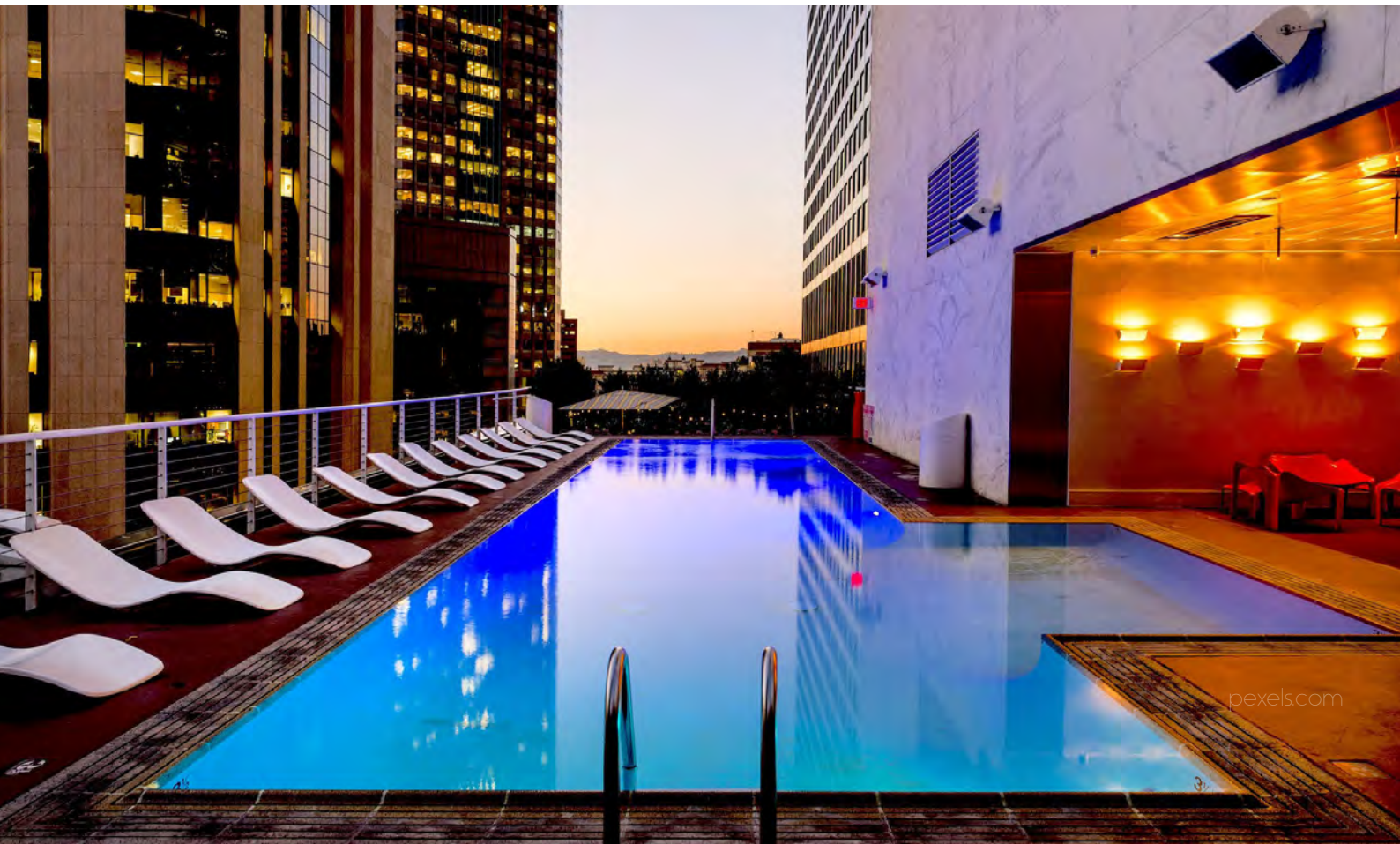
In recent years, tourism trends have undergone a strong evolution, with many people seeking relaxing lodging experiences, but also rich in both cultural and recreational opportunities.

Some tourists prefer to stay in luxurious hotels, while others seek the tranquility and authenticity of essential farm stays.

The most luxurious hotels are



Our Editorial Office



pexels.com

latest news

ideal for those seeking high-quality comfort and personalized services. Often located in exclusive places and with a wide range of opportunities, they offer Michelin-starred restaurants, spas, pools, and entertainment activities, as well as a great variety of options to meet the needs of the most demanding guests.

These facilities are perfect for those looking for a relaxing getaway from daily stress, where they can enjoy maximum relaxation and privacy.

On the other hand, farm stays offer unique, essential, authentic, and nature-oriented lodging experiences.

Often located in peaceful places and surrounded by natural beauty, they offer the opportunity to taste genuine and high-quality food, such as local fruits, vegetables, and cheeses. In addition, they offer guided tours to discover hidden treasures of the

territory, visit small villages, and learn about local history and culture.

The current trend seems to be to seek lodging solutions that enhance the authentic and unique experience of the territory.

Farm stays are becoming a very frequent choice among tourists who want to escape from the hustle and bustle of the city and discover the beauty and simplicity of rural life, where even socializing is more favored.

In conclusion, the choice between dream hotels and farm stays depends on the needs and expectations of the individual tourist. Both types of lodging solutions offer unique advantages and each can satisfy the travel desires of every type of customer. Both luxury hotels and farm stays offer unique and unforgettable lodging experiences that enhance the natural and cultural beauties of the territory and offer added value to the trip.

And what kind of tourists are you?





Lyon biscuit

The original taste

LYON BISCUIT from 1935, unequalled pastrycook know-how

The pastrycook Comez -La Basquaise settles in the suburbs of Paris in 1925. It is already specialized in items for ice-cream makers and waffle producers. In 1930, the Comez brothers got the idea to give a cone-shape to the usual flat waffle pastry. Still very innovative, they will rapidly pass from the moulded cone to the waffle cone. Their know-how will be awarded by the winner prize at the colonial exhibition in 1931. They will settle in Lyon area in 1980 getting into partnership with Lyon Biscuit. Both companies are now a must in today's market.

In 1985, the two brands company is finally called LYON BISCUIT and gets into new premises in Clérieux, in the Drôme area. It will acquire a specific production tool that will ensure an unrivalled quality biscuit. In 1987, it develops the new concept of the ready to fill waffle cup.





UNEQUALLED PASTRYCOOK

specialized in items for ice-cream makers and waffle producers

Since then, very anxious to satisfy its customers, the company will develop a large range of cones, ice-cream pastry that will meet the market expectation and energize the ice-cream makers, restaurant owners and pastrycooks sales.

LYON BISCUIT, the real taste

A sweet and vanilla flavour, slightly proline-flavoured and crunchy.

LYON BISCUIT is very involved in developing the quality of the flavor and the taste of its cones, waffle cups and biscuits.. In order to develop this gustative aspect, LYON BISCUIT works with homemade recipes and strictly selects raw materials to guarantee the quality:

- No hydrogenated fat
- No allergenic ingredients
- IFS and BRC certification, ensuring that the products are «healthy food»
- No GMO guarantee

LYON BISCUIT, the real taste that will accompany your ice-cream flavour So that you can enjoy your ice-cream up to the end.

LYON BISCUIT, each ice-cream gets its own cone!

Home-made, traditional, Italian ice-cream, served with spoon, spatule or with machine, LYON BISCUIT proposes a cone for each texture. A cone that will allow you to make your best ice-cream right away.

Thanks to its experience and its clients' one too, LYON BISCUIT can advise you on what to choose and help you select the most suitable range of products according to your projects.

- Rolled up or moulded cones, small , large, extra-large, slender
- Sweetened or chocolate coating cups,
- Timbale-shaped waffle cups,
- Side biscuits ...





LYON BISCUIT enhances the quality of your ice-cream in accordance with the customer's need.

LYON BISCUIT: dynamic and creative just for you!

With its own R&D office, LYON BISCUIT develops a special relationship with its customers as the company can meet their expectations but also regularly suggest them new products.

Thus, ESAL has the leadership in the coating technique. LYON BISCUIT has combined high gustative coating recipes and a unique making process control in order to develop waffle cups and cones with smooth, regular and quality coating in a large range of flavours.

Available coating flavours:

Chocolate, toffee, lemon, berries, coffee, orange.

Settled in the south of France, between Lyon and Marseille, among orchards and vineyards, LYON BISCUIT committed itself to respect economic sustainable development by creating a special relationship with its close by suppliers. Cette décision participe à sa dynamique en répondant à des objectifs de qualité et de réactivité.

This decision contributes to its dynamic in meeting the objectives of quality and reactivity.

www.lyonbiscuit.fr



PORCELLANE
DI SARONNO

Functional objects that dictate new criteria of aesthetics

When the quality of the finest porcelain and the creative vein of the chef meet, new masterpieces are born in the kitchen. MPS Porcellane, for more than 30 years, has been at the side of Ho.Re.Ca. professionals to paint new excellences, offering durable, practical and aesthetically valuable porcelain items.

We craft our products in the union of industrial and manual processes, starting with a mixture of high-quality raw materials: feldspar, quartz and kaolin are molded to meet and anticipate the needs of our customers, in shapes and lines that emphasize the intrinsic advantages of this ancient, yet always new, material.

If we then add beauty to the practical qualities, such as the possibility of use in the oven and resistance to breaking, inspiration reaches a higher





THE KEY IS CONTRAST

when the quality of the finest porcelain and the creative vein of the chef meet



level, allowing to **explore** new tastes, flavors and, above all, styles. This is how the white porcelain in the **Grand Buffet** line further enhances the colors of ingredients and food presented, giving a more professional look to the plate. **Handware** takes the diner into the contemporary in an alternative to traditional presentation in tableware designed to fit in one hand, while **Finger** ensures the success of small delicacies.

The key is **contrast**. The apparent contradiction between a matte black container, **Chisa** line, and the bright colors of a vegetarian dish wins everyone over. It is the novelties that strike the most and amaze, such as the harmonious combination of tones on the naturally raw sur-

face of **Porcellana Ardesia**. The option of emphasizing the main color of the dish is realized with **Handpainted**, colored with hand strokes of yellow, red, green and blue, or with the more expressive combinations of intense outer and inner tones of **Castronorm** baking dishes or, again, the more delicate ones of **Cordonata Impilabile**.

With the class of black, the pureness of white, or the brightest colors in a **functional and elegant porcelain item**, it is easier to bring something new to life: a cuisine that will leave its mark.

www.mpsporcellane.com



THE FORMS OF WATER

The deep collection for NATUZZI ITALIA, created in collaboration with the designer Nika Zupanc, is inspired by the concept of the "Circle Of Harmony", the leitmotif of the company's new creations

Natuzzi asked eight different designers to explore the connection with Puglia. The circle has emerged as the form of harmony, symbol of balance and perfection, but also a gathering place for the Natuzzi company. Deep, the proposal by Nika Zupanc (at her first collaboration with the firm), is a collection for the living and dining areas: sofas, armchairs, ottoman-magazine racks, bookcases, a table and chairs, together with accessories like lamps, mirrors and rugs.

The series takes its inspiration from the beauty of the Adriatic Sea, which extends from Slovenia to Puglia. The collection includes the Wave sofa, which with its sinuous lines suggests the movement of waves in the sea, for an intimate, cozy seating arrangement.

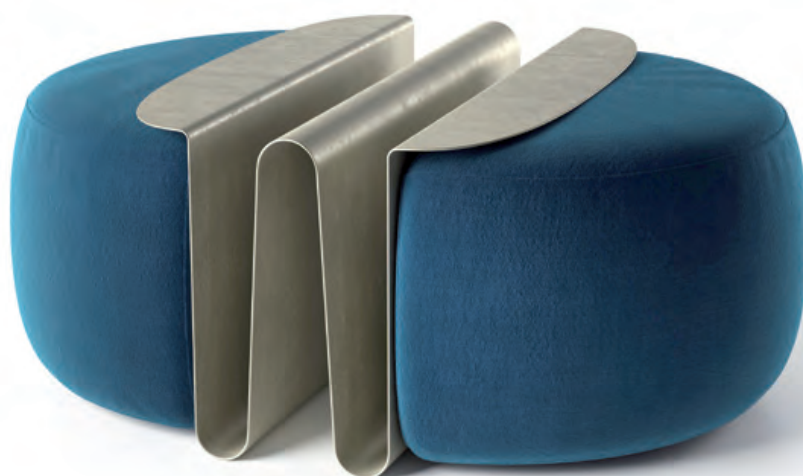
Available in two- or three-seat versions, or as an armchair, this model is raised from the floor by light gold satin-finish metal feet. It is joined by an ottoman composed of two half-moon parts that can be held together by a central magazine rack, in the same finish as the feet.

Among the outstanding pieces in the collection:

the Adore chair, a single shell supported by a single swivel foot; the Tide bookcase with shelves that evoke the movement of the sea; the sinuous Voyage table; the Mermaid and Sailor oval mirrors; the Vortex rugs, with optical graphics; and the Joy lamp, available in the floor, table and suspension versions, made in blown glass to emit soft light, like the one of evenings by the sea.

www.natuzzi.it

WAVE pouf



WAVE sofa

The 6th Floor Terrace Swimming Pool

This swimming pool was designed with a self-supporting "floating" structure, resting on the surface of the terrace without requiring any ground anchors, to guarantee its integrity. The project was developed to complete the services, mainly for families, offered by the Hotel, whose 6th floor panoramic terrace was turned into a recreational space with a "view", now with a swimming pool, built out of a single block, and furnished internally with four hydro-massage beds, placed in the centre of the terrace.

