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FOR THE HOSPITALITY  
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Sonia V. Maffizzoni  
Editorial Manager

## The value you can see... and feel

In the Horeca world, nothing is ever truly "just passing through": every dish, every gesture, every atmosphere contributes to creating an experience. And today more than ever, hospitality is measured in the details: attentive service, a well-designed setting, a consistent and vibrant offering.

But it's not enough for everything to be in its place: what really matters is that each element conveys intention, that the customer perceives thought behind every choice, even the smallest.

The sector is growing, driven by customers who demand quality, connection, and authenticity. And professionals are responding with competence, creativity, and vision—but also with the awareness that value is not so much about numbers, but about the ability to leave a lasting impression.

And as the future moves forward, this sector remains a steady presence. Because true hospitality, when done right, is always an act of value.

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The art of well-being  
between innovation  
and custom design.

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and products for the horeca world  
and hospitality

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PIZZA FOCUS

22/24

AB MAURI ITALY SPA  
SOCIETÀ BENEFIT

With  
Scrocchiarella®,  
The sandwich is  
Dressed in excellence.



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MANIFATTURA  
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Classic contemporary:  
a celebration of the  
evolution of design.



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PUCCIPLAST SPA

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meets design.

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## TORRCAFFÈ: ARTISANAL COFFEE WITH A SUSTAINABLE SOUL

Torrcaffè is a dynamic company in the Food Valley specialised in the production and marketing of coffee, combining the ancient art of wood roasting with the most advanced technologies.

Torrcaffè is a renowned coffee roastery that, for over fifteen years, has been committed to quality and sustainability, staying true to these principles throughout its journey. By consistently using the traditional wood roasting method, it ensures an exceptional standard of quality, maintaining a fully artisanal process. This type of roasting requires great skill: every single bean is roasted evenly through precise roasting times to preserve its full flavour and bold aroma.

The wood used is a prized combination of black oak and white beech from the forests of the Parma Apennines, all locally sourced and environmentally-friendly.







## WOOD ROASTING METHOD

it ensures an exceptional standard of quality, maintaining a fully artisanal process



The company's commitment to sustainability is reflected in its strategic choices, including the installation of photovoltaic panels across the entire production area, the elimination of single-use plastics through filtered water dispensers placed throughout the facility, and the adoption of recyclable packaging and compostable capsules. All this makes Torracaffè a 100% green roastery.

Torrcaffè also offers an organic line, which guarantees care and respect in every phase of production for a product that, from plant to cup, follows a process whose main goal is the health of the environment. This is done in full compliance with international standards that require the use of natural fertilisers and ban pesticides and chemicals. Our coffee is grown in full harmony with nature and packaged with completely recyclable materials, for

all those customers who want to offer consumers a high-quality and sustainable product.

Torrcaffè also produces a beverage made from its own organic coffee, cane sugar, and sparkling water.

This refreshing and thirst-quenching drink, to be enjoyed at any time of the day, is suitable for everyone: it is gluten-free, vegan, and has a low caffeine content.

In preparation for Host 2025, the company is working on exciting innovations to offer coffee enthusiasts not only a great espresso but also a truly immersive sensory experience. We look forward to welcoming you with our new offerings this October in Milan.

[torrcaffè.it](https://torrcaffè.it)





# COMPACT BRUSHLESS BLENDER #66, THE MOST SILENT BLENDER!

Bold and innovative : that is the way Santos has designed its new compact brushless blender #66. A multiple technologies blender, available in demo at HOST show on Santos booth: in HALL 16.

Thanks to its 9 optimized programs, the brushless blender #66 is perfect to make cocktails, smoothies, milkshakes, iced coffees, and any other mixed drink. It is extremely quiet and offers excellent energy efficiency thanks to its brushless motor. It can be used intensively all day without overheating. The patented two-way rotation of the blade, unique on the market, crushes and

blends any kind of ingredients in a few seconds, including ice cubes and frozen fruits. Its lid detection generates the immediate stop of the motor when the lid is opened or when the bowl is removed from its base. This technology is unique in the world and ensures the operator's safety. The compact Brushless Blender #66 can be used either countertop or in-counter, without any additional option (simple and quick dismantling of the base).

[www.santos.fr](http://www.santos.fr)



SILENCE, SAFETY,  
POWER

compact brushless blender #66



## “A BREAK THAT MAKES A MARK”

Smart lunches and mindful drinks:  
Horeca is redefining the midday moment

Lunch break is no longer just a pause between two tasks. It's a moment to recharge body and mind, build connections, and reinforce identity. From light cuisine to non-alcoholic pairings, in carefully curated environments: Horeca holds a new kind of time in its hands—and it can turn it into value.

There was a time when lunch break was an obligation, a technical interlude between two parts of the workday. Today, it has become much more: a time to recharge, to choose, to find balance. It's no longer just a physiological need—it's a small, modern ritual.

Several studies support this. According to the 2023 FOOD survey by Edenred, conducted in 19 countries, there's growing awareness around healthy, high-quality eating even



by SONIA V.  
MAFFIZZONI BENNATI







during short breaks. And an article published by Italia a Tavola highlights how a well-designed lunch break can enhance productivity and psychophysical well-being. In this context, Horeca can transform the moment into an art form: brief, but memorable.

The modern customer has little time but high expectations: they want flavor, but also lightness; they want to feel good, without feeling heavy. And just as importantly, they want the moment to be simple, but not dull. Lunch break is no longer about “nutritional survival”—it becomes an experience, one that can evolve into connection, loyalty, and value. Horeca should fully embrace this by designing its offering not just based on time constraints, but also on the desire for well-being and care embedded in this moment.

### **Smart lunch: quality isn't measured in grams**

The new lunch break strikes a delicate balance between speed and pleasure. No endless courses or overly elaborate dishes; instead: complete bowls, well-curated main plates, smart portions. It's about quality over quantity. The focus is on lean proteins, vibrant vegetables, whole grains, and legumes—beautifully plated, served with a smile, and, when possible, with a story. The customer wants to know what they're eating, where it comes from, and why a certain ingredient was chosen. They want to feel that thought and care—especially for sustainability—have gone into their meal. They want to leave lunch without feeling sluggish, but with the sense they've done something good for themselves. The Edenred 2023 FOOD survey—based on over 47,000 workers in 19 countries—confirms this trend: lunch break is increasingly seen as an integral part of a healthy and mindful lifestyle. In one word: wellness.

### **A light yet essential aesthetic**

Even a quick break should please the eye. Well-designed dishes—balanced in color and volume—invite both pleasure and awareness.

Neuroscience confirms it: the brain processes visual, chromatic, and tactile stimuli well before it registers actual taste. Research by Professor Charles Spence of Oxford University shows how the aesthetics of a dish can alter the perception of flavor. This phenomenon, known as crossmodality, reveals how sight and touch deeply shape the taste experience. A warm bowl with chickpeas, avocado, and black rice; a salad with blue fish and toasted seeds; a vegetable cream served in a tactile ceramic mug... these don't just nourish—they tell stories and spark emotional connections. The plate's design becomes a positioning strategy: it expresses identity, declares intention. It's a subtle yet powerful signature.

### **The new pairing: alcohol-free, but full of character**

As food gets lighter, beverages evolve too. Alongside meals come smart drinks: chilled infusions and flavored waters, but also kombucha—a fermented tea-based drink with natural fizz and tangy notes, praised for its probiotic benefits. And let's not forget botanical mocktails: non-alcoholic cocktails crafted with the same care as classic drinks, where herbs, spices, fruits, and juices blend into complex visual and gustatory experiences—without the alcohol.

These aren't substitutes—they're intentional choices. Workers want clarity, travelers seek well-being, mindful consumers want coherence.

A rosemary and lemon water, a green tea with mint and ginger, an apple blossom ferment—these drinks express thoughtfulness, style, and a desire to offer more. They elevate the meal without weighing it down. In a bar or bistro that gives equal attention to what's served in the glass, the difference is clear—and memorable.

### **The smart bar: fast service, slow hospitality**

In the Horeca world, even the lunch-focused bar can become a strength. A long menu isn't needed—just a clear, vibrant offer. A changing daily special, a selection of 3–4 easy-to-serve dishes, always a vegetarian option. And above all: quick service, clear storytelling, and consistency in identity.

Someone who stops in for a quick bite might leave wanting to come back. It takes little: a well-set place-mat, a thick glass tumbler, a kind suggestion. Maybe even an unexpected touch: a tasting sample, a passionate explanation, a personalized recommendation. The smart bar is the one that turns a short break into meaningful time, making even a 20-minute guest feel seen. It's a place that understands every break—when cared for—can become an experience. The space matters, the ambiance too. Not just what's served, but where it's served: even those in a rush appreciate a pleasant, calm, well-lit setting.

### **A new kind of hospitality starts here**

The lunch customer is a returning customer. They work nearby, travel for business, or make regular choices. Offering a smart, light, well-structured meal with thoughtful pairings and intentional service isn't just good practice—it's strategy, identity, and the future.

In this new lunch break, which is no longer just a pause between important things, it's possible to find meaning, rhythm, and value. Horeca that understands this, that designs it with care, that transforms it into an experience—stands out. And leaves a lasting impression.

Only through a continuous commitment to enhancing worker skills and adequately valuing their contributions can HoReCa attract top talent and meet the challenges of an ever-evolving market.







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

**KLIMAPOL**

**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**.



# PREFORMATI ITALIA: THE ART OF WELL-BEING BETWEEN INNOVATION AND CUSTOM DESIGN



by **Enrico Puppi**  
CEO of Preformati Italia





*Visionary design, technological innovation, and tailored attention to detail: Preformati Italia is synonymous with excellence in the world of custom-made swimming pools, spas, and wellness environments. From villas to rooftops, from hotels to cruise ships, the Italian company designs and creates high-end solutions, combining aesthetics, functionality, and sustainability.*

Swimming pools, bathtubs, as well as uniquely designed hammams with a high level of technology. The works of Preformati Italia bring dreams to life in homes, hotels, and some of the world's most beautiful boats. Imagine immersing yourself at the top of a skyscraper, on a terrace overlooking the horizon, or on the deck of a ship: all of this is possible thanks to the design and visionary capabilities of a company that, in just two decades, has established itself as a leader in the high-end pool and spa sector, standing out for its quality, innovation, and professionalism, as well as for its technical, engineering, and design features that, together, create true paradisiacal corners.

"We've been active since 2001," says CEO Enrico Puppi, "and we were among the first in Italy to specialize in this field, bringing advanced and certified solutions to the

wellness market. Preformati Italia is capable of managing complex, large-scale projects with maximum efficiency thanks to its patented construction methods. Today, the brand is synonymous with constant evolution and specific, yet versatile, technical, and architectural expertise "In a rapidly evolving sector such as wellness, swimming pools and water parks, Preformati Italia is able to offer innovative solutions that make every environment unique and personalized, as our projects are all custom-made," emphasizes Puppi. "We offer highly tailor-made work, even going so far as creating seats and loungers based on the height and comfort level requested by the client, preparing various models for them to test."

Speaking of versatility, one of the keys to success is the use of highest-quality materials and technologies, as explained



by Patryk Bernat, Sales Manager for Europe and the U.S.A.: "From Preformati Italia's research comes 'Klimapool' (a registered trademark), the new energy concept that takes advantage of the insulating properties of the raw material used to construct the pool - a high-quality polymer compound - and combines it with innovative structural solutions and cutting-edge materials to ensure perfect waterproofing."