This KLIMAPOOL swimming pool is a self-supporting, "floating" installation that rests on the





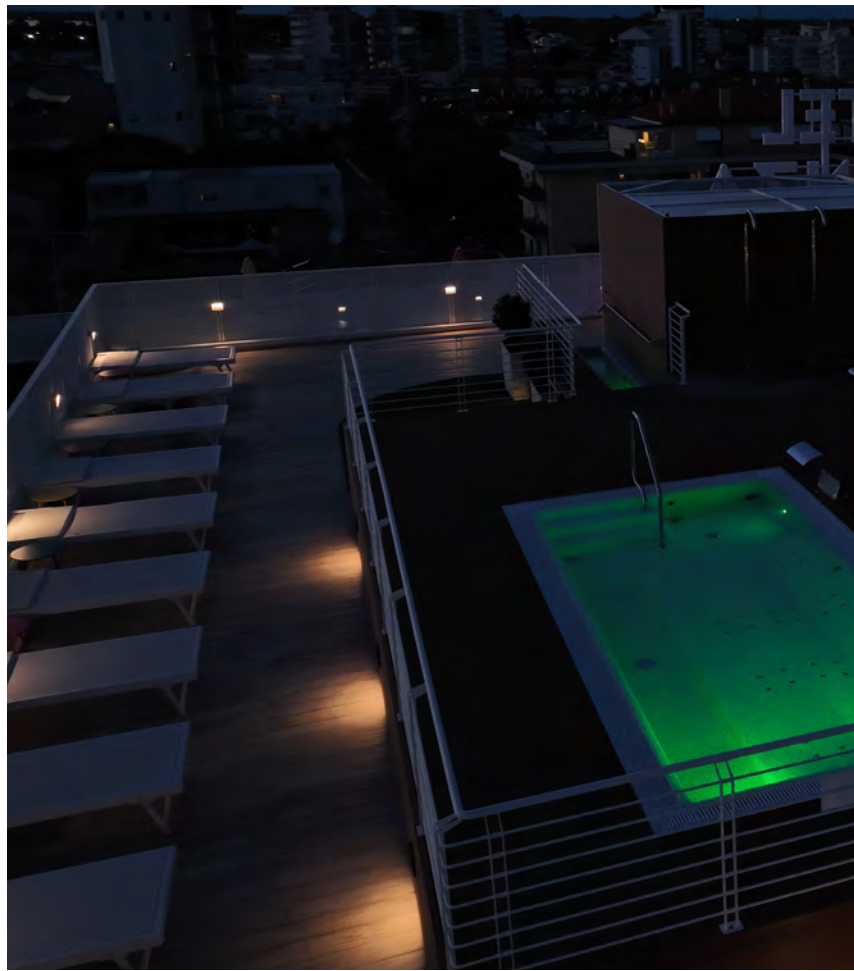
"KLIMAPPOOL FLOATING"

was designed with a self-supporting "floating" structure, resting on the surface of the terrace without requiring any ground anchors, to guarantee its integrity

surface of the terrace with no need for ground anchors to guarantee its integrity. Preformati Italia proposed the solution of building a monobloc pool to the client to avoid the overlap of works in progress of the companies involved in the project. This way, all the planned execution times were fully respected. The KLIMAPOOL was built entirely at the manufacturing plant and then transported and installed on the terrace, nearly eliminating the on-site assembly time.

Technical features - Hotel Speranza swimming pool in Jesolo:

- New construction
- Monoblock pool with handling frame inside the EPS structure.
- Final mosaic cladding
- External Dimensions
L 600 cm x W 300 cm x H 82 cm





- Depth 60 cm
- Self-supporting, floating structure equipped with special anchors for transport and handling.
- Infinity overflow with 4 hydro-massage loungers inside and 1 water-fall.
- Illuminated with RGB LED spotlights.
- Located on the 6th floor in the center of the roof-terrace recreation area

www.preformatiitalia.it





IMPERATOR AND BLOOM COFFEE SCHOOL IN RWANDA

to continue supporting
local producer
communities

A whole week dedicated to the coffee industry, including the World Coffee Producers Forum and the African Fine Coffee Conference, has ended recently in Kigali at the new Kigali Conference Center. Conversations were focused on the recent challenges for coffee producers and the possible solutions that can be adopted in a short term.

The World Coffee Producers Forum and the African Fine Coffee Association Conference in Kigali, Rwanda, attracted most of the stakeholders of the global coffee industry from February 13th to 17th. Representatives from the main companies in the industry gathered at both the events to discuss the challenges and opportunities in the coffee market in terms of sustainability and to find new market opportunities for producers throughout Africa.





IMPERATOR AND BLOOM COFFEE

to continue supporting local producer communities

RWANDA, THE LAND OF 1000 SCENTS

Imperator and Bloom Coffee School, which have been investing in education and market prosperity in Rwanda for several years, participated in these events to share their experience and knowledge with the different representatives of the industry. Alberto Polojac, quality manager at Imperator Srl and director of Bloom Coffee School, explains how this special relationship started: "I have always been a great estimator of coffees coming from East Africa, with a special appreciation for the most unknown or less acquainted origins, such as Rwanda. During my first trip as a judge for the Cup of Excellence in 2014, I learned about the complexity and uniqueness of Rwandan coffees, until then still relatively unknown, at least in the Italian market. Considering these coffees perfect for any brewing style in terms of acidity, sweetness, and balance, we began to import the first lots from the Gisenyi area near Lake Kivu. It is said that this is the land of 1000 hills, but for me it is also the land of 1000 smiles and 1000 or more aromas."

TRAINING LOCAL PRODUCERS, FOCUSING ON YOUNG PEOPLE AND WOMEN

From that moment onwards, Alberto Polojac, as a trainer and Q grader, began to develop training programs for the local producers based on the Specialty Coffee Association (SCA) Green and Sensory modules. These programs were included among the development projects promoted by SCA starting from 2015, when Alberto Polojac was nominated as a chair of the International Development Committee inside the association's board.

"When I was asked to develop development projects in coffee producing countries, I had no doubt that Rwanda was the right place to start from, a very developed country with an enormous unrapped potential. I decided to focus on two specific targets, which are on the top of the global debate still now: youth and women. It is a great satisfaction now to see that people we trained, now hold important roles within the value chain. Nowadays, issues related to generational turnover and gender equity are still at the top of the agenda, including the recent World Coffee Producers Forum. This makes me think that at that time we have seen far ahead."

Since 2015, Imperator started importing several lots from women cooperatives as a result of this on-field work. Today, Rwanda is undoubtedly one of the most advanced countries on these topics.





COOPERATION WITH ICU AND THE VALUE CHAIN DEVELOPMENT PROJECT

The latest project that saw Alberto Polojac involved as a trainer and consultant is the Coffee Value Chain Development program carried out in Rwanda with ICU (Institute for University Cooperation), which involved 20 washing stations in 12 different districts. The program, co-financed by the European Union and supported by NÆB, the National Agricultural Export Development Board, included three different areas of intervention: support for farmers, with a particular focus on gender and youth empowerment; industrial support, through the improvement of equipment and infrastructures in the washing stations; commercial support, facilitating participation in specific trade events and access to financing.

"It was a great joy to come back here with a project that was a natural prosecution of those initially developed with the Specialty Coffee Association almost 10 years ago," continues Alberto Polojac, "implemented by the support of the non-profit organization ICU, which helped to provide structural support for the washing stations. Each of these has been equipped with a mobile quality control kit including: a sample roaster, temperature and moisture meters, tasting cups and spoons. In addition to this, they were given the opportunity to renew their coffee processing technologies. All of this was officially endorsed by NÆB, the National Agriculture Export Development Board of Rwanda."

Imperator and Bloom Coffee School confirm their constant commitment to the growth and the development of the coffee sector, not only by promoting training programs at the headquarters in Trieste, but also by supporting sustainability and social responsibility for the entire value chain, with projects involving institutions and NGOs.

"CUPPING FRIDAY" AND THE TASTE OF THE NEW HARVEST

For those who would like to experience the new arrivals from Rwanda, Imperator is promoting cupping sessions throughout Italy, following the proven formula of "Cupping Friday". To express interest and sign up for the initiative, you can write to hello@bloomcoffeeschool.it or info@imperator.coffee

www.imperator.cc





Organic Extra Virgin Olive Oil 500 ml

Crudolio extra virgin olive oil is an essential ingredient for everyday cooking and for enhancing the taste of both simple and elaborate recipes.

A must in every kitchen, a classic on every table.

USEFUL DATA

Origin: Eu/non-EU

Cap: Anti-blocking

Use: Ideal for all uses in the kitchen, both raw and for sauces, gravies, side dishes, roasts, grills and desserts, respecting the balance of your dishes.

LOGISTIC DATA

Format: 500 ml - Pieces per carton: 6

Cartons per layer: 31 - **Layers per pallet:** 4 - **Tot.** 124 cartons



Organic Extra Virgin Olive Oil 500 ml

Crudolio extra virgin olive oil is an essential ingredient for everyday cooking and for enhancing the taste of both simple and elaborate recipes.

A must in every kitchen, a classic on every table.

USEFUL DATA

Origin: Eu/non-EU

Cap: Anti-blocking

Use: Ideal for all uses in the kitchen, both raw and for sauces, gravies, side dishes, roasts, grills and desserts, respecting the balance of your dishes.

LOGISTIC DATA

Format: 500 ml - Pieces per carton: 6

Cartons per layer: 31 - **Layers per pallet:** 4 - **Tot.** 124 cartons



Organic Extra Virgin Olive Oil 250 ml

Crudolio extra virgin olive oil is an essential ingredient for everyday cooking and for enhancing the taste of both simple and elaborate recipes.

A must in every kitchen, a classic on every table.

USEFUL DATA

Origin: 100% Italy - EU/non EU

Cap: Anti-blocking

Use: Ideal for all uses in the kitchen, both raw and for sauces, gravies, side dishes, roasts, grills and desserts, respecting the balance of your dishes.

LOGISTIC DATA

Format: 250 ml - Pieces per carton: 6

Cartons per layer: 49 - **Layers per pallet:** 4 - **Tot.** 196 ct

Crudolio

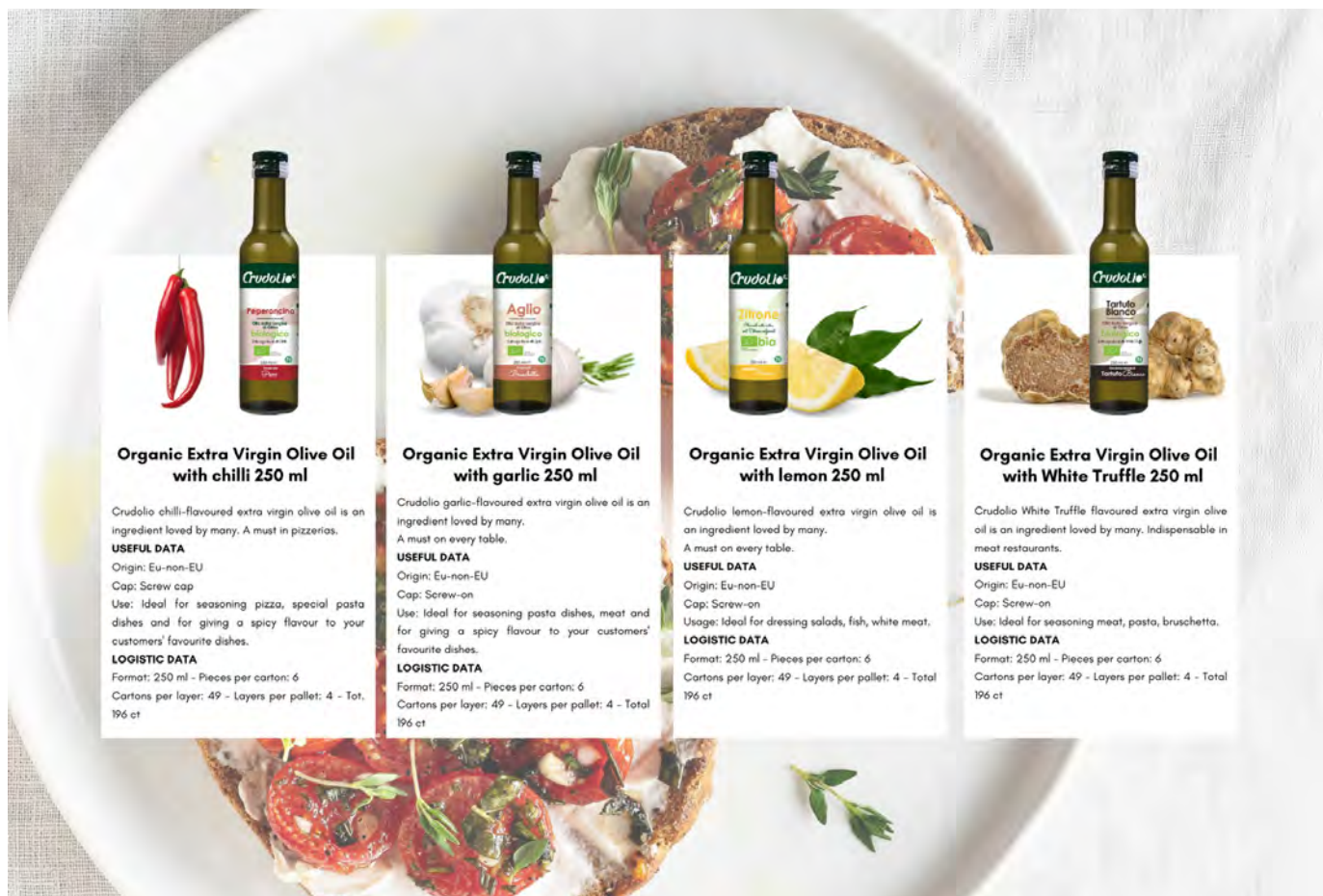
30 varieties of oils

Joe&Co. is a family company, who's always been into the "oil world".

It all started with a family oil mill situated in Umbria and established in 1890 by Raniero Matticari.

Then, in 1997, Giuseppe (CEO), his grandson, started specialized the business into vegetable oils, organic and vegan certified, encouraged by his focus and passion.

We now offer a range of 30 varieties of oils, whose have been cold extracted from fruits and seeds, such as: flaxseed (virgin, deodorized, also flavored with



Organic Extra Virgin Olive Oil with chilli 250 ml

Crudolio chilli-flavoured extra virgin olive oil is an ingredient loved by many. A must in pizzerias.

USEFUL DATA

Origin: Eu-non-EU

Cap: Screw cap

Use: Ideal for seasoning pizza, special pasta dishes and for giving a spicy flavour to your customers' favourite dishes.

LOGISTIC DATA

Format: 250 ml - Pieces per carton: 6

Cartons per layer: 49 - Layers per pallet: 4 - Total 196 ct

Organic Extra Virgin Olive Oil with garlic 250 ml

Crudolio garlic-flavoured extra virgin olive oil is an ingredient loved by many.

A must on every table.

USEFUL DATA

Origin: Eu-non-EU

Cap: Screw-on

Use: Ideal for seasoning pasta dishes, meat and for giving a spicy flavour to your customers' favourite dishes.

LOGISTIC DATA

Format: 250 ml - Pieces per carton: 6

Cartons per layer: 49 - Layers per pallet: 4 - Total 196 ct

Organic Extra Virgin Olive Oil with lemon 250 ml

Crudolio lemon-flavoured extra virgin olive oil is an ingredient loved by many.

A must on every table.

USEFUL DATA

Origin: Eu-non-EU

Cap: Screw-on

Usage: Ideal for dressing salads, fish, white meat.

LOGISTIC DATA

Format: 250 ml - Pieces per carton: 6

Cartons per layer: 49 - Layers per pallet: 4 - Total 196 ct

Organic Extra Virgin Olive Oil with White Truffle 250 ml

Crudolio White Truffle flavoured extra virgin olive oil is an ingredient loved by many. Indispensable in meat restaurants.

USEFUL DATA

Origin: Eu-non-EU

Cap: Screw-on

Use: Ideal for seasoning meat, pasta, bruschetta.

LOGISTIC DATA

Format: 250 ml - Pieces per carton: 6

Cartons per layer: 49 - Layers per pallet: 4 - Total 196 ct

lemon and orange), sunflower (virgin, deodorized) safflower, wok, canola, sesame (virgin and roasted), corn, argan, hempseed, avocado, coconut (virgin, deodorized, also flavored with curcuma), sachu inchi, pumpkin (virgin and roasted), rice, grapeseed, camellina and the two blends of omega 3•6 and 3•6•9 along with the classic extra virgin olive oil from various agricultures and also flavored with lemon, chili and truffle. Moreover, to complete our catalogue we offer: white wine, red wine, pomegranate, apple and balsamic from Modena vinegars. Shoyu


and Tamari soya sauces and seeds like: flaxseed, chia, pumpkin, sunflower, sesame and mix for salads.

A wide range of retail products with their own brands Crudolio and Yes Organic, are also available for private labels.

In 2019 we upgraded in our production plant and packaging, with an investment in the industry 4.0, we can guarantee that every step in the production is exclusively dedicated to organic, with an effective quality control system which take care of the

VEGETABLE OILS, ORGANIC AND VEGAN CERTIFIED

cold extracted from fruits and seeds




**Organic High Oleic Sunflower seed
Oil 5 Lt**

Sunflower oil is obtained by pressing the seeds of the Helianthus annuus plant. Its oleic composition makes this oil a perfect ally for frying.

USEFUL DATA:
Origin: EU
Use: Ideal for all types of frying, from chips to fish and vegetables.

LOGISTIC DATA
Format: 5 Lt - Pieces per carton: 2
Cartons per layer: 17 - Layers per pallet: 4
Tot. 68 ct




**Organic High Linoleic Sunflower
seed Oil 5 Lt**

Sunflower oil is obtained by pressing the seeds of the Helianthus annuus plant. Its composition is rich in linoleic acid.

USEFUL DATA:
Origin: EU
Usage: Ideal for all types of cooking and seasoning, from pan-cooked dishes to vegetables in oil.

LOGISTIC DATA
Format: 5 Lt - Pieces per carton: 2
Cartons per layer: 17 - Layers per pallet: 4
Tot. 68 ct




**Organic Extra Virgin Olive
Oil 3 Lt**

Crudolio extra virgin olive oil is an essential ingredient for everyday cooking and for enhancing the taste of both simple and elaborate recipes. A must in every kitchen, a classic on every table.

USEFUL DATA
Origin: 100% Italy - Eu-non EU
Use: Ideal for all types of dishes and uses. From cooking, to seasoning, to frying.

LOGISTIC DATA
Format: 3 litre tin - Pieces per carton: 2
Cartons per layer: 30 - Layers per pallet: 5
Tot. 150 ct




**Organic Extra Virgin Olive
Oil 5 Lt**

Crudolio extra virgin olive oil is an essential ingredient for everyday cooking and for enhancing the taste of both simple and elaborate recipes. A must in every kitchen, a classic on every table.

USEFUL DATA
Origin: 100% Italy - Eu-non EU
Use: Ideal for all types of dishes and uses. From cooking, to seasoning, to frying.

LOGISTIC DATA
Format: 5 litre tin - Pieces per carton: 4
Cartons per layer: 11 - Layers per pallet: 6
Tot. 66 ct




**Organic Extra Virgin Olive
Oil 25 Lt**

Crudolio extra virgin olive oil is an essential ingredient for everyday cooking and for enhancing the taste of both simple and elaborate recipes. A must in every kitchen, a classic on every table.

USEFUL DATA
Origin: 100% Italy - Eu-non EU
Use: Ideal for all types of dishes and uses. From cooking, to seasoning, to frying.

LOGISTIC DATA
Format: 25 litre tin
Tins per layer: 24 - Layers per pallet: 5
Tot. 62 tins



**Organic Extra Virgin Olive
Oil 5 Lt**

Crudolio extra virgin olive oil is an essential ingredient for everyday cooking and for enhancing the taste of both simple and elaborate recipes. A must in every kitchen, a classic on every table.

USEFUL DATA
Origin: Eu-non-EU
Use: Ideal for all types of dishes and uses. From cooking, to seasoning, to frying.

LOGISTIC DATA
Format: 5 litre PET - Pieces per carton: 2
Cartons per layer: 17 - Layers per pallet: 6
Tot. 68 ct

traceability and certification of all production cycle.

Due to this innovation we had the chance to work with new important clients. Joe & Co., our company, ensures product safety, through strict certifications like CCPB, Vegan OK, IFS, Kosher.

Started from the end of 2018 we refurbished the graphic of our Crudolio labels,

to let the customer to get better the informations and utilization of our healthy oils through the QR code.

From 2020 we decided to invest in the digital sector, renovating at first our websites (www.crudolio.it / www.yesorganic.it).

We will continue to lend our ear to clients, always, as they are part of the company, together with our team.

Scopri la gamma
degli Specialty Coffee
selezionati e tostati
da Mr. Bloom.



Corsi di formazione
su tutti gli aspetti del caffè
rivolti ad aziende,
professionisti del settore
e a semplici curiosi.



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Per saperne di più: info@bloom.coffee



Scansiona il QR code per
accedere subito al negozio
di Mr. Bloom.

Imperator Srl

Campo del Belvedere 6
34135 Trieste

Mr. Bloom è presente su:



www.bloom.coffee

 **IMPERATOR**
we care about origins



Drink equipment beer Post-Mix Pre-Mix wine h2o

The Global Fountain was founded in 1999 by a business idea of the actual directors and owners, who have been able to build a solid and established

industrial reality in the territory. We are a company, with a solid experience of young and dynamic spirit and an average employee of 37 years. We are a



production company with a professional and high-performance working environment. A work environment where skills are shared, skills can grow, staff are empowered to achieve the best results. A careful listening to the needs of the customer allows to create a customized project, with special attention to materials, technology, innovation and specific requests.

From here we create a highly realistic 3-D project and a video presentation; then the projects are transmitted to the machine tools to produce the prototypes

and finally the production can begin. Quality, design, precision, accuracy in work and attention to costs are the main characteristics of Global Fountain products.

Pursuing ambitious goals, in 2012, the company decided to implement internally also the design and production of systems on draught, in particular Cooling Units Post-Mix, Pre-Mix, Beer, Wine, H₂O, embracing more performing technological and management solutions.

www.globalfountain.it



QUALITY, DESIGN, REABILITY, PRECISION AND ACCURACY

more performing technological and management solutions



Attract new guests with gluten-free HoReCa solutions!

Gaining new guests is the goal every HoReCa business is aiming for. An important aspect of reaching them is offering broad satisfying hospitality with delicious meals. However, for a growing number of people, it is difficult to find an adequate selection of meals in the out-of-home channel. This is a particular dilemma for individuals who suffer from coeliac disease and other gluten-related conditions. As the European market leader with 40 years of experience in gluten-free food, we have dedicated our Schär Foodservice solutions to HoReCa.

From breakfast to supper, from a snack to a multi-course menu: Schär Foodservice offers gluten-free bread, flour, pasta, and convenience food as well as desserts and confectionery. A wide range of products is available in convenient single-portion packs to guarantee product safety and freshness. Examples are our **Schär White Bread 80g**, two soft pre-cut slices of white bread, an ideal addition to any dish or as a sandwich. Some products as the **Schär Hamburger Roll 75g** are wrapped in innovative microwave-proof foil, that allows a risk-free preparation process without cross-contamination, even when pre-





GLUTEN-FREE FOOD

Schär Foodservice solutions to HoReCa



pared beside food containing gluten. And with our 1kg HoReCa pack of Penne or Fusilli pasta, every chef succeeds in creating delicious Italian-inspired dishes.

Our comprehensive range of gluten-free products makes it quick and easy for businesses to expand their menu offer that meets the dietary requirements and taste preferences of guests suffering from gluten-related disorders. Schär Foodservice's broad range of tasty products, innovative serving solutions, and professional support enables every HoReCa business to react quickly to customer requests and meet today's market requirements, thus securing a competitive advantage and remember, affected people never come alone, but bring their family and friends with them.

For more information:
www.schaer-foodservice.com





**the best
for your
guests**



**pinsa base
gluten free,
flavour has
a new shape.**



With high quality, 24-hour risen buckwheat sourdough.
Offer your clients an unforgettable taste experience.



“ THE NEW TREND IN THE BALANCE BETWEEN BUSINESS AND PLEASURE: THE BLEISURE ”

Who would not appreciate the fact of combining a business trip with some leisure time? The bleisure, a fusion of two worlds apparently incompatible, seems to be good for companies and travelers. And also for the market.



by Elisa Crotti

It is the hospitality of the future, as well as the new trend in the sector.

The bleisure, a term that derives from the union of the words business and leisure, referring to that type of trip that includes a combination between work and pleasure, is increasingly gaining ground, eventually becoming a trend.

This phenomenon comes from the desire of travelers for business reasons to extend their trip to know the final destination. This is confirmed by a study by the Global Business Travel Association, according to which about 90 percent of business travelers really appreciate the trend. In practical terms, bleisure travelers are on average 1 out of 5 and they are united by the desire to visit places where they have not ever been, sometimes involving also the family. About half of them prefer extending the trip, while a third want to anticipate it.

Whatever the preferences are, the tourist offer must certainly be adapted to the dual nature of this type of traveler.

Usually, those who travel for business look for solutions such as a structure easy to reach, better if close to the place of travel, connections with stations and airports, a strong wifi

connection, a quiet room, and breakfast. The services must certainly be easy and quick, especially for check-in and check-out practices. The pleasure traveler, on the other hand, acts in a different way depending on whether he travels in a company, as a couple, or with family. With children, for example, the choice will be a family hotel or a pet-friendly hotel if there is also a furry friend together with the family. Alternatively, in a travel as a couple, people opt for structures with spa services or particular tourist activities. The bleisure tourism is now a reality and sector operators will have to take action to offer targeted responses. In this regard Booking, the famous site for booking trips, with a recent survey on over 4,500 business passengers among the biggest countries in the world, identified the most popular destinations for this type of trip (at least the half of the study's travelers confirmed that international business trips can be an occasion to know a different culture, visit a new city or take a mini-vacation). The most welcoming countries that attract more managers are located to the east, with Thailand, Japan, and Taiwan on the podium, followed by Canada, China, and United States. Germany, however, is the nation where you can travel more easily, while Italy is the favorite destination for food, followed by France.

Good for people and work

If at a first sight, the bleisure appears to be an incompatible match, it is actually a successful decision from the perspectives of both the employee and company. The analysis of the phenomenon shows that combining pleasure and business improves work quality and has a positive impact on perfor-

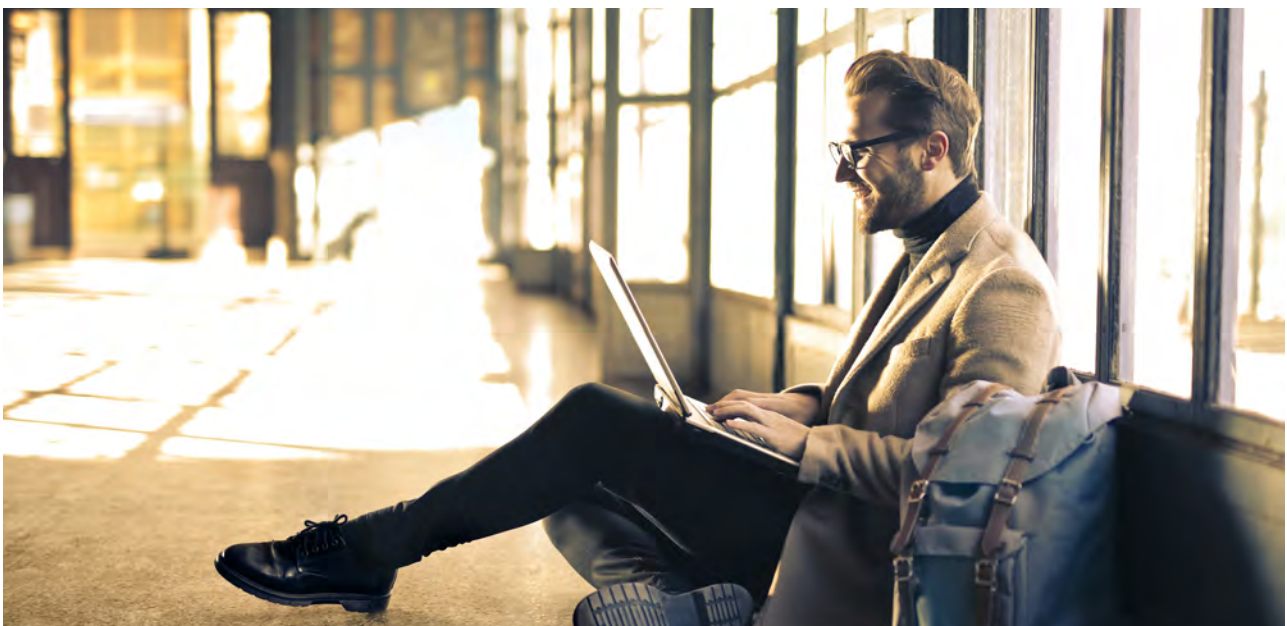
mance. Being able to integrate business time with leisure time to reach out more results, promotes a sense of accomplishment, satisfaction, and motivation, also becoming a great opportunity to balance work and family time. In addition, it affects the sense of belonging to their company, improving both the dedication to their work and professional satisfaction. But these are not the only advantages of the bleisure. Think for example of the cost of flight tickets, cheaper in non-business categories.