With Klimapool, Preformati Italia sets the guidelines for exclusive, lightweight, customized pools that are energy-efficient and environmentally friendly. "This system offers optimal performance and also allows existing pools to be renovated without the need for demolition, by insulating the walls and bottom, thus improving energy efficiency and offering a modern look without invasive interventions" Klimapool, therefore, represents a new concept of swimming pool, where thermal insulation and space customization go hand in hand: all pool elements produced with this technology have a higher energy performance compared to the most common traditional technologies." Over the years, Preformati Italia has collaborated with some of the most renowned architects in the wellness and wellness design sector.

Passion, combined with the ability to overcome technical challenges, has led to the creation of innovative and surprising shapes, from swimming pools with fluid, organic, and dreamlike forms, with no limits on creativity.

Another key factor that has quickly allowed the company to emerge, is the expertise of its staff. The team at Preformati Italia is composed of a specialized group, many members of which have been with the company from the beginning, making the workforce particularly cohesive and tight-knit. It is precisely thanks to the proactivity of the management and employees that Preformati Italia is a constantly growing company, capable of achieving new milestones and expanding into new horizons. Since 2005, the company has held ISO 9001-2015 quality certification and the Med naval certification, attesting to the excellence of production in the nautical sector as well.

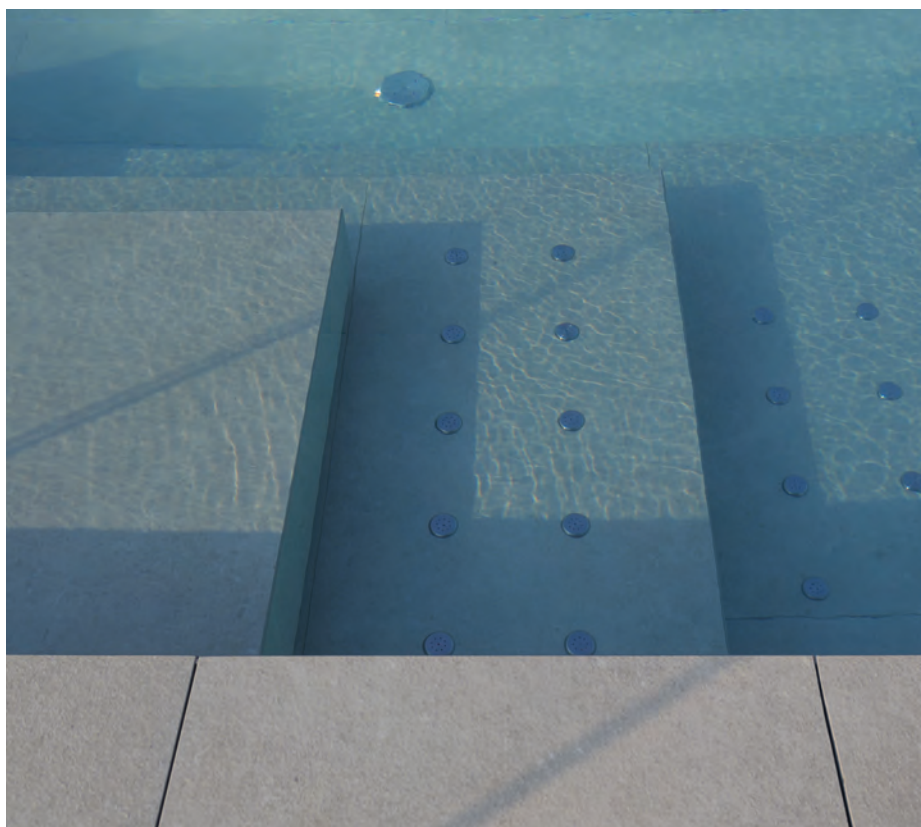
The company manufactures a wide range of customizable structures, including hot tubs, steam baths, hammams, heated benches, and design elements. With its Med certification, it is able to provide EPS structures for cruise ships, yachts, and vessels of all kinds. The prefabricated structures are ideal for the marine industry because of their light weight, ease of installation and durability. "We've brought the experience gained on land to boats, collaborating with leading companies in the sector and working in the most important international shipyards," Puppi concludes. "The company continues to invest in advanced technologies and innovative solutions, always keeping the goal of satisfying customer needs and contributing to the creation of unique and extraordinary wellness environments at the forefront."

**[www.preformatiitalia.it](http://www.preformatiitalia.it)**

## PREFORMATI ITALIA'S PROJECT IN THE WORLD







## “THE REVOLUTION OF ALTERNATIVE DOUGHS IN PIZZA”

Pizza, the emblem of Italian culinary tradition, is undergoing an evolution that aligns it more closely with the modern consumer's needs.

In recent years, growing attention to health and environmental concerns has driven pizzaiolos and producers to experiment with unconventional flours, offering innovative solutions for doughs that blend flavor, quality, and nutritional benefits.

Among alternative ingredients, legume, spelt, and hemp flours are gaining popularity thanks to their unique properties. Rich in proteins, fibers, and minerals, these flours are ideal for catering to an audience increasingly drawn to personalized diets, such as gluten-free or



by our editorial team



All images: pexels.com



## latest news

low-glycemic-index options. However, the use of these flours poses technical challenges: dough handling and consistency can be less predictable than with traditional wheat flours. This is where technology comes into play, offering advanced solutions to help pizzaiolos manage these new ingredients.

For instance, next-generation kneading machines optimize the mixing and hydration of alternative flours, ensuring uniform and high-performing results.

Furthermore, many companies are developing tools for precise fermentation control—a critical factor in achie-

ving light and digestible doughs. Through intelligent sensors and monitoring software, it is possible to regulate temperature and timing optimally, adapting to the specific characteristics of the flours used.

Baking processes are also benefiting from significant innovations. While traditional ovens remain indispensable in certain respects, they are being enhanced with advanced technologies that allow for millisecond-level control of the baking process.

Convection ovens equipped with automated temperature and humidity management systems enable precise



## latest news

baking tailored to the needs of more delicate doughs, preserving their organoleptic qualities. Meanwhile, tunnel ovens and those with electrically heated refractory stone offer versatile solutions with high performance and a reduced environmental impact.

Equally important is the flavor aspect. Experimentation with alternative flours has led to the discovery of unique combinations that elevate flavors and add complexity to doughs.

Integrating these flours with innovative baking techniques allows for pizzas that not only meet nutritional requirements but also surprise even the most discerning palates.

This revolution in the pizza world is not merely a matter of technological innovation; it is also a cultural shift. More and more pizzaiolos are adopting a conscientious and sustainable approach, selecting organic flours and local ingredients to reduce their environmental footprint. This movement, while respecting the roots of tradition, looks to the future with a spirit of renewal that emphasizes quality and consumer care.

Pizza, once a simple and universal dish, is transforming into a laboratory of experimentation where tradition and modernity meet to create new culinary experiences. In this process, technology plays a crucial role, proving that innovation does not mean abandoning the past but rather finding new ways to reinterpret it.





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# Scrocchiarella®

## WITH SCROCCHIARELLA®, THE SANDWICH IS DRESSED IN EXCELLENCE

AB MAURI, global leader in manufacturing yeast and bakery ingredients for bread, pastry and pizza, represents the excellence for the many occasions of the OOH consumption and with Scrocchiarella® Sandwich makes the difference in the bakery tradition accessible to everybody.

### Tradition and craftsmanship

Due to a long-lasting know-how experience in researching and selecting the best flours for the artisan channel and in developing the culture and expertise of sourdough, AB MAURI provides the professional an extraordinary product, that outstands for a unique quality and for a definitely amazing taste and texture.

Scrocchiarella® Sandwich is made with the same dough of all the range of Scrocchiarella® frozen bases such as selected flours, extravergin olive oil, Presa® and sourdough.

It is basically thanks to the centenary sourdough tradition and a state-of-the-art technology that Scrocchiarella® Sandwich takes inspiration and reproduces the craftsman artisanal method with long leavening times







# TRADITION AND CRAFTSMANSHIP

know-how experience in researching and selecting the best flours for the artisan channel



and process, spreading a special smell of bread freshly baked together with a surprising crunchiness at every bite and an astonishing perfect bread alveolation.

### Formats and technical features

Scrocchiarella® Sandwich is pre-cut and pre-baked. Made in a long-oval shape, it can be easily stuffed and portioned in more slices according to the size or in small fingerfood bites. The Classic version is available in 12 x 52 cm, 12 x 36 cm, 12 x 28 cm, 28 x 38 cm and 20 x 52 cm sizes and the Rustica version in 12 x 52 cm and 12 x 36 cm sizes.

### Easy and quick to be prepared with fantasy

Scrocchiarella® Sandwich is the solution that best represents the easiest and quickest way to obtain a unique product, from freezer to service in a few minutes. Scrocchiarella® Sandwich fits simple and genuine ingre-

dients, enriched with spreadable cheese or vegetable or tasty sauces to strengthen the taste and colour of the filling.

Thanks to the experience and Fantasy of the chef, Scrocchiarella® Sandwich may be a real gourmet proposal made of typical specialties products or the inspiration for some traditional recipes of the Italian or International cuisine put in a special Sandwich

### Consumption occasions

Scrocchiarella® Sandwich meets every consumption need at anytime of the day or night and transforms the Sandwich from a street-food icon into something more.

Scrocchiarella® is appreciated, from lunch to aperitif, from banqueting to brunch and it is the best take-away solution for students, tourists and sport enthusiasts looking for something healthy, light, crunchy and tasty

[www.abmauri.it](http://www.abmauri.it)





# Scrocchiarella®

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## Products created according to the tradition of Neapolitan pizza masters

Our story begins in 1999 when, after many years of commitment in the historic pizzeria "La Ciocolada", Gerardo and his father Michele undertake a new challenge: to bring the flavor and aromas of their pizzeria into everyone's homes.

We hold 41% of the national market (Source: IRI Information Resources Inc. 2019) and 60% of our turnover is achieved from foreign markets where we are present in 19 countries. We produce 25,000 per day between conventional, premium, BIO and Private Label lines.

Almost 100 employees work in our two Friulian factories where we have adopted the principle of widespread leadership: no manager or shift supervisor, but all oriented towards customer satisfaction.

We only use energy obtained from renewable sources, electric ovens that emit only water vapor into the atmosphere and packaging made up of 70% recycled plastic and boxes with sustainable FSC-marked cardboard.

80% of raw materials come from a maximum distance of 50km, in order to reduce impact on the environment.

We were also the first to suggest cooking the "magic" pizza in a pan. This allows a further reduction of environmental impact and subsequent economical savings in the pockets of our loyal consumers.







*Leggera anche la sera!*



# SEVEN DIFFERENT FLOURS

to bring the flavour and aromas





The dough is a mix made up of seven different flours. Allowed to rest for more than twenty-six hours, it is spread thanks to an innovative cold system that we have patented.

The toppings, all manual, range from the most traditional to gourmet. 100% Italian mozzarella fior di latte and tomato are just some of our selected ingredients. The pizzas are packaged in a modified atmosphere and are checked through an "electronic nose" which guarantees the total integrity of the primary packaging by automatically discarding damaged packages.

And in 2022 we launched the "fresh snacks" line.

The future of Megic Pizza is to be the perfect interlocutor for the creation of projects dedicated to Private Label on a national and international level.

[www.pizzamegic.com](http://www.pizzamegic.com)









## “ PROFESSIONAL FLOURS: TRADITION AND INNOVATION IN HORECA ”

In today's professional foodservice landscape, flour has evolved beyond a basic ingredient, becoming a specialized product crucial for chefs and bakers seeking to meet consumer demands for healthier, high-quality offerings and innovative baking solutions.

**T**he professional foodservice sector is undergoing unprecedented changes, and flour sits at the heart of this evolution. Historically, choosing flour for bakeries, pastry shops, and pizzerias was straightforward; today, HORECA professionals face an increasingly wide and specialized range of products designed to meet specific needs and elevate product quality.

Demand for specialty flours, including stone-ground, whole-grain, gluten-free, and high-protein varieties, is consistently rising, driven both by consumer interest in



by the editorial staff





## latest news

healthier, more digestible products and by restaurateurs' and chefs' desires to offer superior dough performance.

In the bakery and pizza industries, attention has shifted to ingredient quality and the final product's performance. Flours designed for extended fermentation and high water absorption yield lighter, more aromatic dough, essential for contemporary pizza and premium bread.

Meanwhile, innovative flour blends for professional pastry chefs create softer, structurally stable doughs, addressing the expectations of an increasingly demanding

market. Innovation transcends mere technical attributes: stone milling, reviving ancient grains, and emphasizing short supply chains have become distinguishing factors for both artisanal producers and major foodservice brands.

Sustainability is now a significant factor shaping choices among businesses and professionals. Demand for organic flours continues to rise, accompanied by growing concern about raw material provenance.

The concept of a controlled supply chain has gained critical importance, ensuring not only quality but also





## latest news

transparency and food safety. Many companies are investing in sustainable production processes, minimizing the environmental impact of grain cultivation and processing.

This commitment extends to packaging, with increasing adoption of compostable or recyclable solutions.

Another noteworthy trend is the exportation of Italian flours, increasingly sought after by international foodservice professionals. "Made in Italy" remains synonymous with excellence, and Italian flours for pizza and artisanal bread have successfully entered key markets such as the United States, Asia, and the Middle East.

The expansion of Italian pizzeria chains abroad has heightened demand for technically precise flours, ensuring consistent, high-quality results on a large scale.

Flour is no longer simply a basic ingredient but a strategic component in raising product quality within the HORECA sector.

The challenge for foodservice professionals lies in balancing innovation with tradition, selecting raw materials that enhance taste, texture, and digestibility, while also meeting sustainability goals and emerging market demands.





## “NATURALLY IN TUNE”

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

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

ture teaches” – behind the new products, starting with the 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](http://www.flou.it)



GAUDÍ bed



## Atelier of Architecture, Interior Design

ANNA PALUCCI ARCHITETTO is an artisan laboratory of Architecture, Interior Architecture, Interior Design and Product Design. The design studio focuses its activity on the development of prestigious environments for commercial and entrepreneurial activities in general, and in particular works in the creation of functional luxury environments for Ho.Re.Ca., Wellness, Fitness and SPA activities.

ANNA PALUCCI ARCHITETTO also carries out activities in the luxury residential compartment and collaborates in the creation of furnishing objects with important companies in the sector.

The quality of life depends on the quality of the spaces in which we live, work or entertain ourselves and the design studio of Anna Palucci, in each of its projects, blends the culture of Psychophysical Wellness, regardless of Mood, with creativity and competence in all areas in which it operates.

In a project of new construction or restyling of a hotel structure rather than a wellness or spa, anticipating trends means proposing to the market product models designed to withstand a very important life cycle. To do this, it is necessary to know how to adequately project a structure, with an







# VALUABLE

new experiences, functionality and innovation



offer in the future, understanding which customers will be and which generations to conquer, providing new experiences, functionality and innovation; hence its core business of proposing not only a suitable and specific design in interpreting the new design needs with equipment and infrastructures, elements that the pandemic has made indispensable and obsolete for the less attentive entrepreneur, but also structures that have an image fresh and designed for business or leisure travelers who need other experiences that involve much more experimentation.

Many entrepreneurs in the hospitality sector, when they decide to renovate their structure, intervene by changing and / or replacing the finishes and / or furnishings, trying to give an image

aligned with the trend of the moment. However, already before the pandemic and today even more, it is necessary to renew by relying on a designer in the sector who knows how to study an image concept that coincides with a business view, with an innovative strategy and Anna Palucci Architect increasingly manages to combine trends with wellness and SPA, fitness, indoor and outdoor, all elements and experiences that are increasingly requested by customers. Furthermore, the firm often integrates consultancy services to the design that are useful to accompany its customers in the strategic decisions of management, positioning and communication.

[www.annapalucci.com](http://www.annapalucci.com)







ANNA  
PALUCCI  
ARCHITETTO



[www.annapalucci.com](http://www.annapalucci.com)

# AITECH: INNOVATING HOSPITALITY THROUGH AI AND TECHNOLOGY

The Aitech brand was established in November 2006 with the goal of providing consultancy and integrated solutions to enhance the technological systems of hospitality structures and beyond. From the outset, Aitech distinguished itself as the Italian pioneer in automation for check-in/out systems, catering to hotels, residences, tourist villages, campsites, and B&Bs.

In August 2022, Aitech was acquired by Bazzacco Srl, a software house with over 20 years of experience in the IT sector, specializing in cutting-edge management software used by thousands of businesses nationwide.







HERE IS YOUR KEY

# READY TO USE

optimize self-service check-in and check-out processes

Bazzacco also provides web platforms and installs IT technologies, solidifying its reputation in the field of innovation.

The union between Aitech and Bazzacco has created a company that:

- Boasts a highly specialized and coordinated team, including system engineers, programmers, web designers, technical assistants, and commercial consultants;
- Develops both standardized projects and customized, vertical solutions, leveraging artificial intelligence to adapt to the specific needs of every facility;
- Creates technologies fully integrable with PMS management systems and access control systems for hospitality structures, ensuring full compatibility with the most advanced technological devices;
- Provides complete and continuous customer support, from commercial consultancy to dedicated technical assistance.

The name Aitech reflects our mission: combining AI (Artificial Intelligence) and TECH (Technology) to constantly innovate the hospitality sector.

By leveraging advanced technologies and artificial intelligence, we enhance the efficiency and personalization of our solutions, putting our expertise at the service of hospitality structures.

We design innovative technological solutions that support our clients' strategic choices, optimizing the guest experience and ensuring state-of-the-art products.


Visit:  
[www.aitechitalia.com](http://www.aitechitalia.com)



# RECEPTION 24/7



**aitech**
  
hospitality solutions
  
Brand of Bazzacco Srl



**KIOSK**
  
Embedded Systems

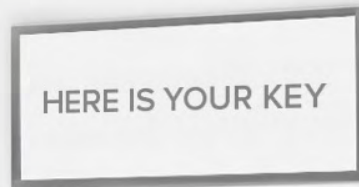
**INTEGRATED SYSTEMS**

**FOR SELF CHECK-IN AND SELF CHECK OUT**

**IN ACCOMMODATION FACILITIES**



Your new reception desk  
24 hours a day, 7 days a week



# SuiteKBox

Multi-language support to accommodate international guests.

Secure check-in with a single use PIN system, unique for each booking, and backup PIN for offline use.

Platform for automatic booking management.

Support for customization, optional (color and 3D printed key label).

Automated system that sends check-in codes and instructions to guests via SMS.

Integration with the most popular PMS.

Supports up to 20 keys (10 and 20 key versions).

Designed for indoor.

# INTERVIEW JOSÉ CARLOS ESCRIBANO



by José Carlos Escribano  
**President of the Malaga  
Chamber of Commerce**



Qué  
es  
LA  
CÁMARA



## *Innovation and Tourism: the Vision of the President of the Malaga Chamber of Commerce*

### *Markets, opportunities, and sustainability in Spanish tourism between modernization, human capital, and internationalization*

The hospitality industry is undergoing continuous transformation, and today, more than ever, innovation plays a crucial role in maintaining competitiveness.

Tourism, which accounts for 14% of Spain's GDP, remains an economic pillar that requires targeted strategies to tackle emerging global challenges.

During H&T Innovation, Spain's premier trade fair for the hospitality sector, we had the opportunity to interview José Carlos Escribano, President of the Malaga Chamber of Commerce, to discuss internationalization opportunities, the role of sustainability, and the importance of human capital in attracting and retaining tourists.

#### **MODERNIZATION AND INNOVATION FOR A GROWING INDUSTRY**

##### **José, what is the current state of the hospitality sector in Spain, and more specifically, in Malaga?**

Tourism is a fundamental economic driver for Spain, generating around 14% of national income. To maintain our global leadership position, we must invest in innovation and modernization across the entire sector, from hotels to restaurants. Events like H&T play a key role in encouraging continuous improvement and fostering the adoption of new technologies. As a Chamber of Commerce, one of our primary missions is to support local businesses in their growth and international expansion.



## INTERNATIONALIZATION AS A DEVELOPMENT OPPORTUNITY

### How does the Malaga Chamber of Commerce assist companies in expanding into international markets?

We provide in-depth market research to identify the most promising destinations for expansion and offer specialized training on regulatory and legal aspects to help businesses navigate foreign markets. Additionally, in Malaga and across Andalusia, we place strong emphasis on innovation and sustainability, two essential factors for international success.

## THE HUMAN FACTOR: THE TRUE ADDED VALUE OF SPANISH HOSPITALITY

### In your opinion, what are the main strengths of Spain's hospitality sector?

Undoubtedly, our greatest asset is the human factor.

Spain is renowned for its warmth and hospitality, elements that truly make a difference in the tourism experience and encourage repeat visitors.

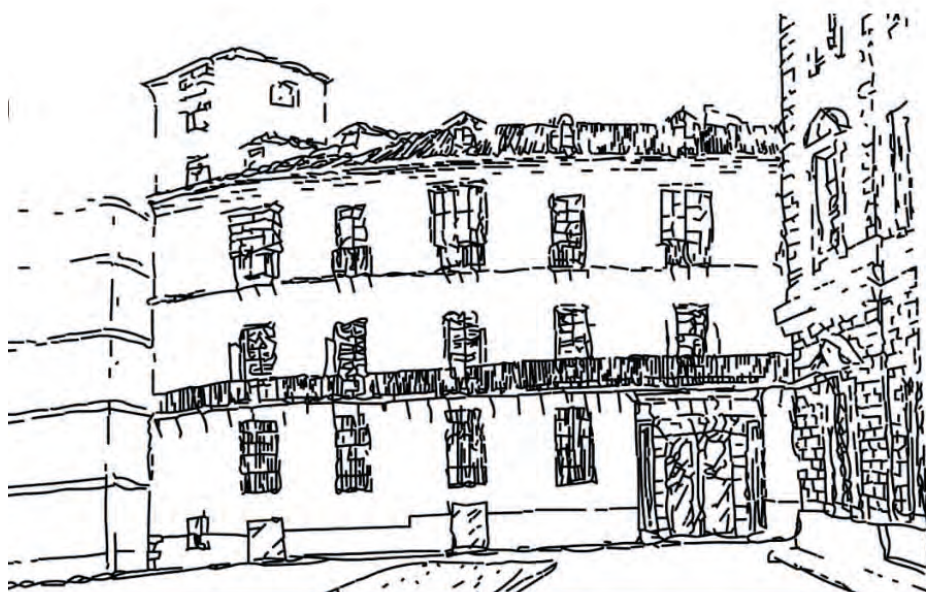
Travelers do not choose a destination solely for its infrastructure or services; they seek an authentic and welcoming experience, and Spaniards excel at providing exactly that.

## NEW MARKETS AND STRATEGIES FOR THE FUTURE

### Which countries are the main sources of tourists visiting Spain?

Traditionally, Germany and the United Kingdom have been our largest markets. However, in recent years, we have seen a significant increase in visitors from the United States and Nordic countries, along with growing interest from the Middle East.