One last interesting point about the bleisure is his interpretation in the opposite sense of the traditional one. So, the "reverse bleisure" allows matching a work opportunity to a pleasure trip.

In this case, the perfect destinations are Sweden, New Zealand, developing countries, or economically growing.

The management of bleisure

How can companies manage the bleisure with their employees on a business trip? Concerning business, bureaucratic, and insurance matters, some critical issues arise. Starting from the purchase of the return ticket on a non-working day, to the integration of the hotel cost or insurance coverage, many aspects need to be fixed, including the contribution classification of the extra days of travel. Many of these problems can be resolved through products already on the market and flexible management from the human resources of the said companies. It is obvious that, in any case, the bleisure is confirmed as a real trend of hospitality and that everyone, companies, travelers and structures, has to deal with this new way of traveling and in the end, also living.



Urban furniture, outdoor tables and chairs

Why Urbantime?

We firmly believe that the time we spend in public urban spaces and outdoors in general deserves the same attention and quality time that we spend in our homes.

This is the reason behind the creation of Urbantime, to show what we are aiming for, namely to give the same value to the moments in our life that take place outside our homes. URBANTIME is the furniture collection created to make these moments in the life of each and everyone of us more comfortable: when we are waiting for a train, enjoying an ice cream in the shade of a tree in a deserted square or taking a minute to recover before the next training block along a cycling path.

What is our approach to the design?

In our vision of things, a design object must have an intrinsic industrial vocation.

Respecting the highest standards of quality and durability is made possible by our primary approach to the product design. Industrialising a product means maintaining constant quality standards while lowering production costs which in a more artisan supply chain would not be possible.

Urbantime in 3 words

Elegance: Italian design, the result of expert hands and the tradition which has made our country

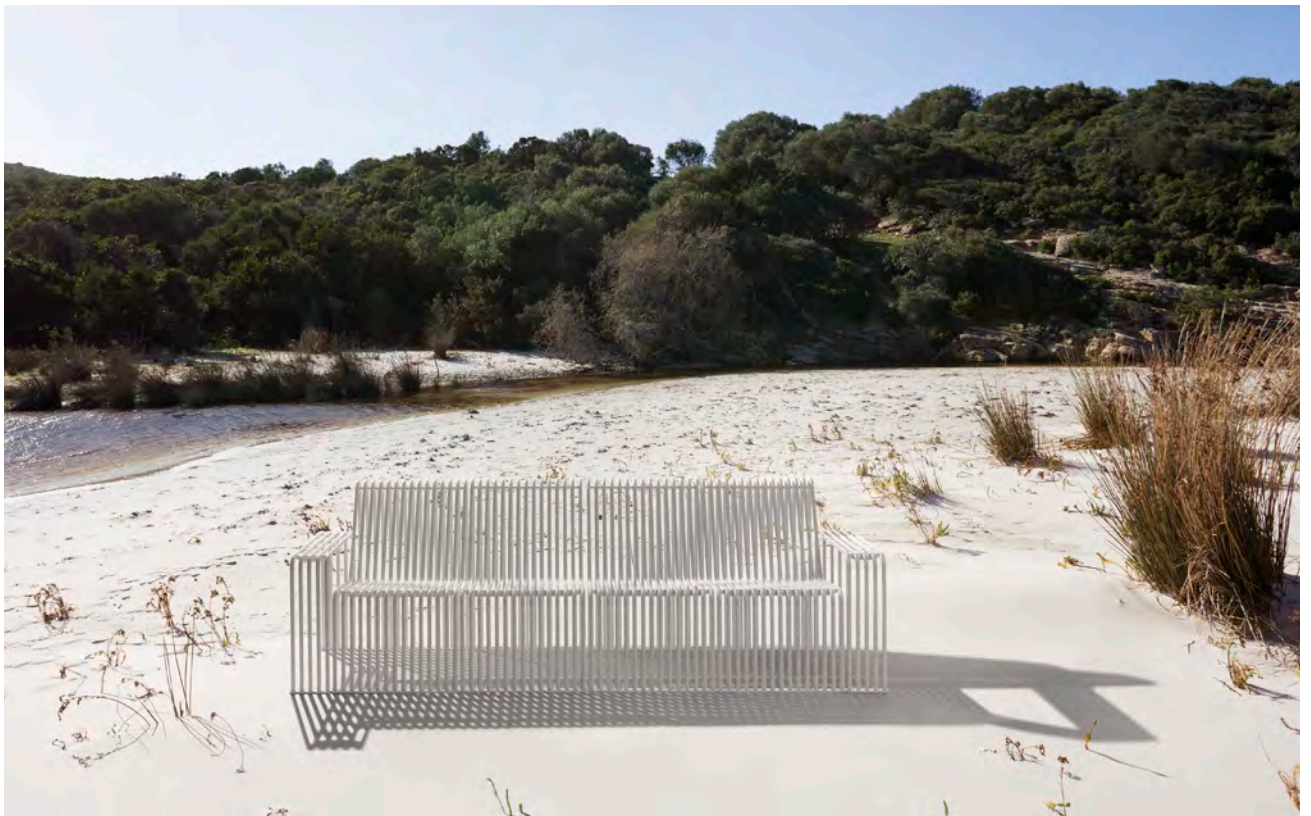




URBANTIME

Elegance - Sobriety - Longevity





great worldwide for designer furniture. **Sobriety:** simple and clean lines, which blend into the most disparate environments without necessarily dominating them, but respecting the beauty that distinguishes our landscape. **Longevity:** durable products, resistant materials and custom treatments to guarantee that our products will stand up to even the most extreme weather conditions.

What inspires our work?

We are inspired by the beauty of our cities and stunning Italian landscapes where the objects of the Urbantime collection are in-

stalled in a natural setting. The beauty which surrounds us is our greatest stimulus, as are the history and culture of our country. Products for the community, such as the benches that adorn a playground or the garden of a home for the elderly, have always been a symbol of sharing. Public space, which has been maligned for years, is, however, an important place for making new friends and sharing dreams and projects, so making it both attractive and functional is our mission

www.urbantime.it





REVOLUTIONISE YOUR SPACE WITH ARETA FURNITURE

Areta, for over 30 years a leader in the market of 100% Made in Italy indoor/outdoor technopolymer furniture, has always stood out for the functionality, durability, and versatility of its products, consistently offering clients the ultimate comfort and design with which to stylishly furnish any type of environment.

Over the years, our company has experienced tremendous growth and expansion, and today we are proud to offer our clients an even wider range of products. Our catalogue now includes the Design, Rattan, and Garden collections. We believe in offering only the best products, which is why we carefully select the materials we use, making sure they withstand the test of time and remain in excellent condition for years to come.

Areta's daily commitment to environmental sustainability goes beyond the products it produces, implementing concrete and responsible practices that also reduce CO₂ emissions into the atmosphere and combat air pollution. This includes the adoption of new low-impact mobility solutions





DISCOVER OUR NEW PRODUCTS

Functionality, durability, and versatility



and the installation of solar panels, resulting in an 80,000 kg reduction in carbon dioxide emissions annually.

Our products are 100% recyclable and manufactured entirely within Italy using an innovative gas-assisted injection moulding process. They are also tested by the most renowned European and Italian research institutes in the furniture sector, in compliance with European regulations. Our high product quality standards begin with the use of carefully selected raw materials and the meticulous work of highly skilled and specialised workers who guarantee outstanding production results.

This year, we are once again excited to present our latest products at the most important trade fairs in the world, such as the Salone del Mobile at Rho Fiera Milano and Spoga in Cologne. Our latest additions include the new Sirio table, made with high-quality materials that guarantee strength and durability. The table features

polypropylene legs and a high-pressure laminate (HPL) top for a sturdy and stable surface. It is perfect for any indoor or outdoor environment, such as an office, patio, or commercial space. Another new addition is our modular partition, which makes it easy to customise and reconfigure any space as needed. Made of high-quality polypropylene that can withstand wear and tear, another notable advantage of the partition is its versatility, with a wide range of available colours and customizable heights.

Our presence at various trade fairs is an excellent opportunity for us to showcase the features of all our products and innovations, and to share them with the world, confident in exceeding our clients' expectations.

we make your
INDOOR OUTDOOR FURNITURE

www.aretal.com

DESIGN COLLECTION

• INDOOR • OUTDOOR • HORECA •



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Refined, delicate, for real gourmets

The flavor of IMPERIA Lavender, the perfect quality that gives an inimitable value to any delicacy.

The IMPERIA Lavender is ideal in bakery products, with fresh and dried pasta, in spoon dessert, with ice cream and fantastic to aromatize meat and dishes of all kinds.

With ice cream, a Ligurian product is born, "Tantale", created by the ice cream maker Aldo, from the Ice cream shop Perlecò of Alassio.

The base is made by crumbled Sassello Amaretto, two layers of IMPERIA lavender ice cream and a layer of "prescineseua" ice cream with candied persips of khaki, chinotti and oranges.

www.lavandarivieradeifiori.it





A DELIGHT TO TASTE

the perfect quality that gives an inimitable value to any delicacy

“EVERYONE IS LOOKING FORWARD TO HOSTMILANO, ON A 2023 MARKET FULL OF EXCITEMENT”

The event was in Dubai, for the week dedicated to Food&Beverage. Thus, the final rush towards HostMilano, the world's leading platform for professional hospitality and out-of-home technologies, accessories and services that will take place at Fieramilano from 13 to 17 October 2023 kicked off at the Emirates Tower in front of the press and the sector operators at a time when the industry is demonstrating all its resilience and further growth potential.

Global leadership and growth

According to estimates by the Ufficio Studi ANIMA, the Italian food equipment sector ended 2022 with a turnover of 4,560 million euros, up +4.5 percent compared to the previous year. Among the sectors in which Italy is among the world leaders are refrigeration technologies, which are close to two billion (1,950 million euros and +5.1 percent compared to 2021), and coffee machines and equipment, which close 2022 over half a billion, 545 million of which more than three-quarters are for exports. Other professional food technologies reach a total of 233 million euros, 69% from exports, while meat processing machinery growing by +25 percent to reach 275 million.

Globally, The Business Research Company's Food Service Equipment Market Report 2023 predicts that the market will grow by +5.9 percent (CAGR) from \$34.74 billion to \$36.80 billion in the year just begun. Considering the same

compound growth rate, the value of global sales could reach \$46.29 billion in 2027. One of the main drivers, says the report, is the success of food delivery, which is growing in double digits and will end the year at 25 billion thanks to +10% growth in Europe alone.

Host 2023, where innovation gets a sneak preview

In this scenario, Italian and foreign manufacturers are looking to Host 2023 as the place where to showcase a preview of their innovations, as the numbers confirm: more than 1,200 companies have already registered to date, and international companies, from 44 countries, account for 45% of the total participants.

The U.S. is among the most represented non-European areas alongside the traditionally strong presence of European manufacturer, particularly aside from Italy, Germany, Spain, France, Turkey, Switzerland, the Netherlands and the United Kingdom.

This is thanks to the event's formula, which combines a comprehensive overview of innovation across professional hospitality with vertical insights in individual sectors, thanks to a layout in three macro-areas that enhance supply chain affinities between specialized compartments: Professional Catering; Bakery, Pizza, Pasta; Coffee, Tea, Bar, Coffee Machines, Vending; Ice-Cream, Pastry; Furniture, Technology, and Tableware. In particular, the sectors related to the bar and coffee sectors together make up SIC, the historic Inter-

- There are already more than 1,200 companies from 44 countries registered to participate, with significant international attendance from Europe and the U.S.

- Sustainability, digital transformation and more innovation to meet new challenges are the topics that will characterize the full schedule of meetings in collaboration with ANIMA, FCSI, FIPE and POLLdesign

- Smart Label, the prestigious award for sustainable innovation in collaboration with POLLdesign and the sponsorship of ADI is back

- There are also many partnerships on the Academy projects and quality events, including AFECH, ANIMA, APCI, FCSI, FIC, FIPE, FIPCC, and POLLdesign

- In 2022, the Italian food equipment industry will be worth over 4.5 billion euros and grow by 4.5 percent; the world market will be \$36.80 billion in 2023

national Coffee Exhibition that has always been an international reference point for the segment, where all the Italian and foreign companies in the processing chain participate. Regarding the representation of the macro-areas, to date 51% of the participants hail from the Professional Catering-Bakery, Pizza, and Pasta segment; 31% from the Coffee-Tea, Bar-Coffee Machines, and Ice Cream-Pastry segment; and 18% from Tableware.

An unparalleled series of workshops and engaging competitions

In addition to the exhibition itinerary, at Host 2023 innovation will also be the common thread across the rich schedule of events. Featured Smart Label - Host Innovation Award, promoted by HostMilano and Fiera Milano in partnership with POLLdesign and sponsored by ADI - Association for Industrial Design. The award is dedicated to products and solutions that stand out in terms of functionality, technology, environmental sustainability, ethics or social implications in three categories: Smart Label for its characterizing innovative content, Innovation Smart Label for innovation that exceeds established trends, and Green Smart Label for eco-sustainability. The contest open only to exhibitor companies and applications can be submitted until 30 April 2023. In the previous five editions there were more than 790 resulting in 256 award-winning products.

Discussion at the highest level on trends and new techniques for the pastry industry will be held at Luxury Pastry in the World by Iginio Massari: "the master of masters" is back after the great success of the 2021 edition with a hub dedicated to the most creative and innovative pastry-making, which will host demonstrations, tasting sessions and talks featuring more than twenty of the most important pastry chefs on the international scene.

The cuisine of the future will be the focus of the Academy FIC - Italian Federation of Chefs. Over the five days of the event, masterclasses, training and important workshops will bring together partners, journalists, associates and enthusiasts to address the pivotal issues of Made in Italy catering. The goal: to follow up on the exponential growth of gastronomy offerings on the new markets.

Host 2023 will also be the stage for exciting world competitions by FIPCC (International Federation of Pastry Gelato and Chocolate): fourth edition for both the World Trophy of Pastry Gelato and Chocolate, in conjunction with the Bakery Chefs' Awards, both for the Cake Designers World Championship. The World Trophy of Professional Tiramisu will also see the participation of the Italian Excellence Teams of FIPCC.

The collaboration with FIPE - Italian Federation of Public Establishments will take place during the event in a "FIPE Lab" which will introduce best practices, reports, meetings, workshops and innovative services dedicated to the sector, with the goal of responding to the evolution that the future demands in terms of digital transition, sustainability, and skills the great challenges of catering.

The partnership with SCA - Specialty Coffee Association will also be back and will hold several themed events at Host 2023.

Returning to Host 2023 is the Food-Technology Lounge by ANIMA, the Association of Miscellaneous Mechanics of Confindustria, a major reference point for Made-in-Italy technologies in the Food and Ho.Re.Ca. sectors in a location where to meet and get informed. In the Lounge it will also be possible to find the best food technologies thanks to the presence of EFCEM Italy and to synergies with the ICIM Group and Eurovent. In addition, in the new 2023 edition the collaboration with ICE Agency will further increase its content and business opportunities thanks to the presence of foreign operators and industry analysts.

For design, another area in which HostMilano is increasingly a reference point and an event not to be missed are the Design Talks, once again in partnership with POLLdesign. These refresher seminars are dedicated to architects and experts in the hospitality sector who will delve into the issues of sustainable innovation in design, concepts and formats. FCSI - Foodservice Consultants Society International seminars will also be full of events, including presentations, workshops and round tables, with the goal of defining together the future of hospitality even while networking in the informal setting of a daily happy hour.

The schedule is constantly being updated and will expand with more and more new events in the coming months. The path to the event also continues with collaborations with the most influential Italian and foreign trade associations, including APCI - Associazione Professionale Cuochi Italiani (Professional Association of Italian Chefs) and the Spanish AFECH, and with a strong commitment to strengthening the positioning through a relevant communication plan, presentations and events around the world and a major Ambassador program.

The Road to Host international presentation program has already reached several cities around the world, from Chicago to Toronto, Abu Dhabi, Mexico City, Paris, Singapore, Dubai, Lyon, Paris, Orlando (Florida), Frankfurt and Düsseldorf, to then return to Dubai at the end of February.

The Italian brand Mikah successfully debuts at Foodex Japan 2023

The Italian coffee brand Mikah has recently been present at Foodex Japan 2023, one of the major gastronomic events of Japan, held at Tokyo during the first half of March. The presence of the Italian coffee brand at Foodex has been highly appreciated by the Japanese guests throughout this acclaimed expo, as they had the chance to taste an Italian coffee of the highest quality.

The brand Mikah is greatly focused on the high standards of its main ingredients in fact they choose only the best green coffee beans coming from the most reputable origins. The choice of each single origin and the care put into the production processes are the heart and foundation of Mikah's coffee philosophy.

Notably, Mikah adopts a slow-paced coffee roasting method to intensify the aroma and flavour of coffee beans. Such roasting methodology makes it possible to achieve a perfectly balanced and fragrant beverage, without altering its natural taste.





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ITALIAN TASTE

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BELGIUM

103

MIKAH

102

DONI

MIKAH
1984 MILANO



MIKAH

The brand Mikah is greatly focused on the high standards of its main ingredients

Over the course of Foodex Japan 2023, the Japanese people have much appreciated the different extraction techniques of coffee and the diverse typologies of specialty coffee such as the pour-over, ear hanging and the ever-popular espresso coffee. Mikah had the chance to present to the Japanese public these brewing techniques in detail, showing how coffee can be an unique experience tailored to each person's palate.

The importance of made in Italy food products has always been highly regarded in Japan, where Italian products are synonymous with high quality. Mikah's coffee has proved to be the confirmation of the rule, enjoying great success among Japanese coffee lovers at the exhibition.

Mikah's coffee has been so widely enjoyed in Japan that the first orders have already arrived. A big success for the Italian brand, which has once again shown to be able to seduce the most challenging palates of Japanese consumers.

In short, the presence of the Italian coffee brand Mikah at Foodex Japan 2023 has proved once again the importance of quality in raw materials and care during the coffee processing cycle. In this way, the success achieved is further proof of the high standards adopted to produce Mikah's coffee and its potential in the international market.

www.mikahworld.com





MIKAH

1984  MILANO

Find your next favorite coffee blend and create your own masterpieces with our products for professional Bartenders!



mukahworld.com



MORE THAN 60 YEARS IN THE PROFESSIONAL REFRIGERATION MARKET

Framec is once again renewing its commercial offer by expanding its product range with two new pieces not to be missed: one among all, Carrara.

Carrara, a scoop ice cream and slushies cabinet like you've never seen before.

Created for those who never want to settle, Carrara boasts a modern design with integrated LED lights and standard coatings that make it perfect for being installed in any type of context, be it simple or sophisticated.





CARRARA

a scoop ice cream and slushies cabinet like you've never seen before



Characterised by a contemporary and avant-garde allure, typical of Framec's business vision, Carrara comes in two versions: Dark and Cream, both with a temperature range that covers from -5°C to -20°C.

Available in 4-, 6-, 8-, and 10-tubs versions, Framec's new fan-assisted cabinet is environmentally friendly because it is powered by R290 Gas.

Choose to enrich with simplicity and elegance your ice cream shop or corner dedicated to the sale of slushies or creamy excellences with Carrara by Framec.

www.mondialframec.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 aereal base in metal supporting a thin top in Frisé maple.

www.jumbo.it



TULIPE armchair



LUMIÈRE console



Dynamic company with an Italian heritage

A dynamic company based in Italy, Ambiance Italia is the distribution brand of ILCAP SRL. It operates successfully throughout Italy and the rest of the world, thanks to a large collection consisting of chairs, stools, tables and accessories, designed to furnish environments with an original and contemporary style.

For Ambiance Italia, quality is an indispensable value, the products are carefully selected and checked at every stage of the production process.

One of the company's strengths is to constantly adapt to the changing market and customer demands.

Attention to detail, materials and design is fundamental in order to offer the best Made in Italy products.

What distinguishes Ambiance Italia is the ability to interpret and find solutions to different needs: it all begins with the scrupulous search for the best materials, ensuring a high-quality standard.

From the home, to the restaurant, to the hotel, this company is able to make every environment the





poltrona BOW PT

ORIGINAL AND MODERN STYLISHNESS

attention to detail, materials and design, offering excellent products Made in Italy



sgabello BOW/ SCF H80

protagonist, thanks to the collections that are always in line with the latest trends and thanks to the possible customization of the products starting from the materials, finishes, dimensions and shapes.

From wishes to concrete projects: this is Ambiance Italia.

Europe, the United States, Asia, North Africa, the Middle East: these are just some of the countries in which the company has established itself, proudly represent-

ing Made in Italy to the rest of the world. Never forgetting the wonderful country of origin: the company is also proud to be present throughout Italy.

Ambiance Italia incorporates environmental sustainability into its business objectives, made possible thanks to the installation and use of renewable sources. The photovoltaic panels cover the tops of the two different locations: Santa Maria La Longa (UD) and Premariacco (UD). An investment that has resulted in re-

duction on two fronts: emission reduction and cost reduction.

In fact, the critical period that Italy and the rest of the world are facing does not go unnoticed.

The costs of energy and raw materials are constantly increasing and have strong impact on the entire world market.

Nonetheless, Ambiance Italia, going against the trend, has made a big investment in various machin-

eries to optimize production and an investment aimed at creating a showroom.

The latter with the aim of inviting and welcoming its customers, and ensuring that they can touch the inimitable Made in Italy.

It is essential for the Friulian company to establish a relationship with its customers that can be fulfilled in a lasting, continuous, loyal and trusting relationship.

www.ambianceitalia.it



sedia BOW



33x18x1.2: the magic formula to replace a flush plate.

Pucci's "magic formula", 33x18x1.2, is an attractive and functional idea to spruce up the bathroom with a quick and simple fix.

An idea that has proved popular among users and installers ever since it hit the shelves.

Replacement 330 mm x 180 mm flush plates just 12 mm thick allow you to replace an outmoded plate to smarten up a bathroom without requiring any work on either cistern or wall.

Pucci flush plates and cisterns assure lasting performance, without missing a beat: they're functional, rugged, and resistant to use.





TRADITION AND INNOVATION

remaining 100% Italian for impeccable quality control
at every stage and in every component.

But flush plate design is forever evolving, along with the other elements in the bathroom, keeping pace with new fashion trends which see super-slim styles in the forefront.

So even if an existing flush plate will continue to work perfectly, it can begin to look dated... and this is where Pucci replacement flush plates take centre stage.

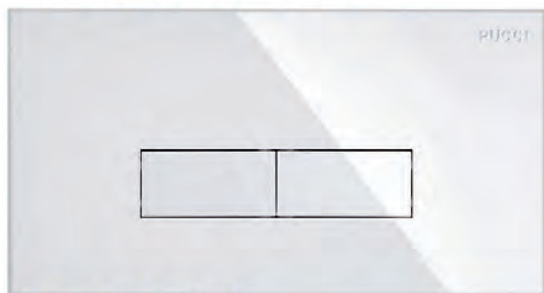
Anyone with a Pucci cistern, dual button Eco or Sara versions, up to 2010, with a 330x180 mm flush plate, can re-

place the old plate quickly and easily with a model that retains the same dimensions but is much slimmer (just 12 mm thick) and far more modern and appealing.

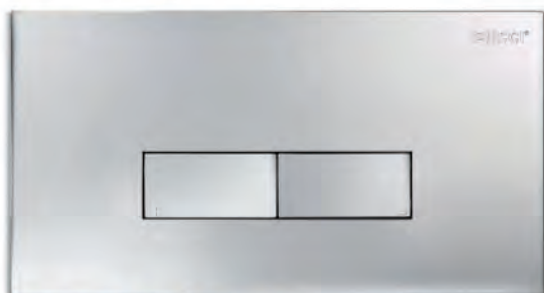
Bathroom design trends are evolving, and the flush plate has taken on a new identity as a minimal but critical décor feature.

Far slimmer than before, the new plates are becoming ever more attractive. Aesthetic taste is evolving, and hence the demand for new

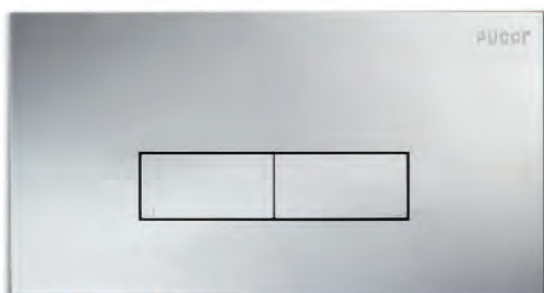
ECO COVER PLATE



80179560 White



80179562 Chrome



80179569 Satin

SARA COVER PLATE



80179660 White



80179662 Chrome



80179669 Satin



more stylish flush plates. But without excessive work or expense.

Pucci 330x180x12 mm replacement flush plates have a more modern and minimalist impact, thanks to the reduced thickness and up-to-the-minute design.

They are available in the Pucci Sara and Pucci Eco types, in the classic white version and, today, also in smart

chrome and satin versions that blend seamlessly with the rest of the bathroom.

The new plates come complete with support bracket and block for practical and quick replacement, to the immense satisfaction of users and installers alike.

Visit:
www.pucciplast.it



Global Hospitality Providers Head To Dubai As Regional Industry Plans Multi-Billion Investments

- Biggest hospitality brands in exhibitor line-up as more than 13,000 visitors expected
- Over 100 speakers commit to conferences & features
- Vertical events slated for Technology, Engineering, Housekeeping, F&B & Design Professionals

Major worldwide players will gather in Dubai this May (23-25 May) at The Hotel Show – the undisputed flagship for, and gateway to, the Middle East's multi-billion-dollar hospitality industry – as the Middle East plans new developments to meet accelerated tourism ambitions.

Running at Dubai World Trade Centre, the Hotel Show comes against a regional upsurge of hospitality investment driven largely by the UAE and Saudi Arabia.

"Saudi Arabia alone needs to accommodate the 100 million tourists it hopes to attract by 2030 with a hotel pipeline valued at US\$110 billion while the UAE hospitality market is expected to expand by 25% over the same period adding a further 48,000 rooms to its room stock. This offers unprecedented opportunity for developers, equipment and product suppliers, designers and operators," said Elaine O'Connell, Vice Presi-





THE HOTEL SHOW

the Middle East's multi-billion-dollar hospitality industry

dent of Design and Hospitality at dmg events, show organiser.

The scale of the opportunity has attracted major players from throughout the Middle East, Europe, the Far East and Americas, all with an eye on winning new business with innovative products and services. The major upscaling of the region's hospitality potential has seen the show organisers, dmg events, expand the event's profile with new content, features, and inspiration across three key industry verticals - Hospitality Technology, Operating Equipment & Supplies, Food & Beverage Equipment and HORECA which is shaping up to be core industry driver attracting major names including Danube Hospitality, Egyptian German Porcelain, Everstyle and Rapid Supplies Middle East.

The event will also dig deep into the regional hotel prospects through probing conferences, seminars and features which will help industry professionals unearth the opportunity sweet spots.