This evolution highlights the changing landscape of Spanish tourism and underscores the need to adapt hospitality strategies to meet the expectations of new international travelers. An Evolving Industry with Challenges and Opportunities The Spanish hospitality industry remains a dynamic sector, ready to face global



Historia  
de

LA  
CÁMARA



challenges through innovation, sustainability, and internationalization.

In this ever-changing landscape, hospitality and human connection continue to be key differentiators in attracting tourists from around the world.

Modernization is the pathway to the future, but the heart of Spanish tourism remains its authenticity and warmth—a timeless competitive advantage.

**camaramalaga.com**



by SONIA V.  
MAFFIZZONI BENNATI



## “THE DREAM OF BEAUTY”

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

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

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

[www.jumbo.it](http://www.jumbo.it)



TULIPE armchair



LUMIÈRE console



PORCELLANE  
DI SARONNO

## CLASSIC CONTEMPORARY: A CELEBRATION OF THE EVOLUTION OF DESIGN

Harmony and balance meet in a composition of flavors, colors, textures and style, telling the chef's vision. In the kitchen, the most extraordinary rendezvous between past and present comes true, thanks to the relentless complicity of porcelain tableware.

MPS Porcellane, by the side of HoReCa. professionals since 1987, creates more than 1,000 shapes collected in over 30 lines to simplify the euphonious union of classic and modern.

The tone is set by master craftsmen in a mixture of premium feldspar, quartz and kaolin, processed to enhance a naturally perfect material: oven, microwave, dishwasher and freezer safe. The fusion of strength and beauty begins with our passion, to manifest in the needs and tastes of restaurateurs.

An aesthetic that honors tradition and speaks to modern taste in nods to the sumptuous grandeur







# HARMONY AND BALANCE

MPS Porcellane, by the side of Ho.Re.Co. professionals since 1987





of the past: Barocco. Expression of prestige, without excess, in elaborate interpretations of plates, baskets and cups that accompany exclusive events in the ethereal brightness of white or the magnetic allure of black.

A pact of collaboration with the Hotel line, defined by light and clean lines. Incredible versatility for all types of business, in the sober, classic, shining elegance ideal for modern pairings. Durable, lightweight items created for the daily use of professionals.

A natural touch, synonymous with timeless class, straight from a beauty that is symbio-

sis of rustic delicacy: Porcellana ardesia. Only seemingly fragile, with all the qualities of porcelain in a pure and authentic effect of raw magnificence declined in genuine shades from white to black. And here parades on stage the orchestra of innovation, in the sign of the emblematic porcelain with Creative flow, a translation of contemporary art.

The score that brings the symphony to life at the table is as important as the flavor. Engaging in memorable experiences on bridging bases between present, past and future.

[www.mpsporcellane.com](http://www.mpsporcellane.com)









## BERGADER REVOLUTIONISES THE CHEESE SHELF WITH EDELBLU

A delicious, versatile source of creativity: these are the three strengths of the brand-new version of Bergader's time-honoured blue-veined cheese, which has been used successfully for so many years in kitchens around the world, both in restaurants and at home, to create regional and international dishes.

Edelpilz, the classic cheese produced by the Bavarian company, which boasts 123 years of high-quality cheesemaking experience, is returning to the shelves as Edelblu and, alongside the Classic version, will be available in three, new, ready-to-use variants to meet any culinary requirements.

"Our historic products – first and foremost, Edelpilz – represent the perfect combination of the consolidated expertise of our master cheesemakers and our focus on consumer trends," explains Diego Farinazzo, marketing director for Bergader Italia. For this reason,







REFINED AND VERSATILE

both in restaurants and at home





we have remained faithful to the quality that marks it out, maintaining the same recipe that has made it a staple in the kitchens of chefs and of many Italian households."

Edelblu retains the characteristic colours of the 100g pack, making a strong, recognisable impact on the shelf, but now features a more modern, captivating graphic design, conceived not only to allow easy identification by existing customers but also to pique the curiosity of a new audience.

Alongside the Classic version, Bergader has created three variants intended to amaze lovers of blue cheese:

- edelblu Cream in the practical 175 g pack. Creamy and spreadable, thanks to a new recipe, it is ideal for both cold and hot dishes, unleashing creativity in the kitchen.
- edelblu Cubes in the innovative 2x50g pack that eliminates waste. Practical and versatile, the 6mm cubes are perfect for making salads, pizzas, gratins and cold or oven-baked dishes.
- edelblu Gourmet in the 100g tray.

Refined and versatile, it is excellent as an ingredient but also delicious eaten cold or when used to enrich a cheeseboard.

[www.bergader.it](http://www.bergader.it)



## “ EATING WITH THE EYES ”

Senses, atmosphere, and perception:  
when Horeca captures taste through sight



by Elisa Crotti

Taste is built before it reaches the mouth: sight, lighting, ambiance—even sound—shape what we perceive. Today's Horeca sector understands this, turning each dish into a multisensory experience. From plating to the dining room, every detail speaks. It speaks to the brain, but also to the heart. Because food is memory, beauty, and storytelling.

In the world of hospitality, every detail matters. And food—at the crossroads of emotion, memory, and pleasure—is no exception. For those working in Horeca, the gastronomic experience is much more than serving well-prepared dishes: it's about offering a narrative that begins long before the first bite. Because, as we know, the brain eats with the eyes.

This is increasingly supported by research in the field of neurogastronomy, the science that investigates how our senses influence taste. According to Professor Charles Spence of Oxford University, the way a dish is presented—from shape and color to the material of the plate—can radically alter flavor perception.

A dessert served on a white plate, for instance, is perceived as sweeter than one on a black plate. A crunchy food, when plated to highlight its texture, feels more satisfying. It may seem like magic, but it's simply applied science.



## latest news

Moreover, a well-presented dish activates areas of the brain associated with visual pleasure—the same that respond to works of art. This doesn't mean every course needs to resemble a painting, but it does mean that visual details have a tangible impact on the customer experience. It's not just a feeling—it's biology, and culture.

### Plating as a language of its own

If we truly eat with all our senses, then the plate becomes a canvas on which the experience is built. Warm colors suggest comfort; cool tones refinement. Rounded shapes convey a sense of welcome; geometric ones, precision. Symmetrical plating reassures, while organic arrangements pique curiosity. Think of a dish where the elements appear to have "fallen" naturally onto the plate: herbs arranged irregularly, sauce drops unevenly spaced, ingredients that suggest spontaneity and vitality, as if they came straight from the garden. It's an aesthetic that stimulates attention and invites exploration. The portion size, the placement of volumes, the presence of vertical elements or carefully calibrated negative space—everything speaks. Everything triggers expectations, emotions, and predispositions. In the Horeca sector, these are not mere aesthe-

tic flourishes but tools of communication. They can elevate a simple dish or visually express a chef's philosophy. And most importantly, they can turn a forgettable experience into a memorable one.

Some studies show that refined plating increases a customer's willingness to pay more for the same dish. Aesthetics, then, are not only about visual taste but also about perceived value. In a world where food is increasingly photographed, shared, and commented on, what we see matters as much as what we taste—if not more.

### Atmosphere, sounds, lights: the dining room as an extension of the plate

Beyond the dish, the setting itself shapes perception. Again according to Spence, warm lighting enhances the perception of aromatic intensity, while classical music can make wine taste more prestigious. In a Europe-wide study, participants rated the same dessert as tastier when paired with a "sweet" soundtrack compared to a neutral one.

Another experiment showed that crunchy sounds (like the snap of an apple) make food feel fresher, even when the product itself remains unchanged.







Further research indicates that lighting intensity can affect how long customers stay: soft lighting encourages a more relaxed experience, while brighter settings lead to quicker consumption. These are all elements that Horeca businesses can strategically adjust to influence not just food perception, but the guest's overall experience.

Even the ambient scent, the pace of service, and the materials of the cutlery affect the holistic perception. Atmosphere is an ingredient—even if invisible. In a Horeca context, relying solely on food quality is no longer enough: it's the sum of parts that creates the experience. The harmony between kitchen, dining area, design, and service forms a clear identity. A sensory signature.

### **Aesthetics and strategy: a matter of identity**

Investing in presentation doesn't mean chasing the "wow" effect for its own sake; it means being intentional. A restaurant or hotel that builds a coherent visual identity—from the menu to the table setting—communicates clearly, offers reassurance, and provides true hospitality. Aesthetics are a visual promise and, if fulfilled, they build loyalty.

In this sense, in an increasingly competitive and crowded market, food design is a tool to stand out,

to tell a story, and to turn a meal into an experience. Real beauty, after all, is the kind you can also taste. And today more than ever, plating is not just communication—it's positioning. It tells a story of identity.

### **Shaping taste**

In a time when everything moves fast, caring for form is an act of attention. Not just to aesthetics, but to the guest. It's not a matter of trend, but of connection: with the senses, with the identity of the place, with the expectations of those at the table. A dish can feel like home, take you elsewhere, evoke a memory, or create a new one. And all of that also depends on how it is served.

Those who work in Horeca know: every dish tells a story. When it is created with awareness, it leaves a mark. And when that mark engages multiple senses—sight, smell, touch, taste—it becomes a true experience. Imagine a velvety soup served in a rough terracotta bowl: the hand feels the warmth, the tactile contrast amplifies the comfort, and the brain links that moment to something real, authentic—even memorable. That's how Horeca should connect with today's customer: by blending sensory appeal with purpose, beauty with substance, form with meaning.



## PASSION FOR CONSTANTLY EVOLVING RICE

Mundi Riso is a well-established player in the rice production industry, with a thirty-year history behind it. Located in Vercelli, the European capital of rice, the company is deeply rooted in its territory, but also serves as a strategic hub in the international network, being proudly part of the EBRO FOODS Group. The Group is the first food company in Spain, world leader in rice sector and well positioned in the fresh and premium pasta sector with more than 80 brands distributed worldwide.

For years, Mundi Riso has been ensuring high-quality standards in the rice production and packing also under private label, insuring full control over the supply chain. The company is based in Vercelli and have a production capacity of approximately 110,000 tons of raw materials, equivalent to 75,000 tons of finished product, and exports all over Europe and the World.







WORLD LEADER  
IN RICE SECTOR

ensuring high-quality standards in the rice production and packing





Two are the main values guide Mundi Riso: respect for tradition and a constant focus on innovation. Thanks to significant investments in cutting-edge technologies, Mundi Riso is a fully-fledged 4.0 company, where transparency, sustainability, and innovation come together to deliver a modern product tailored to the specific needs of each client.

The conception of development and perfection led to the creation of New Kenji line, in which we find a high-quality rice 100% selected, processed, and packed in Italy.

The jewel of this line is New Kenji Premium Sushi

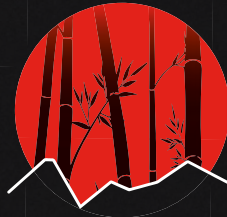
Rice: a selection of Italian Selenio rice processed using the most advanced technologies on the market. Refined through collaboration with expert chefs, this rice is designed to meet the needs of the most refined palates and culinary enthusiasts worldwide. The result of this dedication is a product with excellent texture, flavor, and luster. Delicate and capable of enhancing the flavors of the ingredients it pairs with, this product represents the top of the range and embodies the union of the Italian expertise of Mundi Riso with the values of Japanese culinary culture.

[www.mundiriso.com](http://www.mundiriso.com)





# NEW KENJI



## PREMIUM SUSHI RICE

All the flavour of the East in a rice that's 100% selected, processed, and packed in Italy, perfect for Sushi, Poké, and fusion recipes!

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## PUCCI: WHERE SUSTAINABILITY MEETS DESIGN

Pucci has been manufacturing quality products for 77 years now, helping to transform bathrooms with innovative, functional cisterns operated by advanced, elegant flush-plates.

The close attention paid to evolving requirements has prompted the creation of cisterns that have opened up new perspectives, and the 6-litre flush offers savings on water that have impressed both users and operators in the sector.

Pucci specialises in the manufacture of toilet cisterns specifically for public use, in hotels, hospitals, schools and other types of residential communities.







# THE CLOSE ATTENTION

Pucci specialises in the manufacture of toilet cisterns





These cisterns are designed to save water and to stand up to continual use by all types of "customers". A Pucci classic, the 6-litre cistern, has recently attracted particular attention.

This compact cistern, offering both 6 and 3-litre flushes and superb performance when it comes to saving water, has been exclusively manufactured by Pucci since 1995.

The recent European water-saving regulations, also incorporated into national and regional legislation, encourage the installation of this cistern in all new renovation projects, starting from toilets for public use.

So this eco-sustainable philosophy - coupled with the need to save water, our most precious resource, as well as to cut costs in hotels and community facilities - has placed the 6-litre cistern right in the spotlight.

Innovation has been developed in several directions: technology, water saving, and the design of the







flush-plate, which allows for interaction between the cistern and the user.

Recent years have witnessed a significant evolution in Pucci flush-plates, from smart, sensitive control panel of the cistern to an essential element in bathroom design with a significant impact on aesthetics.

The company has gradually modified multiple aspects of its flush-plates, which have become increasingly smaller, with today's models measuring 280x180 mm, and slimmer, with a thickness of just 4.7 mm.

They have been redesigned in keeping with contemporary style trends, making them lighter and with a sleeker, more modern shape.

Last but not least, with a view to offering users increasing customisation options, the flush-plates are now available in a larger number of colours, shades and finishes, allowing each customer to choose the model most closely aligned with their personal tastes and the overall style of the bathroom.

Visit:  
[www.pucciplast.it](http://www.pucciplast.it)





# HORECA: HOW IOT AND SERVITIZATION ELEVATE EFFICIENCY AND SERVICE QUALITY

**Servitization** represents a business model where companies do not merely sell products but also offer integrated services that add value to the overall offering. In the Horeca sector (Hotellerie-Restaurant-Café), this strategy can be enhanced by the Internet of Things (IoT) through the integration of sensors into equipment and machines used in hospitality and catering facilities.

**Benefits of integrating sensors in the Horeca sector**

**1. Predictive maintenance:** Sensors can monitor the status of equipment in real time, detecting anomalies or signs of wear. This enables preventive maintenance interventions, reducing downtime and costs associated with unexpected failures.



**IoTicontr**







IoT revolutionizing the  
**HO.RE.CA SECTOR**



# HORECA SECTOR

to improve operational efficiency, sustainability, and customer satisfaction





**2. Resource optimization:** Collecting and analyzing data on equipment usage allows for more efficient management of energy resources and consumption, contributing to environmental sustainability and operational cost reduction.

**3. Easy installation and low aesthetic impact:** The technology is designed to be easily integrated without altering the appearance of the machines.

**4. Enhanced equipment lifespan:** By continuously monitoring machine performance and detecting early signs of wear, IoT technology helps extend the lifespan of Horeca equipment, reducing the need for frequent replacements and ensuring long-term cost savings.

**5. Supply Optimization:** the collection and analysis of consumption data allow for more efficient stock management, reducing the risk of product depletion or overstocking.

**IoT@controllo: advanced connection and management of Horeca Machines**

**IoT@controllo** enables the connection of machines and equipment in the Horeca sector for more efficient and intelligent management. Through a customized dashboard and app, operators can monitor equipment status in real time, intervene promptly in case of anomalies, and optimize operational processes. This system allows for advanced remote control, enhancing productivity and the quality of service provided.

Servitization, supported by IoT integration into Horeca sector equipment, offers significant opportunities to improve operational efficiency, sustainability, and customer satisfaction. Adopting these technologies represents a strategic step for businesses looking to innovate and stay competitive in an ever-evolving market.

For more informations visit our website:  
[www.iot@controllo-vb.it](http://www.iot@controllo-vb.it)







# IoTicontrollo®

**Connect** your machines  
**Optimize** your business  
**Maximize** profitability





## TICKETS AVAILABLE: FISPAL FOOD SERVICE AND FISPAL SORVETES TAKE PLACE IN A NEW LOCATION

South America's main events for the out-of-home food sector open ticket sales for the 2025 edition, which will be held in the Distrito Anhembi.

Promoted by Informa Markets Brasil, this year's Fispal Food Service and Fispal Sorvetes will take place from May 27 to 30 at a new venue, the Distrito Anhembi in São Paulo. The event aims to bring together more than 60,000 participants, including professionals from restaurants, bars, pizzerias, coffee shops, bakeries, ice cream parlors, ice cream industries and other establishments in the sector.

The fairs will feature an extensive program of content, experiences, sustainable actions and the presence of more than 2,200 exhibiting brands. In addition to the face-to-face event, the public can access the digital platform, where professionals from the sector connect and do business throughout the year.







MORE THAN  
60,000 PARTICIPANTS

restaurants, bars, pizzerias, coffee shops, bakeries, ice cream parlors,  
ice cream industries and other establishments in the sector





### Market Development Service

Fispal has played an important role in the sustainable growth of the food service industry. The event offers experiences and attractions designed to support micro and small entrepreneurs, focusing on management, innovation, technology, products and much more.

### Tech Pavilion: New technology sector at Fispal Food Service

Technology has proven to be a great ally for food service managers, both in operations and management and in customer relations. Today, it is essential to look at process automation and the digital environment to remain competitive in the marketplace.

### Confirmed attendees for the 2025 edition

Fispal Food Service and Fispal Sorvetes count on the participation of major players. Renowned companies, leaders in quality, management and

technology, will once again add to the grandeur of the event.

Even before the physical event, professionals in the sector can connect with exhibitors through the Fispal Food Service Digital platform, by accessing the link: [www.fispalfoodservicedigital.com.br](http://www.fispalfoodservicedigital.com.br).

### About Fispal Food Service and Fispal Sorvetes

Fispal Food Service and Fispal Sorvetes are the largest and most important event for the out-of-home food sector in South America, serving as a unique platform for launching innovative products, discovering new technologies and forming strategic partnerships.

The fairs are taking place simultaneously, from May 27 to 30, in the Distrito Anhembi, in São Paulo. For more information on registration and event details, visit the

[www.fispalfoodservice.com.br](http://www.fispalfoodservice.com.br)





**FISPAL**  
FOOD SERVICE



**FISPAL**  
SORVETES

International Fair of Products  
and Services for the food service

**Knowledge  
that nourishes.  
Connections  
that expand.**



**27<sup>th</sup>-30<sup>th</sup> | MAY 2025**

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# MASSAZULEJA: THE BEAUTY YOU CAN TASTE



by **Tiziana Lepore**  
Artist





*From pasta as canvas to azulejos as inspiration: Tiziana Lepore's project that bridges Italy and Portugal through art and cuisine.*

*From a passion for gastronomy to the discovery of a new form of artistic expression, Tiziana Lepore created Massazuleja, a project that fuses artisanal pasta with the art of hand-painted tiles.*

*An ideal bridge between Italy and Portugal, turning each dish into something to admire and savour.*

**How did the idea of Massazuleja come about, and what is the creative process behind it?**

I'm originally from Benevento and have always loved art, particularly hand-painted tiles. When I moved to Lisbon with my daughter, I found this tradition alive and beautifully preserved. One day, in my kitchen filled with azulejos, I was making pasta and imagined transferring those patterns directly onto the dough. That's how my experimentation with natural powders began, until I found the right technique.

Massazuleja is a vegan pasta, free from animal ingredients, made with selected flours and superfoods

like spirulina, turmeric, cocoa, and matcha tea. The techniques are complex, requiring skilled hands and attention to detail—like haute couture tailoring. Today, we're working on making it more scalable, thanks to the strong enthusiasm shown by the gastronomy sector, both in Italy and abroad.

**The project blends art and cuisine. Do you feel more like a craftswoman or an artist? And what kind of restaurants do you collaborate with?**

I'd say both. When I create a dish like the open raviolo inspired by Gualtiero Marchesi, the line between art



and flavour fades. The pasta has to captivate visually, but it must also taste good. And for us Italians, that means simplicity, balance, and high-quality ingredients.

I collaborate with carefully selected restaurants, often gourmet or experimental, that share a cultural and aesthetic vision of food. Massazuleja is a niche artisanal product, not suitable for mass production, but I hope one day it can reach a wider audience.

### **Workshops are a core part of your project. How do they unfold, and what role do young people play?**

I welcome participants from all over the world: chefs, designers, architects. I introduce them to the project, explain the techniques, and then we knead the dough together.

While it rests, I serve an Italian aperitivo—a convivial moment where we keep talking about art, culture, and food. Each person creates their own edible azulejo, and I also teach two pasta formats to cook. At the end, I hand out a small certificate.

Working with young people is especially rewarding. I've held workshops just for teenagers. When they step away from screens and get their hands on something real, they rediscover the joy of doing. It's as if they're saying: "give us something meaningful." Massazuleja can become a tool for self-expression and a way for them to feel part of a living, tangible culture.

### **How do you imagine the future of Massazuleja?**

I'd love for the project to get even closer to the world of art, culture, and education—organising culinary exhibitions, collaborating with museums and artists, involving young people in creative initiatives. We need messages that speak of identity, memory, and coexistence. Beauty matters, but it's not enough: it needs meaning.

### **In one of your campaigns, the pasta is placed inside a treasure box. What does that image represent for you?**

It's a very powerful symbol. The box contains a precious gift, handmade with love—a



message of culture, craftsmanship, and identity. The pasta becomes a canvas, an ambassador of Italian beauty. Eating it is the final act: nourishing yourself with beauty, too.

With Massazuleja, Tiziana Lepore has built a language that speaks to both the heart and the mind—merging art and food into an experience that is at once sensorial, cultural, and deeply personal.

**massazuleja.com**



by SONIA V.  
MAFFIZZONI BENNATI



# *flowerboxes* ETHICA

ECO LINE

100% RECYCLED &  
RECYCLABLE  
PLASTIC

Transform terraces and outdoor seating areas into inviting and exclusive spaces with **ETHICA outdoor flowerboxes**. Designed for bars, hotels, and restaurants, they are more than just a decorative element: with their elegant trellis, they create private corners and stylishly divide spaces, making every area more intimate and well-organized.

**Made from 100% recycled materials**, they combine sustainability with refined design, featuring a high-quality finish and a sophisticated color palette. Perfect for designing a carefully curated atmosphere where every guest feels at ease, surrounded by greenery designed to impress.