"For years, the Middle East has been a change influencer for the sector and its willingness to quickly address game-changing issues signals that it intends to retain that mantle. Coupled with the excitement around ongoing regional developments, the growing regional drive to net zero, increasing data regulation and the need to meet rising consumer demands for greener facilities and services, the region, and The Hotel Show Dubai, are again at the fulcrum of sectoral change," added O'Connell. Knowledge sharing is a key event focus. More than 100 experts will take to





the event's conference stages. Pressing sector issues will be aired at The Leadership and F&B Forum.

HITEC Dubai, in partnership with Hospitality Financial and Technology Professionals (HFTP), the recognised voice for hospitality's finance and technology segments, will put breakthrough technologies and their transformative promise under scrutiny and explore four primary themes: touchless guest experience, AI & BI in the hospitality industry, sustainability and green technology and revenue optimization.

And in one of the most important public gatherings of regional housekeeping professionals, the often 'unsung' heroes of hotel servicing will convene for the

UAE Professional Housekeepers Group Meeting. This interactive meeting will feature in-depth discussions and tutorials on maintaining excellence in the face of new market conditions including shifting guest expectations, emerging technologies, techniques, regulations, and products.

The show will also host The Emirates Culinary Guilds' fifth 'Chefs Table'. Nine culinary teams from some of the regions' leading hotels will go head-to-head over three days to produce a stunning five course meal in the hope of winning the coveted title of 'Hotel Culinary Team of the Year.'

Upwards of 13,000 industry-related professionals from investors and owners, F&B specialists, procurement decision-makers, designers and specifiers are expected to attend the show. Meanwhile, show attendance is expected to benefit from its co-location with the Leisure Show, the one-stop exhibition for the Middle East's dynamic fitness, spa, and gym sectors, which brings owners and operators together with equipment distributors and suppliers. The show has areas dedicated to sport & fitness, wellness & spa and recreation & adventure.

Also co-located alongside The Hotel Show Dubai and The Leisure Show will be HITEC Dubai, the world's largest hospitality technology event, INDEX interior design show and Workspace – the premier event for workplace technologies, with over 28,000 visitors expected to attend all co-located shows.

"The trade shows running alongside each other form a powerful quartet of information, products, services and supplies that inform the wider hospitality and leisure sectors, meaning visitors can maximise their time and exhibitors can network and unearth new opportunities for partnerships and collaboration," explained O'Connell.

For more information, please visit www.thehotelshow.com



Caffè Boasi: the real Italian espresso

Since three generations, Caffè Boasi has been developing the passion for coffee, with the artisan care that remains alive even in the most modern artisanal processes.

The Ho.Re.Ca line offers the high quality of Caffè Boasi, a name of ancient traditions in the world of coffee, to the most demanding professionals. A high image brand and packaging, in line with the high qualitative level.



CAFFÈ BOASI
SINCE 1930

CAFFÈ BOASI

SINCE 1930

Gran Riserva



Peso netto 1000 g e
Net wt. 2.2 lb

MADE IN ITALY



HIGH QUALITY
OF CAFFÈ BOASI

ancient traditions in the world of coffee

CAFFÈ BOASI

SINCE 1930

Il vero espresso italiano

Seguici su  

www.caffeboasi.it

Four high level blends studied on the basis of the needs of the bar and calibrated on the tastes of consumers.

A careful selection of coffees and the technological optimization of roasting, have allowed us to improve the quality of the blends of our Ho.Re.Ca. line. A product dedicated to professionals who

wish to serve an excellent quality of espresso coffee.

The blends

Gran Crema Blend Intensely flavored coffee with a velvety cream for a rich and decisive flavour. Among the 'Arabica' of best Brazilian and Central American



can re-gions and from selected 'Robusta', a balanced coffee with decisive character of strong personality. Aromatic and full-bodied with a persistent aftertaste.

Gran Caffè blend

A blend with a full and intense but soft taste born from the selection of sweets, refined and soft Brazilian and Central American coffees and selected Asian coffees.

Gran Riserva blend

Refined blend of coffees from fine

plantations in the best Brazilian regions and fragrant coffees from the hills of Central America with an aroma of fruits and flowers. Delicate, aromatic blend and fragrant: a coffee for true experts.

Riserva Speciale Blend

Refined blend of pregnant body. Its exquisite acidity releases aromas of berries and of sultanas. This exceptional blend of natural coffees has a low caffeine content.

www.caffeboasi.it

Tiziana Industria Noleggio tessile was born in 1983

OUR BRAND PAY-OFF MEANS:

Company (Industrial): we are a team of 35 people and we have been offering laundry service (washing and renting of linen) in the Triveneto area in Italy for more than 38 years.

Renting (Noleggio): not only do we buy the linen in the first place, we also guarantee the washing, repairing/ replacement, management, pick-up and delivery services.

Linen (Biancheria): we take great care in choosing the textiles and we provide specific assistance to our clients with the aim of enhancing the characteristics of their place, their staff and their companies.

Sanitized (sanificata): we have the ISO 9001 certification for the management system and the quality and we comply with the UNI EN 14065:2016 standard related to the certification of the biocontamination control.

OUR GOALS:

- becoming an industrial laundry which offers the washing and renting service to different sectors such as hospitality, industrial and wellness.
- satisfying our clients predicting their needs of clean items keeping up with new technologies and fashion.
- standing out for our strong link and action in our area.





CONTINUALLY IMPROVING

respect of the environment and the bond with people

We aim to these goals placing at the center of our action the respect of the environment and the bond with people (our staff, partners, and clients).

OUR VALUES

Our action is all about continually improving:

- the service to clients by selecting the items on rent according to the latest trends in collaboration with our partners.
- the respect of the environment where we live and operate with the optimal use of the resources (water, energy, chemical equilibrium, textile, time, technology) and by promoting the re-use of textiles through renting.
- the team building by periodically sharing our company goals with the staff and making them aware of the important role that everyone plays in our team; the human factor is the key feature that characterizes the services sector.
- The daily work of our employees thanks to the Kaizen method and its standardization of the production processes and the linen.

HOW WE WORK FOR A HEALTHIER PLANET

Production process and system

- Our latest-generation industrial equipment can use the right amount of water according to the weight of the linen ensuring zero waste.
- We focus on a continued research and development of our products and production processes to optimize the resistance of our textiles and guarantee their longest usability.
- We strive for production efficiency with the daily tracking and reduction of the energy consumptions.
- We buy textile and linen only in Italy to value the made in Italy.
- We employ minimal packaging to reduce the use of plastic to the maximum.

Environmental impact

- We use detergents made with natural soap in order to reduce the releasing of chemicals in the environment.
- In 2015 we installed a carbon filter for PFAS (plastic substances) in order to purify water in respect of the law and the environment.
- We reuse end-of-life products for other purposes.





Our way of being green

- We promote the philosophy of zero-waste and reusable textile among our clients, employees, partners and providers.
- We encourage recycling in our factory.
- We provided our employees with reusable water bottles which can be filled up at the water dispensers in our factory saving up to 19.000 plastic bottles per year.

Why we believe in reusable textile linen:

- It is a fully natural material
- It has a lower environmental impact
- It guarantees the multiple use of the product (up to 175 washing cycles per textile item)
- 300 kg fewer waste, 220.000 kg fewer , 300.000 kg of unused raw material

www.lavanderiatiziana.it





Automatic doors for every environment

Automacenter offers elegant and cutting-edge customised technological solutions

Automacenter is an Italian company that has been designing and manufacturing automatic door systems and sliding doors since 1986. Its automatic doors are the result of highly qualified experts combined with advanced technology and great attention to design. The company, located in the province of Verona, has grown over the years, changing from a small artisan reality to a leading player in the industry, thanks to its natural ability to evolve and be at the forefront of its sector.

Automacenter's technical department develops customised technological solutions based on engineering research that combines





AUTOMATIC DOORS

technological solutions



high-tech futurism with design, creating automatic entrances that are aesthetically unique and integrate smoothly into every kind of architecture.

The wide range of products produced by Automacenter offers different types of solutions, including sliding, hinged, circular, curved, telescopic, folding, roto-translating, swivelling door systems and special features such as anti-corrosion stainless steel, anti-panic or breakthrough systems for emergency exits.

All Automacenter entrances are designed and built to integrate perfectly into different kinds of environments and to guarantee a high degree of functionality and design in total compliance with the highest safety standards. The company works on a daily basis in collaboration with designers, interior designers and installers to create the best solutions for shops, airports and stations, hospitals, hotels and resorts, banks and offices with high security standards, factories and the naval sector.



Automacenter ensures that every entrance is efficient and reliable and guarantees the perfect functioning of each automatic door through a qualified maintenance service and specialized after-sales technical assistance.

Automacenter automatic doors are a guarantee of quality and safety, elegance and complete customer satisfaction.

For more information visit www.automacenter.it

“THE SPIRIT REVOLUTION”

The spiritual machine, a startup based in Italy in Turin, plans the new era of beverage

“We are really the fools who believe that it is possible to transform the world of spirits”. Stay foolish the famous statement of Steve Jobs applied to one of the most traditional economic sectors of our country. These are the words of Matteo Fornaca, Elisa Cravero and Matteo Dispenza, founders of the Turin - based startup The Spiritual Machine, which aims to innovate the beverage galaxy. A startup that is also a community, that of “The Botanists”: not just members, financiers or stakeholders, but the result of a “humanist crowdfunding”, that selects people, ideas and values before capital.

The Spiritual Machine has chosen a less traditional approach to

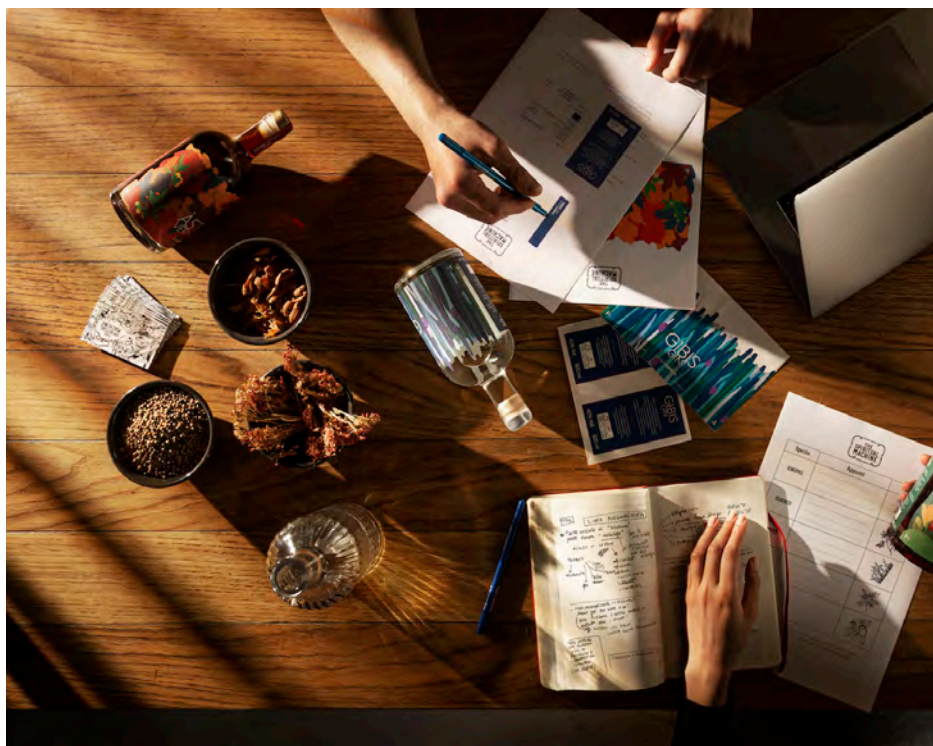
capital raising, through a “controlled” crowdfunding, which brings investors closer, gathering not only economic resources, but experiences and intelligence. “Ours is not only a process of fundraising, but of skills, market players, suppliers, professionals, that can be strategic for us.

“We aim to develop the business by combining different experiences and creating a common culture, which joins us on a plan of ideas and values,” explains The Spiritual Machine founder Matteo Fornaca.

THE SPIRITS OF THE ITALIAN STARTUP ARRIVE IN THE MIDDLE EAST

Internationalization is one of the most relevant results produced

by the crowdfunding of the “human capital”, which is bringing The Spiritual Machine to the markets of Latin America and Persian Gulf, where spirits will arrive in the UAE, Qatar, Maldives, Seychelles, signing agreements with major international hotel chains. It might seem almost a paradox to sell alcohol where there is a strong perception that you can’t consume, but market analysis confirms instead that these are strategic areas, very receptive, because there are the headquarters of large corporations in Asia and Middle East, cruise companies and many international brand hotel chains. Maldives and Seychelles are also major tourist hubs, which have their own procurement right in Dubai.



- An innovative “humanist” crowdfunding model that selects people before capital, tailor-made mixology recipes, opening to new markets, algorithms, big data and focus on sustainability.

- Matteo Fornaca, co-founder: “What we are implementing is really a change from a pattern in which there are few producers and billions of consumers, to a scenario in which potentially, in 2030, every bar, every starred restaurant will have its own products”.



Professional Refrigeration

Truly different

Right from its early steps, U5 has presented itself in a different way, by stressing the distinguished traits of its refrigerators: Italian Design and Innovation.

Our offer spans 6 product ranges, with the aim of meeting all customers' needs: ICE CREAM, BEVERAGE, SUPERMARKET, CATERING, MEAT, PHARMACY.

Customers can choose between:

EMOTIONAL refrigerators.

100% manufactured at our Occimiano (AL) plant, designed by Italian agencies specialized in the field of refrigeration. Made in Italy refrigerators stand out thanks to their unique Italian Design.

RATIONAL refrigerators.

Units with clean and essential lines, offered at competitive prices. These products are mostly produced by U5 partners, i.e. European or Asian companies working according to U5 specifications.

Within the "EMOTIONAL" category:

FROST 250 GLAMOUR, a slim vertical freezer with 3 side glasses and transparent ice cream supports.

WINE CLASS S, with high visibility thanks to its 3 side glasses and the innovative transparent/modular bottle supports, suitable for the right positioning of the specific type of wine.