Discover the elegance of our entire garden line at [www.stefanplast.it](http://www.stefanplast.it)



plastic **Re**generation

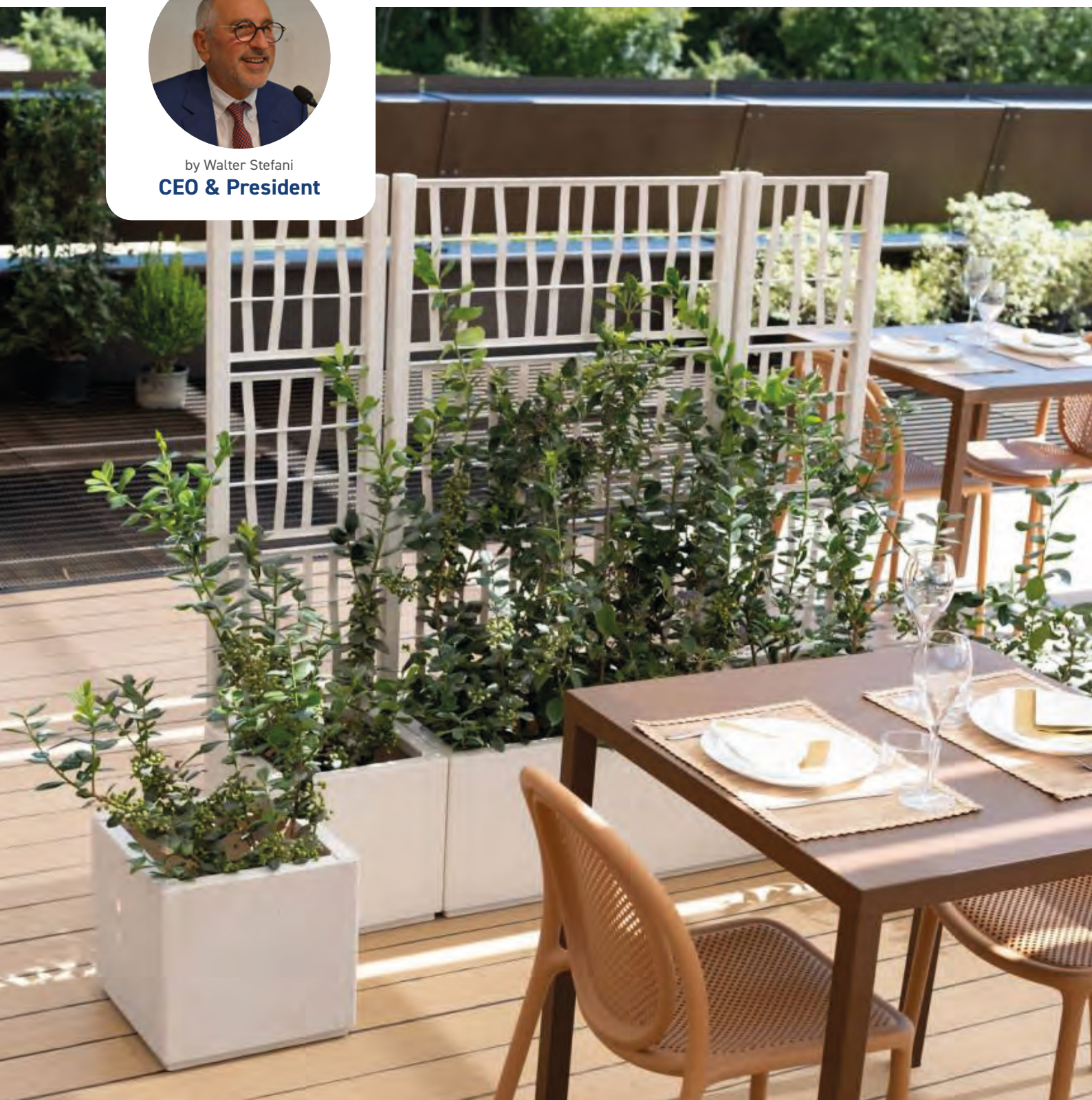




# A LEGACY OF TRADITION, INNOVATION, AND SUSTAINABILITY



by Walter Stefani  
**CEO & President**







*For over fifty years, Stefanplast has been synonymous with quality, functionality, and aesthetics in the world of home, garden, and professional plastic products. The company's philosophy is rooted in a perfect balance of design, practicality, and a constant focus on sustainability and innovation. Stefanplast designs and manufactures products that enhance the quality of life, featuring a distinctive style that combines elegance and durability, while always prioritizing respect for the environment.*

**Sustainability is a key focus for many companies. What strategies have you implemented to reduce the environmental impact of your products?**

In recent years, we have significantly increased the use of recycled materials, reducing environmental impact without compromising on strength and durability. Our production processes are continually optimized to minimize waste and emissions, incorporating cutting-edge technologies and energy-efficient solutions.

**Stefanplast operates in various sectors. What is your specific approach to the Ho.Re.Ca. market?**

This philosophy is reflected in a range of products designed to meet the needs of both private individuals and professionals, with a particular focus on the Ho.Re.Ca. sector (hotels, restaurants, and cafés). We offer elegant and functional solutions, with a broad selection of items carefully designed to combine aesthetics and practicality. These products are suitable for both indoor and outdoor environments.



## What are some of the solutions you offer for the Ho.Re.Ca. sector?

Some of our key offerings include:

- Planters for outdoor seating areas: Stylish design elements that define outdoor spaces with elegance. Ideal for terraces, patios, and pedestrian areas, our planters are made from durable, recycled materials and offer a touch of greenery, ensuring stability and resistance to weather conditions.
- Bathroom accessories: Elegant and practical solutions designed to meet hygiene and comfort needs in hotel and restaurant bathrooms. From waste management to space organization, each product is crafted for intensive professional use.
- Smart waste sorting systems: Practical and modular containers designed to simplify waste management in professional settings. Made from recycled plastic, they combine refined aesthetics with a sturdy structure, seamlessly integrating into any environment without compromising elegance.

## Innovation plays a crucial role in your company. What are your main development directions for the future?

Innovation is the beating heart of Stefanplast. Every year, we invest in research and development to expand our product lines, introducing new solutions that blend beauty and functionality. Our mission is to become a benchmark for those seeking sustainable, durable, and well-designed products that meet the needs of an ever-evolving world.

## How do you envision the future of production and sustainability in your sector?

We believe that the future of production lies in conscious and responsible choices. That's why we continue to develop solutions that enhance daily activities through elegance, quality, and respect for the environment—the pillars that guide our work every day.

[www.stefanplast.it](http://www.stefanplast.it)









# THE INVISIBLE INGREDIENT FOR EXCEPTIONAL EXPERIENCES

Art transforms ordinary spaces into extraordinary experiences. When mural art meets hospitality, a sensory dialogue emerges that elevates every aspect of a guest's journey. As quoted by mural art-master Cilia Gavioli, Leon Battista Alberti states: "decoration is a means to beautify the architecture that houses it." The environment becomes a stage enhancing the entire hospitality experience.

Gavioli's philosophy – *decorating walls brings them alive, gives them a soul* – reveals how vital decorative art is in creating memorable hospitality experiences. In HORECA contexts, this approach creates environments that tell stories and guide guests through richer journeys.







# THE SYNERGY BETWEEN ART AND HOSPITALITY

stimulating emotions and creating memories that inspire return visits



Hospitality, like decorative art, blends tradition with innovation. Cavioli embodies this duality: respecting the past while innovating with patented technologies that overcome traditional limitations—much like modern hospitality honors tradition while embracing contemporary approaches.

At Thornbury Castle and Palazzo Parigi, Cavioli's artistic interventions have created immersive environments where decor communicates values and history, transforming simple stays into memorable cultural experiences. Neuroaesthetics confirms: environment profoundly influences perception. Research shows identical experiences are perceived differently depending on

surroundings. Services in aesthetically pleasing environments are consistently rated more satisfying than in uninspiring spaces.

Cavioli's latest sustainable collection for HORECA reflects an industry-wide shift. Sustainability is now a core expectation from guests seeking authentic experiences that respect both cultural traditions and environmental responsibility.

The synergy between art and hospitality reminds us that a stay is not merely a transaction but a cultural experience. The art-decorated environment becomes an invisible ingredient enhancing guest satisfaction—stimulating emotions and creating memories that inspire return visits.

For information: Alice Balasini  
[sales@studiogavioli.com](mailto:sales@studiogavioli.com)  
[www.studiogavioli.com](http://www.studiogavioli.com)  
IG: studiogavioli







# Art: the invisible ingredient for exceptional experiences

How Giliana Gavioli's decorative art transforms hospitality spaces





# DESIGNS AND MANUFACTURES PROFESSIONAL COOKING PRODUCTS

Technology, design and performance come together in the continuous search for professional solutions for the world of modern catering, able to satisfy its constantly evolving needs.

Since 1993 our cooking systems have satisfied thousands of operators and professionals in their daily demand for quality professional solutions.

Today, with sales and deliveries in over 60 countries worldwide, SpidoCook is a truly global partner for all operators that are looking for quality professional cooking solutions.

The Spidocook™ products, 100% Made in Italy, are designed to make your daily work extremely simple and safe. Reliability, technology, ergonomics, compact dimensions are just some of the peculiarities of Spidocook™ products. The unique, modern and essential design is easily integrated into any environment.

The SPIDOGLASS™ glass-ceramic grills are perfect for fast food restaurants and can be a valuable tool in the kitchen. The glass ceramic contact grills can cook many products from sandwiches and focaccia to grilled meat or vegetables, providing excellent results.







MODERN CATERING

quality professional cooking solutions



The new glass-ceramic SPIDOFLAT™ griddles cook meat, fish and vegetables homogeneously. The flavours remain intact even if different foods are grilled in sequence. They are certainly safe in use and easy to clean, giving obvious benefits in terms of energy savings and increased productivity. The CALDOLUX™ Cook & Hold is a static oven for Low Temp Cooking (max 120°C) and Hold (max 100°C), with full cycle up to max 10+10 hrs. CALDOLUX™ use allows maximum return on invest-

ment, thanks to greater yield, energy efficiency, reduced labour and intelligent use of space. The CALDOBAKE™ compact electric ovens for Pastry and Bakery are designed to meet the most ambitious quality and business challenges. There is no room for error in professional food service, and the CALDOBAKE ovens provide uniform baking without compromise and perfect texture and structure of the baked products. [www.spidocook.com](http://www.spidocook.com)

SPIDOGLOSS™







SPIDOFLAT™





**spidocook™**

CALDOBAKE™













CALDOLUX™



# IL DISPENSER PER IL VINO AL BICCHIERE



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SERIES 4 /EASY

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**WINEEMOTION™**  
wine dispensing system  
MADE IN ITALY 



# INNOVATION IN THE SERVICE OF WINE-BY-THE-GLASS





*Wineemotion is a Florentine company  
that has revolutionized the wine-by-the-glass industry,  
offering an innovative experience to wine lovers  
and restaurant professionals.*

Founded by Riccardo Gosi and Fabio Frasi, the company's main mission is to enrich the tasting experience through state-of-the-art dispensing systems.

Using advanced technologies, Wineemotion dispensers allow wine to be served conveniently and with high quality, while preserving its organoleptic characteristics.

### **Technology and benefits for the horeca sector**

One of the distinguishing aspects of Wineemotion systems

is the use of inert gases, such as nitrogen, which prevent the wine from coming into contact with oxygen.

This prevents oxidation and allows for optimal storage of opened bottles, reducing waste and improving supply management for restaurateurs, wine bars, and wine shops.

With this technology, venues can expand their by-the-glass wine selection, offering customers the opportunity to explore fine labels without the need to purchase an entire bottle.



## Feedback from the sector: most appreciated benefits

The adoption of Wineemotion dispensers has received positive feedback from Horeca operators. Below are the main benefits identified:

- **Variety and Choice:** Restaurateurs can offer a wide selection of wines without having to open each bottle, making the wine list more dynamic and appealing to customers.
- **Temperature Control:** Wine is always served at the ideal temperature, ensuring an optimal tasting experience.
- **Increased Sales:** The ability to offer high-end wines by the glass has encouraged customers to try new labels, resulting in increased sales.
- **Efficiency of Service:** The intuitive use of the dispensers has reduced service times, improving staff operations and the management of peak periods.
- **Simplifying Payments:** Newly integrated credit card readers in the dispensers provide a faster and more seamless payment experience for customers.

## Wineemotion rental: the solution for every business

To make innovation accessible to even more restaurateurs, Wineemotion has introduced WineemotionRental, a rental service with competitive pricing starting at just 99 euros per month.

This option is ideal for wine bars, restaurants, and wine shops looking to enjoy the benefits of dispensers without the burden of a large upfront investment.

## Conclusion

By combining technology, design, and functionality, Wineemotion dispensers are a strategic investment for the Horeca sector.

They enhance the customer experience, streamline wine management, and open up new business opportunities, ultimately transforming the way wine is served and enjoyed.

[www.wineemotion.com](http://www.wineemotion.com)









## DESIGN AND SUSTAINABILITY IN THE WORLD OF FURNITURE

Polypropylene seating has always been unequivocally the cheapest option available on the market. However, today, Areta has taken the market's pulse and offers a wide range of technopolymer products that represent the pinnacle of design, modernity, and functionality in furniture, with a strong focus on sustainability and innovation.

The turning point in the concept of affordable furniture and the market's demand for higher-performance, high-quality, and sought-after products was undoubtedly the introduction of 'Gas Injection Moulding' technology in the production process. This technology, although complex and not easy to implement, allows us to







# SUSTAINABILITY AND INNOVATION

The pinnacle of design, modernity, and functionality in furniture



develop significantly stronger technopolymer products that can technically support even the most demanding projects. As I like to emphasize on every occasion, we have gone from merely providing seating to accommodating the world.

We certainly do not neglect our garden line products, in which we continue to invest to keep them up-to-date and aligned with our customers' needs. However, Areta's top sellers are undoubtedly those in the Rattan line, designed for outdoor use, and the Design line, which is perfect for furnishing both indoor and outdoor spaces in the Ho.Re.Ca and indoor furniture markets.

Areta is a company that has had strong international ties since its early years. The first fifteen years of activity were characterized by export shares of 95%. Today, thanks to significant development in the domestic market, exports represent 50% of the turnover, distributed across all continents. The common element underlying the strategies adopted by the company to compete in the global market is the emphasis on the 'Made in Italy' identity. This applies not only to the quality and development of new products, where Italian design plays a significant role, but also to our firm commitment to concentrate the production of all our products in Italy.

Areta's future lies in continuing to invest in technology, human resources, and the environment.

[www.aretacom](http://www.aretacom)





# Design

C O L L E C T I O N



WE MAKE YOUR  
INDOOR OUTDOORFURNITURE



MADE IN ITALY

# CAPITANI

DESIGN DAILY INSPIRED

## HYDRIC: INNOVATION FOR HOT AND COLD DRINKS

Attention to sustainability and quality of service are key elements to stand out.

HYDRIC presents itself as an innovative and versatile solution, perfect for hotels, restaurants, bars and offices that want to offer their customers not only excellent coffee, but also high-quality filtered and chilled water.

### One device, many functions

HYDRIC is an all-in-one machine that integrates all the ideal functions.

**Dispensing coffee and drinks in capsules or pods** – Thanks to an advanced system, the machine guarantees maximum aromatic yield with two adjustable doses

### Dispensing hot water

**Distribution of filtered and chilled water** – The advanced filtration technology ensures pure water, reducing chlorine, particles and contaminants, improving taste and safety of consumption.







HYDRIC

contributes to the reduction of plastic consumption



### Efficiency and practicality

HYDRIC stands out for a series of features that make it an indispensable ally for the HoReCa sector:

- Optional connection to the water mains, for continuous supply without the need for manual refills.
- Intuitive soft touch display for selecting drinks, with the possibility of adjusting temperature and quantity.
- Removable 1.8-liter tanks for easy water management.
- Energy saving function, optimizing consumption.
- Interchangeable filter with replacement indicator every 4000 liters, always guaranteeing quality water.

### Compact design and advanced technology

With dimensions of 37 x 43 x 29 cm and a weight of only 8.5 kg, HYDRIC can be easily placed in any environment, without taking up space. The integration of UVA and UVC germicidal LEDs ensures maximum hygiene, eliminating bacterial proliferation.

### Special attention to the environment

HYDRIC contributes to the reduction of plastic consumption, eliminating the need for disposable bottles.

The use of the filter cartridge allows the removal of impurities such as chlorine, lead and bacteria, improving water quality and reducing environmental impact.

### Conclusion

HYDRIC represents the perfect synthesis between innovation, sustainability and practicality.

A single device that meets the needs of cafes, restaurants and hotels, improving the quality of service and optimizing the management of water and hot drinks.

A smart investment for a more sustainable and functional future in the HoReCa, OCS and domestic sectors.

Visit:  
[www.capitani.it](http://www.capitani.it)



# Pure water In a perfect eco-friendly style

With Hydric, enjoy the freshness and taste of pure water effortlessly and at no cost, right in your home, along with a delicious coffee.



Hydric provides perfectly purified and pleasant tasting tap water;



Hydric reduces plastic bottle consumption, benefiting the environment.



Hydric spares you the effort of carrying bottles or having them delivered.



# CAPITANI

DESIGN DAILY INSPIRED





## SIFIM a continually growing company

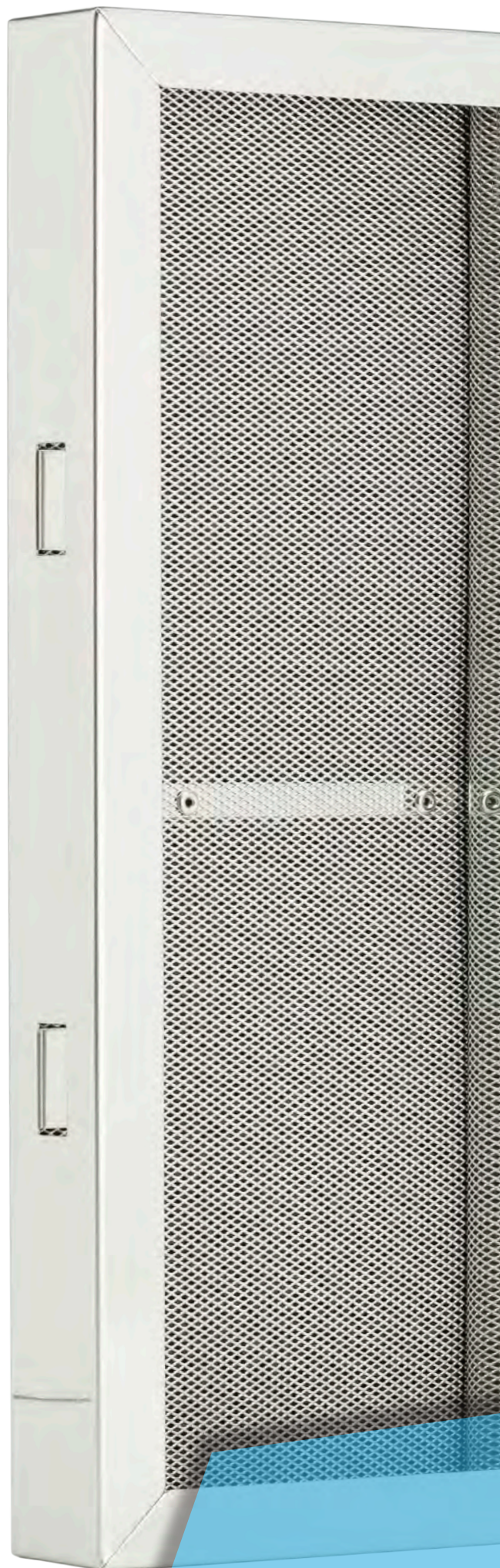
SIFIM is an Italian Company placed in Jesi (in the Marche), specialized in Filtrating field with products for home and professional hoods, electrical appliances and several industrial applications.

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.

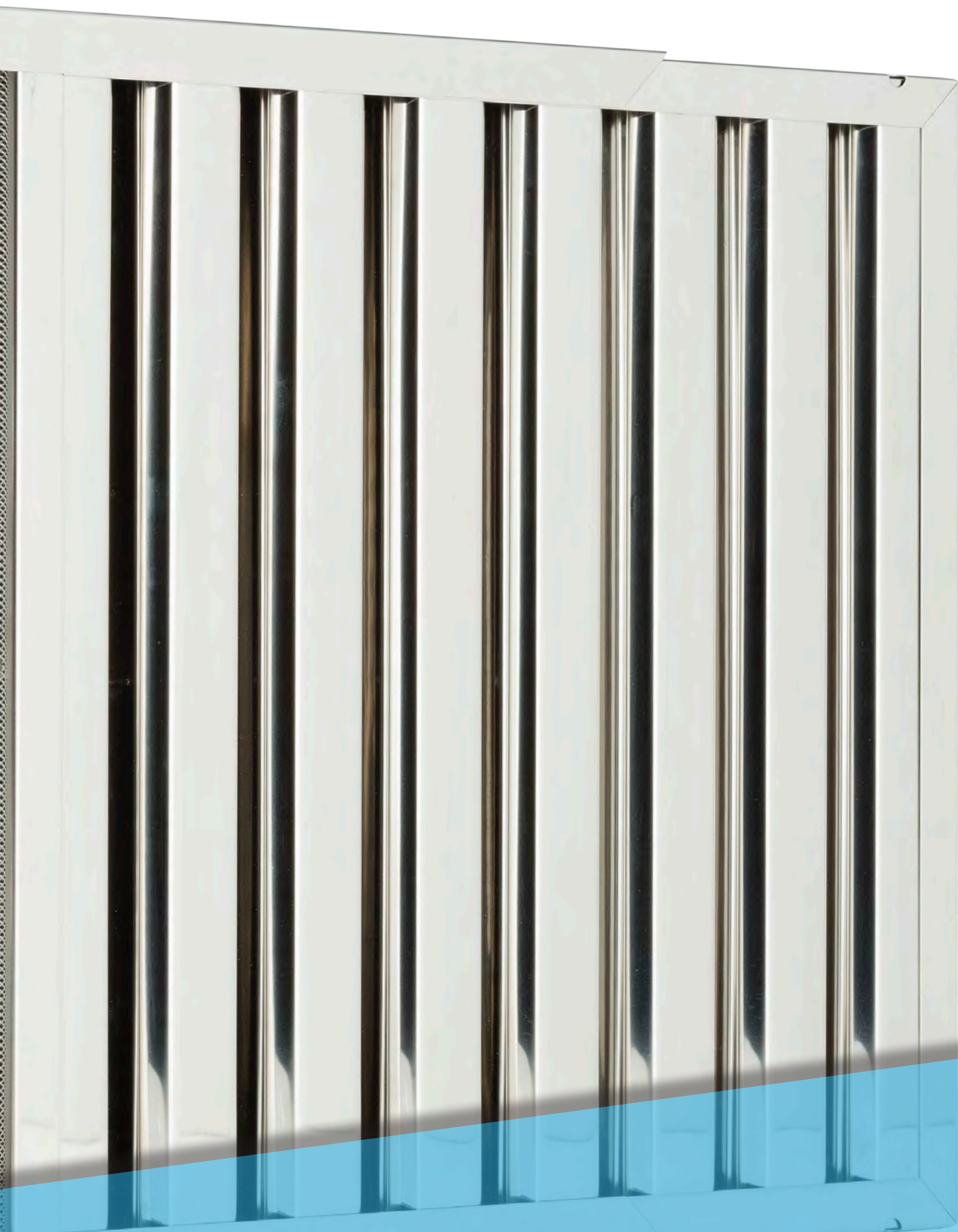
Filters became more and more important parts of hoods, being used to divide suspended substances in cooking vapors. Indeed, the company decided to develop metal filters, characterized by higher performances.