GLAMOUR TOWER, attractive for the consumer thanks to total internal visibility of the products. 3 side





6 PRODUCT RANGES

all customers' needs



glasses, four vertical led lights and glass shelves. Products inside seem to float in the air.

AVILA GLAMOUR, the new vertical equipment suitable for meat. High visibility thanks to its 3 side glasses and friendly use electronic device. AVILA GLAMOUR uses PRIMEAT® technology patent n. 0000276878.

We only use natural gasses, both in polyurethane foams and in thermodynamic systems; all thermoformed plastics contain 85% recycled plastics.

U5 offers a wide range of services to better support its customers: Rent, Warehousing, Logistics and Distribution, Refurbishment, Scrapping in line with the current European Law.

U5 refrigerators manufactured in Occimiano can be equipped with ad hoc electronic connectable devices. Not only they can monitor performance but in Italy they can also unleash tax benefits.

U5, Truly Different.

www.ucinque.it



latest news

An international expansion that also looks across the Atlantic, in particular to the Latin American world, a market in great acceleration, with growth rates of 5%. A continent with a young population, which sees Millennials and Gen X more attentive to a conscious consumption of alcohol, who prefer to drink less and better: therefore we look at custom-made drinks, where the spirit tailor made can be a product of great impact.

MIXOLOGY, GROWING INTEREST IN SPIRITS IN ITALY

In Italy mixology is becoming a growing trend, with increasing interest both at the consumer and business level. The trend is confirmed by the numbers of the startup The Spiritual Machine, with the company going from 5 thousand bottles produced in 2019 to 80 thousand in 2022, despite the impact of the pandemic that has effectively paralyzed the entire sector. The target is to reach 1 million by 2025 and 5 million in 2027.

"The market is taking off, artisanal productions grow by 22.5% year on year (source: Technavio report: Forecasts and Analysis 2022-2026). The premium grows and we see daily a demand for training, information and craftsmanship. It's a very quick change and I think the climax will be reached in the next four years, because what happened with beer will happen also with the spirits: few and small brands will be acquired by the big ones. Today, craft beer makes up 14% of the American market and the phenomenon is repeating itself in the same way on craft spirits". Words of the CEO of The Spiritual Machine Elisa Cravero, who in a sector still very masculine, in agreement with the team, has built a company with an 80% female crew.

To confirm the growth of interest in the world of spirits by consumers - looking for new products to have an increasingly personalized drinking experience - are also the data relating to recipes: during three years of life the startup has created over 150 proprietary recipes, to which are added the more than 200 conceived in 2022 alone. A research and development work that will have its heart in The Spiritual Machine Lab, a laboratory where to create recipes for finished products.

WHAT ARE YOU DRINKING? THE ANSWER COMES FROM AI

"Alembics" and test tubes that marry with technology, thanks to the partnership with the startup Vedrai, a company that develops solutions based

on Artificial Intelligence to support SMEs, which last April closed a 40 million euro capital raising. This deal will allow The Spiritual Machine to obtain 36 months in advance the forecasts of the consumption of different alcoholic beverages on the global market. Starting from these trends, the company is working on the creation of a predictive algorithm that, by aggregating sales data, market trends, community feedback, will allow to develop recipes increasingly tailored to a given audience or market segment.

ZERO EMISSIONS AND GEOTHERMAL DISTILLERIES

"All of us Founders care about sustainability", says Fornaca. The commitment to sustainability is one of the key points in the development strategy of the startup, which has given itself a roadmap, with a series of goals to be achieved year by year. So in 2022 The Spiritual Machine obtained the compensation of all CO2 emissions and aims in 2023 to have 50% of recycled glass production. In 2024, the agenda plans to work with carbon-negative distilleries, such as those powered by geothermal energy that already exist in other countries and are also being studied in Italy.

"In the world of spirits - concludes Fornaca - today there are huge opportunities for innovation and a growing demand for novelties that, not always can be fully grasped. We are here to fill this gap. What we are implementing is really a change from a model in which there are few producers and billions of consumers, to a scenario in which potentially, in 2030, every bar, every starred restaurant will have its products. It is the great revolution of spirits".

thespiritualmachine.it



HOW TO PERFECTLY COOK A RIB STEAK WITH X-OVEN

"When clients arrive, I greet and welcome them to the kitchen of the butchery". This sentence, at first glance might seem just an expression of warmth with which Claudio Costa, owner of "Bistrot della Macelleria" in Canale di Agordo, greets his guests. In reality, it describes something quite tangible: the fulcrum of the kitchen and of the menu offering of the restaurant, the X-Oven 2 grill oven with its patented lateral grill drawers, is inserted into that unique space that contains dining room and kitchen.

"With a good venting system in the dining room, there isn't even a trace of smoke", Claudio proudly adds, third generation of a family of butchers since 1947. His bistro was inaugurated at the end of December 2022, and has 18 seats, therefore a very cosy atmosphere. "I know the X-Oven and its performance very well," continues Claudio. "Before opening the restaurant, together with my chef, Andreas Mezzacasa, we performed many experiments while learning how to use it well." Claudio discovered X-Oven after exten-



X-OVEN



X-OVEN 2 GRILL OVEN

ideal cooking, to give the meat an incredible smoky flavour



sive research and fell in love immediately: "We chose X-Oven for its ease of use and for a few technical matters which are, in my opinion, essential. Thanks to the unique configuration of the machine, when opening the grill drawer, the oven temperature remains stable and no smoke comes out". Claudio's particular training - he thinks of himself first as a butcher but also has training, and most of all experience, as a chef - helps highlight the contribution of X-Oven in the kitchen.

"The client who comes to us seeks and expects excellent quality meat cooked to perfection.

X-Oven, in addition to giving you the ideal cooking, is able to give the meat an incredible smoky flavour. From the technical cooking point of view it is very strange that a rib steak cooked in eight minutes can take on that type of smoky flavour. I fell in love the first time that I tried it".

Claudio is a such an enthusiastic connoisseur of grilling that he has decorated one wall of the bistro with a triptych, created by local artist Ottavio Rossi, depicting the grills photographed inside the X-Oven 2.

www.x-oven.com



X-OVEN

CHARCOAL CUISINE



EXCLUSIVE

SAFE

CONVENIENT

DYNAMIC

x-oven.com



Typical Sicilian pastry. Cassate, cassatine, cannoli.

Active in the market since 1997, "Mylae Dulcis" prides itself on the many years of experience of its owner, a connoisseur of the generous flavors of Sicily and its wonderful archipelagos, and its highly qualified staff.

With a keen eye for tradition and the artisanal care of Sicilian pastry, but never without a touch of wise originality, "Pasticceria Mylae Dulcis" translates the bright colors of the islands into taste: the intense blue of the sea, the fiery red





GENEROUS FLAVORS OF SICILY

tradition and the artisanal care of Sicilian pastry



of the volcanoes, the glossy black of obsidian, and the dazzling white of pumice.

Born in Milan as a typical Sicilian pastry shop, with its superior quality production it has attracted the attention of some buyers from a renowned Italian large-scale retail chain.

Thus, from humble beginnings, the acquisition of important customers such as Esselunga Spa, Lizzi Srl, Milanopane Srl, Sant'Agostino Srl, Caterline Spa, etc. Regarding the products, made according to the original recipes of Sicilian pastry masters, we carefully select the freshness and genuineness of the ingredients, including fresh ricotta, finely sifted almond flour, and fragrant Pan di Spagna.

An expanding organization that relies on increasingly cutting-edge technologies allows us to fulfill every order.

In case of necessity and if it is convenient, we are ready to establish foreign branches in a reasonably short time.

All at competitive prices, which include artisanal operations, selected raw materials, and commercial reliability.

www.mylædulcis.com



“ THE NUMBERS OF THE OUT-OF-HOME MARKET, BETWEEN INCLUSIVITY AND SUSTAINABILITY ”

The horeca sector has successfully tackled the most challenging issues of recent years.

There is a feeling of recovery, and the dominant concepts of the moment will be inclusivity, in terms of attention to the needs of all, and sustainability, as respect and care for the planet.



by Elisa Crotti



How have habits changed after the pandemic? What have two years of interrupted and resumed lockdowns left us in terms of the inclination to go out, both to eat a meal and to spend a night in an art city? Numerous recent studies have asked this question, highlighting how, thanks to the easing of the

health emergency due to the Covid-19 pandemic, out-of-home activities have resumed at full speed, modulating their offer based on citizens' needs.

The data is clear: according to the second report "Horeca Distribution and Out-of-Home Supply Chain: a great opportunity for the Italian relaunch," the out-of-

home market has returned to pre-pandemic values. This joint study by Censis and Italgrab, the Italian Federation of Horeca Distributors, the national reference association in the distribution chain that feeds the out-of-home consumption circuit, states this.

The numbers are encouraging, and the recovery from pre-pandemic

latest news

demic levels seems to have been completed. According to another study by the NDP Group (National Purchase Diary Panel Inc. and NPD Research Inc.), a market research company, the restaurant industry recorded better results in 2022 than in the general economic landscape.

To understand the scope, it is sufficient to consider the current consumption index, which is 1.5, compared to the general ICC recorded at -0.7 in November 2022. Inflation is also more contained, which, in November 2022, stood at +7.9% compared to the macroeconomic figure of +11.8%.

Is everything back to normal?

Not exactly. If, on the one hand, the data is encouraging, on the other hand, it must be read as part of a much more complex whole than the sum of its parts. Certainly, the out-of-home market reaches 57 billion euros, with an average individual expenditure growth of +6.3% from 2019 to date.

However, upon closer inspection, this growth is mainly due to rising prices, with an average receipt increase of 6% in 2022 compared to 2019.

This changes the calculations significantly.

Moreover, the horeca sector is strongly influenced by consumers' emotional aspects, who are undoubtedly concerned about the increasing price hikes, rising inflation, and general financial uncertainty. If not managed correctly, these aspects can lead to a contraction in the consumption of out-of-home products and services. This is already happening in activities such as cinemas, exhibitions, theaters, and shopping. It is entirely evident how they are connected to the horeca sector and act as a driving force.

The sector is holding on, therefore, thanks to the fact that 92.9% of Italians (Censis-Italgrob Report) declare that socializing over drinks and food is one of the fundamental aspects of the Italian lifestyle. Specifically, 47.3% of people go to public places, especially those in nightlife areas, when going out at night. Moreover, 40.3% of Italians would like to go out more at night, an activity deemed positive for their quality of life.

Rethinking catering and horeca

If the driving forces - such as cinemas and shopping - become less significant, it is clear that the sec-





Engin Akyurt - unsplash.com

for needs to rethink itself: horeca can no longer limit itself to capturing consumers who are already outside. On the contrary, it must offer and make them desire products, services, and experiences that will make them go out to consume outside the home. In 2023, therefore, the first real challenge for Horeca will be to transform catering into a demand catalyst.

That is, to become an attraction vector that, alone, can push consumers to go out. Therefore, it is necessary to reconsider catering in terms of offer, especially by focusing on those experiences that are irreplaceable and memorable.

Inclusivity and sustainability

No to guilt. If going out and consuming outside the home means spending, a blow to the customer's guilt must be given, riding on two essential aspects that horeca can literally put on the plate.

The first is inclusivity: once again, data gives us some certainty. The NPD Group study shows that over 60% of consumers prefer restaurants that can offer alternative menus and satisfy everyone present, such as vegans, celiacs, or vegetarians. Beyond their needs or choices, the customer expects the

restaurant to demonstrate inclusivity by taking into account everyone's needs. In general, the average consumer, who has no special needs, is still happy and well-disposed to see that the operator they have chosen is inclusive and respectful of everyone's requirements.

As for sustainability, there is still strong appreciation for Km0, quality cuisine inspired by the values and resources of the territory, supply chain transparency, waste and consumption minimization. Aspects that are loudly demanded by consumers in all sectors, and in the food industry, appreciated more than elsewhere, because they are synonymous with health, reliability, and safety. It is also essential to actively involve the customer in a virtuous way, with the delicate objective of not making them feel guilty in a moment of crisis and uncertainty, but instead encouraging them even in terms of sustainability.

Therefore, there are many challenges for 2023. Challenges that find horeca ready and attentive. A final step will concern Generation Z and its technological skills, which can also be translated into services and opportunities. But this is another area that we will have to think about .. and work on..



Hospitality-Il Salone dell'Accoglienza set the course for the new era of hospitality

The 47th edition of Hospitality - Il Salone dell'Accoglienza, Italy's leading international trade show dedicated to the Ho.Re. Ca. sector, has set the course for the new era of hospitality, bringing together the entire hospitality industry with more than 18,500 professional visitors.

"This result confirms Hospitality's role as a leading trade show in the sector. All this was achieved thanks to the strategic choices and investments made in recent years,

both in terms of national and international alliances and in terms of exhibition variety and quality", said Roberto Pellegrini, Chairman of Riva del Garda Fierecongressi.

With its comprehensive range of services and products, the show demonstrated its ability to respond to every visitor need and preference. In addition to the strong turnout among business-people from the catering, hotel and general public sectors, Hospitality recorded 16% growth in





MORE THAN 18,500
PROFESSIONAL VISITORS

Hospitality is a leading trade show in the sector

non-hotel operators and an impressive 50% growth in the camping segment.

Alessandra Albarelli, General Manager of Riva del Garda Fierecongressi, commented: "Identifying trends is the essence of this event, and in this edition we created the new Outdoor Boom pavilion, which started as a conference in 2022 and was developed in cooperation with Fairs FederCamping".

Italy was well represented among buyers - with a particular increase in attendance from Veneto, Lombardy as well as Liguria, Marche, Abruzzo, Puglia and Campania regions. "Visiting operators were very satisfied with the extraordinary quality of the products and ser-

vices offered by the 636 exhibitors, with over 40% represented by new companies and the presence of major industry brands", added Giovanna Voltolini, Exhibition Manager for Hospitality.

Satisfaction was also expressed by delegations from selected countries such as Germany, Malta and Central America. All of them were positively impressed and surprised by the quality of the exhibitors and the variety of the Hospitality offer, as well as by the many inspirations and ideas enabling them to find the right partners for their purchases.

The next edition of Hospitality - Il Salone dell'Accoglienza will be held in Riva del Garda from 5 to 8 February 2024.

www.hospitalityriva.it



LIGHT AS AIR

Éther is the name of the new tableware collection of RICHARD GINORI, with the poetic, eclectic approach of french designer CONSTANCE GUISET

That nebulous atmosphere, an in-visible air flow in which one can only sense the spread, is now tangible. It is Éther, the texture created by Constance Guisset for the new tableware collection - inspired by the Aria line - of Richard Ginori. A concept developed with poetic lightness by the French designer, through shadings from black to blue, easily matched with all colors, crafted with irregular forms in full and empty zones, bringing depth to the plates to welcome various gourmet delicacies. Figurative movement accompanies that of forms: all the

pieces are extremely versatile, and can be turned over, stacked or placed together to create different, adaptable combinations with multiple serving functions. The aesthetically refined Éther series, entirely decorated by hand, displays all the know-how of the Florentine company, which after over two years of development has produced the pieces in its Hyper*P workshops: porcelain with a new high-performance formula, resistant to impact, ready to conserve all the finest characteristics of the material.

www.richardginori1735.com



Éther collection

SIFIM a continually growing company

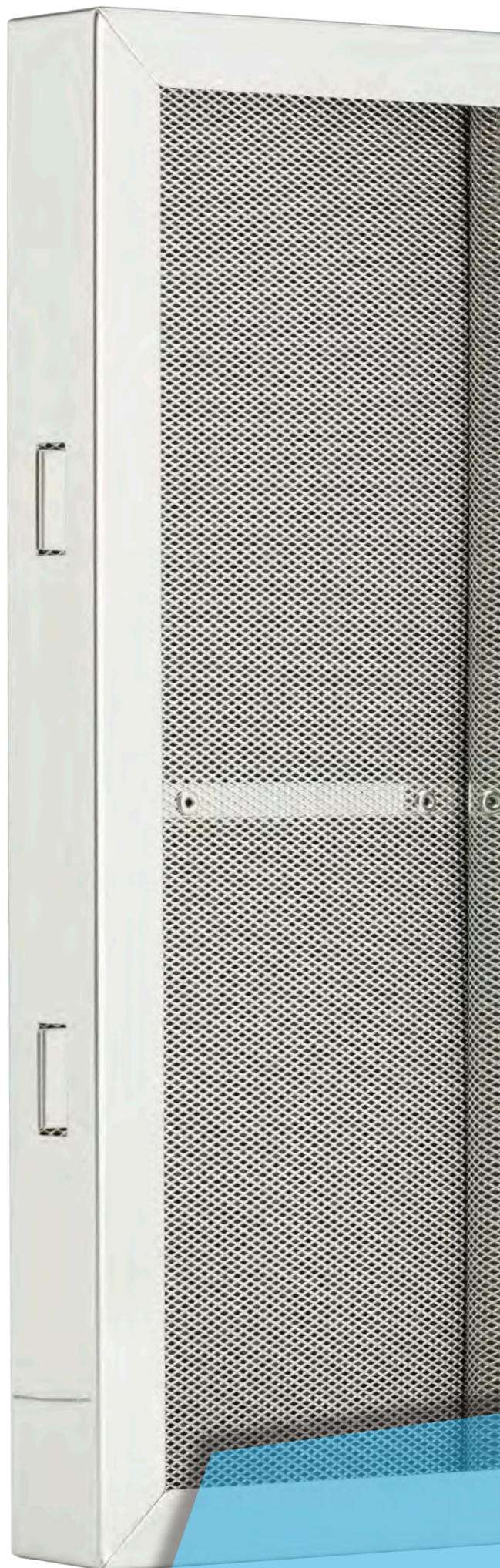
SIFIM is an Italian Company placed in Jesi (in the Marche), specialized in Filtrating field with products for home and professional hoods, electrical appliances and several industrial applications.

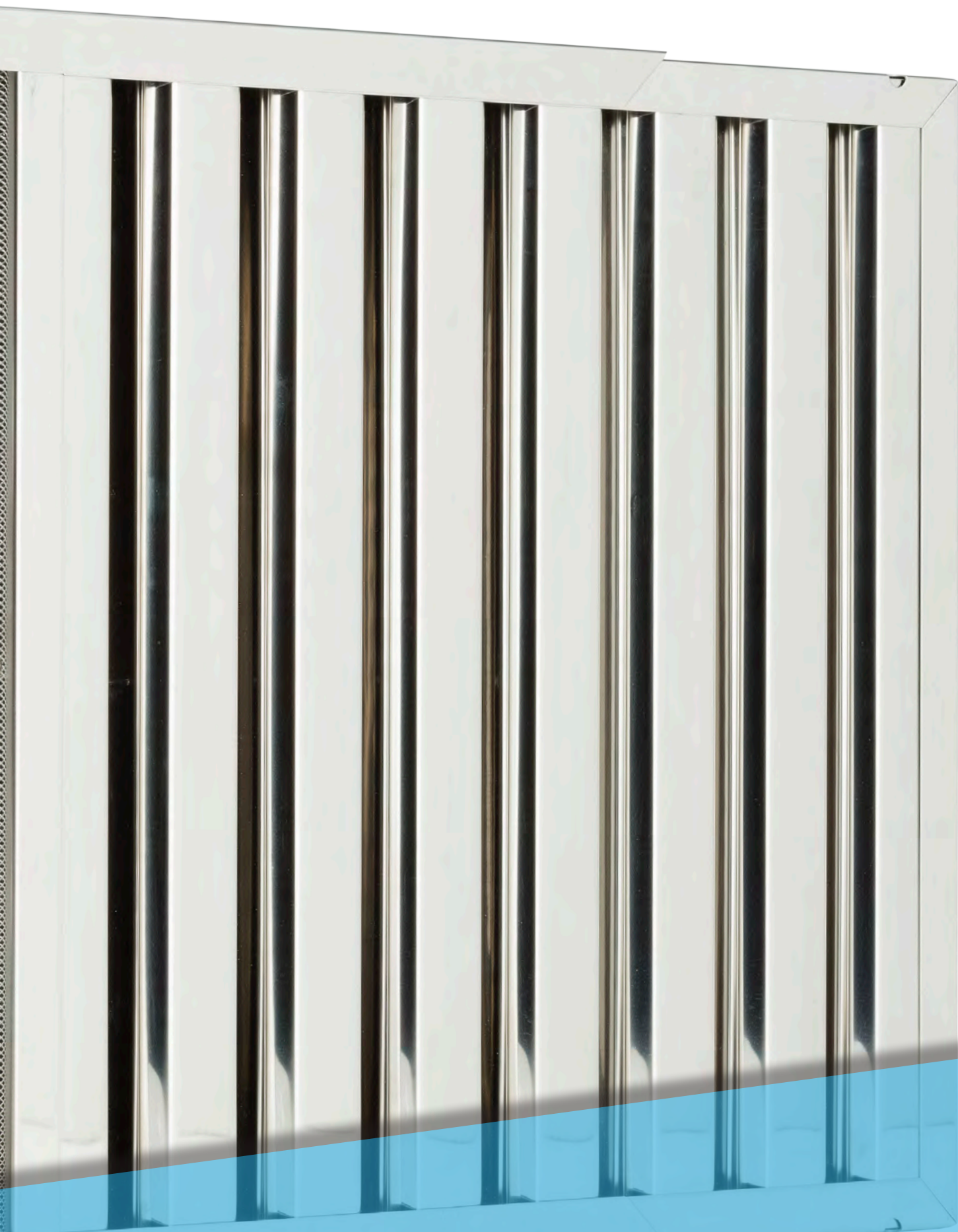
Founded in 1995 from five partners with collateral professional experiences, SIFIM is a continually growing Company that is enforcing its position in filtration and electrical appliance components markets.

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.

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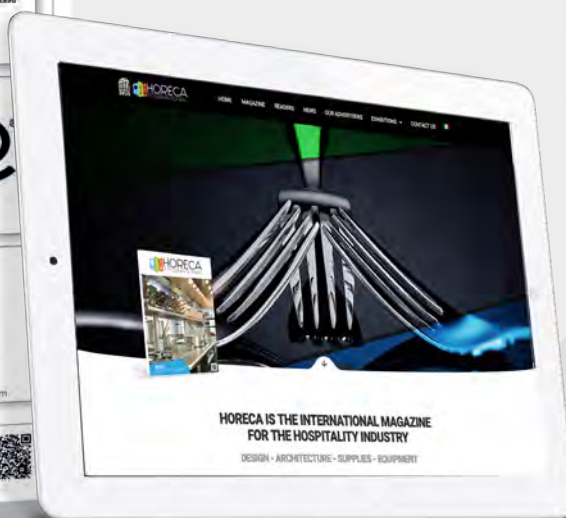
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“ MY RESTAURANT STARTING FROM SCRATCH ”

Practical tips for starting a business
in a rapidly expanding industry
after the long period of pandemic.

The restaurant industry is experiencing a strong recovery after the long period of pandemic that has seen many restaurants close their doors. This represents an opportunity for those who wish to start a business in the sector, but often do not know where to begin. In this article, we will provide some simple practical tips for starting a restaurant from scratch. While not an exhaustive guide, it is a basis on which to begin outlining a project.

The first step is to choose the right location and verify the availability of suitable premises. It

is necessary to identify an area with a strong concentration of potential customers and good visibility. Additionally, it is important to consider competition and the presence of similar restaurants in the area.

Once the location has been identified, it is essential to decide on the type of restaurant to open. It is important to choose the type of restaurant based on your skills, location, and target clientele.



By Walter Konrad



latest news

The next step is to create the menu. The menu should be carefully curated to offer quality dishes in line with the type of restaurant chosen. It is useful to conduct market research to understand customer preferences and current trends. Additionally, it is important to consider the offerings of competitors in the area.

Once the menu has been defined, it is necessary to choose suppliers. It is essential to have reliable and quality suppliers who can guarantee fresh and genuine products. It is important to conduct a thorough search for suppliers and evaluate their experience, ability to respond to restaurant requests, and pricing policies.

Another crucial element is the selection of staff. Staff should be selected based on their skills and availability to ensure quality service to customers. It is advisable to invest in staff training and well-being to create a serene and stimulating work environment that can be perceived by future customers.

Finally, it is important to define an effective marketing strategy. It is essential to promote the restaurant on social media channels, through active presence

and targeted communication. Additionally, the realization of events and promotions should not be overlooked to attract customers.

In conclusion, starting a restaurant can be a challenging enterprise, but with good planning and a clear vision of your project, it is possible to achieve great results. Success is within everyone's reach.



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ture teaches” – behind the new products, starting with the Caudi 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



GAUDÍ bed

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HOSPITALITY**06-07/02/2023****RIVA DEL GARDA**

Italian trade fair dedicated
to the Horeca channel.

GULFOOD**20-24/02/2023****DUBAI**

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confectionery industry.

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International meeting.

CIBUS**03-06/05/2023****PARMA**

International food exhibition.

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International B2B
show to food&beverage.

SIAL CHINA**18-20/05/2023****SHANGAI**

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food international exhibition.

THE HOTEL SHOW**23-25/05/2023****DUBAI**

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THE HOTEL SHOW SAUDI

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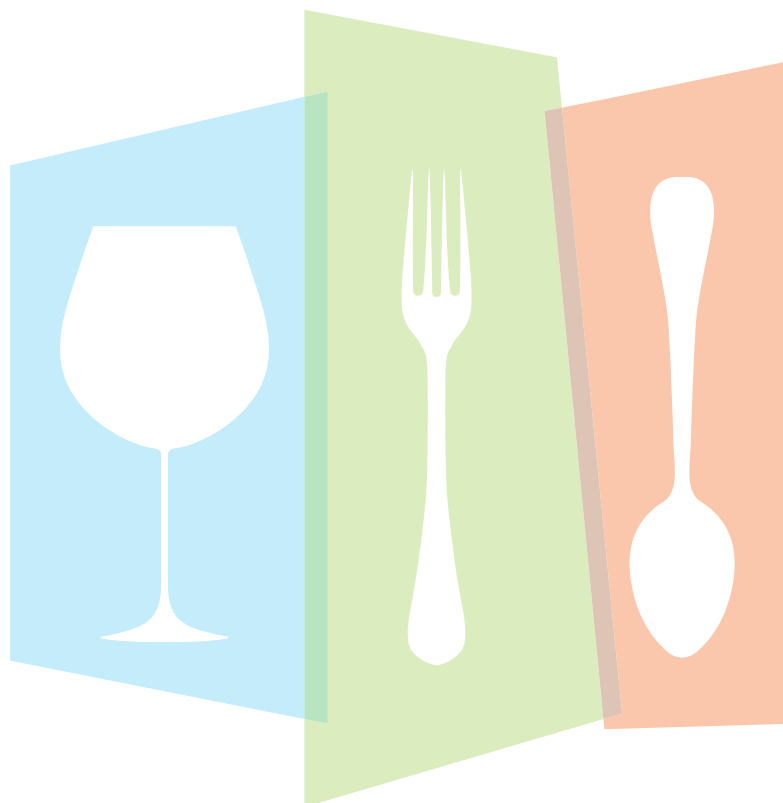
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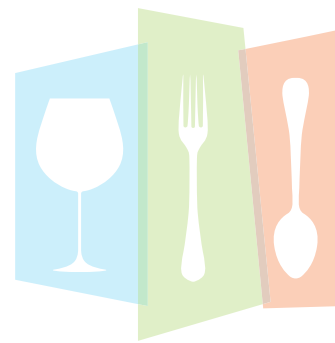
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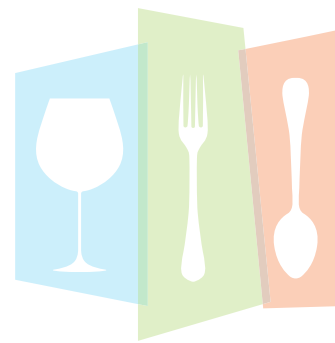
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- To organize bilateral events/trade shows periodically, in the form of seminars, talks, missions, round table or business dinners, in order to promote interaction between subjects.
- To keep close contact with the Thai authorities, pressing issues when necessary.
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