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.

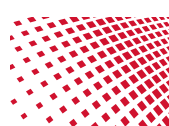
The different kind of available filters can be certified UL 900, UL 1046, DIN 18869-5 and NSF.

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

[www.sifim.it](http://www.sifim.it)







**SIFIM**  
COMPONENTS & SOLUTIONS

**YES**

**certifications**



## The importance of baffle filter

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

**YES**

**cyclical washes**



**YES**

**vertically baffle filters**

**NO**

**hoods without baffle filters**



**NO**

**horizontally baffle filters**



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](mailto:sifim@sifim.it)

**[www.sifim.it](http://www.sifim.it)**



## “QUALITY COFFEE IN FOODSERVICE: THE CHALLENGE BETWEEN INNOVATION AND TRADITION”

Coffee has evolved from a simple after-meal beverage to a sophisticated sensory experience. The HORECA sector now embraces specialty blends, innovative brewing techniques, and skilled baristas, redefining coffee as central to customer satisfaction.

Coffee has always played a central role in the HORECA sector, but in recent years it has become increasingly strategic, transforming from merely concluding a meal into a genuine sensory experience. The growing focus on quality has led restaurants, hotels, and cafés to rethink their offerings, selecting finer coffee blends, introducing innovative extraction methods, and investing in staff training to ensure service meets the expectations of increasingly informed and demanding customers.

One of the most significant shifts is the introduction of specialty coffee into high-end dining. Once limited to niche groups of enthusiasts, these single-origin coffees, distinguished by their unique aromatic profiles and meticulously detailed processing methods, are now winning over the HORECA sector. More and more luxury restaurants and hotels offer high-quality coffee selections from various origins, employing extraction methods designed to enhance the product's organoleptic qualities. While espresso remains a cornerstone of Italian tradition, alternative methods such as filter brewing, cold brew, and siphon



By the editorial staff







are gaining prominence, offering entirely new tasting experiences. In parallel, the role of the barista is increasingly important. Coffee preparation is no longer considered an automatic task but an art form requiring expertise, training, and passion. Specialized courses and professional certifications have become essential tools for industry professionals, enabling them to enhance product value and improve customer experience. Good coffee relies not only on quality raw materials but also on proper extraction, suitable grinding, and an ability to interpret customer preferences.

Sustainability is another critical aspect reshaping the coffee market in the HORECA sector. There is heightened interest in certifications that ensure ethical and environmental standards, such as fair trade and organic products. Coffee producers are innovating eco-friendly packaging solutions, including compostable capsules, recyclable bags, and systems designed to minimize waste. Some restaurants and cafés are even adopting coffee waste reuse practices, turning spent grounds into natural fertilizers or cosmetics.

In addition to product quality and sustainability, coffee is increasingly becoming a marketing tool and a means of customer loyalty. Some restaurants offer guided coffee tastings paired with desserts or savory dishes, creating multisensory experiences that enrich their menus. Hotels, meanwhile, invest in customized solutions, offering premium coffee directly in rooms or lounge areas, thus turning an everyday act into a distinctive part of the guest experience.

The evolution of coffee in the HORECA sector illustrates how an iconic product can continuously reinvent itself without losing its identity. The challenge for restaurants, hotels, and cafés lies in harmoniously blending tradition with innovation, providing quality coffee that meets new market demands and transforms a simple moment of consumption into an unforgettable experience.



# PRIM ITALIA: ITALIAN EXCELLENCE IN GRISSINI PRODUCTION

PRIMITALIA is a company specialized in the manufacturing of machines for the production of breadsticks, pizzas, and other baked products."

Founded in 1980, PRIM ITALIA is today a world leader in its sector.

The company's philosophy is based on innovation and quality. For this reason, it constantly invests in research and development to offer its customers the most advanced and innovative solutions. PRIMITALIA products are made from high-quality materials and are subject to rigorous quality control. Present in over 50 countries around the world, it collaborates with some of the most important producers of grissini and pizzas on an international level.

Here are some examples of special grissini that can be made with PRIMITALIA machines.

## "Crostini" grissini

"Crostini" grissini are made with a bread dough that is then baked twice. After the first baking, the grissini are flavored with oil, salt, rosemary, or other herbs. The second baking

serves to make the grissini crispy and fragrant.

These grissini are ideal for accompanying soups, stews, or grilled vegetables. They are also great for making bruschetta or crostini to serve with cheese or cured meats.

## "Treccia" grissini

"Treccia" grissini are made with a grissini dough that is then braided. The passage of the product in a tomato bath gives the grissini a pizza flavor.

These grissini are ideal for accompanying appetizers or aperitifs. They are also great for being enjoyed as a snack or snack.

## "Torcetti" grissini

"Torcetti" grissini are made with a dough that is very rich in fat, which is then rolled into a spiral shape. The surface of the product is then covered with sugar, which caramelizes during cooking. These grissini are ideal for accompanying coffee or tea. They are also great for being enjoyed as a dessert or snack.

[www.primitalia.com](http://www.primitalia.com)







# A WORLD LEADER IN ITS SECTOR

It collaborates with some of the most important producers  
of grissini and pizzas on an international level





**THE HOTEL SHOW**

**27 - 29 MAY**

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Discover state-of-the-art tableware,  
accessories, food service equipment, and innovative  
hospitality solutions—all in one place.



**REGISTER NOW**

[www.thehotelshow.com](http://www.thehotelshow.com)





## **HORECA EXPO ALGERIA**

06-09/01/2025

**ALGERIA**

Trade event about hospitality and hotel industry.

## **MARCA**

15-16/01/2025

**BOLOGNA**

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

## **SIGEP**

18-22/01/2025

**RIMINI**

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

## **SIRHA**

23-27/01/2025

**LYON**

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

## **HOSPITALITY**

03-06/02/2025

**RIVA DEL GARDA**

Italian trade fair dedicated to the horeca channel.

## **BEER&FOOD ATTRACTION**

16-18/02/2025

**RIMINI**

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

## **GULFOOD**

17-21/02/2025

**DUBAI**

Fair for food and hospitality.

## **THAIFEX HOREC ASIA**

05-07/03/2025

**THAILAND**

Trade event about hospitality and hotel industry.

## **HORECA EXPOFORUM**

16-18/03/2025

**TORINO**

Trade event about hospitality and hotel industry.

## **INTERNORGA**

14-18/03/2025

**HAMBURG**

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

## **GASTROPAN**

27-29/03/2025

**ROMANIA**

Trade event about bakery, confectionery and horeca industry.

## **HOTEL & HOSPITALITY EXPO SAUDI ARABIA**

08-10/04/2025

**RIYAD**

Trade event about hospitality and hotel industry.

## **CRAFT BEER CHINA**

15-17/04/2025

**SHANGAI**

International network of B2B events for the beverage industry.

## **TUTTOFOOD**

05-08/05/2025

**MILANO**

International B2B show to food&beverage.

**SIAL CHINA**

19-21/05/2025

**SHANGAI**

Asia's largest food international exhibition.

**THE HOTEL SHOW**

27-29/05/2025

**DUBAI**Trade event about hospitality  
and hotel industry.**MIFB**

30/07-01/08/2025

**KUALA LUMPUR**

The largest food&amp;beverage focused trade event.

**ANUGA**

04-08/10/2025

**COLOGNE**Fair for food&beverage, packing,  
bakery, pastry.**HOST**

17-21/10/2025

**MILANO**

Show for bakery, fresh pasta, pizza industry.

**HOSTILITY QATAR**

28-30/10/2025

**DOHA**

Fair on hospitality, food&amp;beverage.

**GULFHOST**

04-06/11/2025

**DUBAI**

Complete hospitality equipment sourcing expo.

**SIAL INTERFOOD**

12-15/11/2025

**JAKARTA**Fair on technologies for food&beverage  
and food products.**HOSTELCO**

23-26/03/2026

**BARCELONA**

International meeting.

**ALIMENTEC**

09-12/06/2026

**BOGOTÀ**

Fair on the beverage and HoReCa industry.

**SIAL**

17-21/10/2026

**PARIS**

Asia's largest food international exhibition.

**CIBUS**

04-07/05/2027

**PARMA**

International food exhibition.





# WE'VE TALKED ABOUT...

## AB MAURI ITALY SPA SOCIETÀ BENEFIT

22/25

Via Milano, 42  
27045 Costeggio - PV  
Italy

## ANNA PALUCCI ARCHITETTO

34/37

Via Angelo Berardi, 24  
00177 Roma  
Italy

## ARETA SRL

I COV-92/95

Zona Industriale  
Via per Grottaglie Km. 3  
72021 Francavilla Fontana - BR  
Italy

## BAZZACCO SRL

38/41

Viale Europa, 53  
35018 San Martino di Lupari - PD  
Italy

## BERGADER ITALIA SRL

50/52

Via Monte Baldo, 14/F  
Loc. Calzoni  
37060 Villafranca di Verona - VR  
Italy

## BETA ELECTRONICS SRL

A SOCIO UNICO - IOTICONTROLLO

64/67

Corso Milano, 180  
28883 Gravellona Toce - VB - Italy

## CÁMARA OFICIAL DE COMERCIO, INDUSTRIA, SERVICIOS Y NAVEGACIÓN DE MÁLAGA

42/44

C/ Cortina del Muelle, 23  
(Palacio de Villalcázar)  
29015 Málaga

## CAPITANI SRL

I COV-96/99

Piazza IV Novembre, 1  
22043 Solbiate con Cagno - CO  
Italy

## DMG EVENTS

108

PO Box 33817,  
5th Floor, The Palladium,  
Cluster C, Jumeirah Lakes Towers,  
Dubai - U.A.E - United Arab Emirates

## DUBAI WORLD TRADE CENTRE DWTC

21

P.O. Box 9292  
Dubai - U.A.E - United Arab Emirates

## FIORENTINI FIRENZE SPA

I COV

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

## INFORMA MARKETS BRAZIL

68/71

Birmann 21  
22 Andar / SP, Brazil/ SP, Brazil

## MANIFATTURA

## PORCELLANE SARONNO SRL

I COV-I-46/49

Via Varese 2/H  
21047 Saronno - VA  
Italy



# WE'VE TALKED ABOUT...

## MASSAZULEJA

72-74

massazuleja.com

## MEGIC PLZZA SRL

26/29

Via Giuseppe Ressel, 8  
34170 Zona Industriale - GO  
Italy

## MUNDI RISO SRL

56/59

Via Camillo De Rossi, 14  
13100 Vercelli - VC  
Italy

## PREFORMATI ITALIA SRL

13/17

Via Trieste, 26B  
36065 Mussolente - VI  
Italy

## PRIM ITALIA SRL

106-107

Via P. da Volpedo 56/G  
20092 Cinisello Balsamo - MI  
Italy

## PUCCIPLAST SPA

I COV-2-60/63

Strada Alessandria, 9  
15044 Quargnento - AL  
Italy

## SANTOS SAS

9

140-150,  
Avenue Roger Salengro  
BP 80 067  
69120 Vaulx-en-Velin  
France

## SIFIM SRL

I COV-100/103

Via Ignazio Silone, 3  
60035 Jesi - AN  
Italy

## SPIDOCOOK SRL

I COV-84/86

Via dell'Artigianato, 2  
35010 Vigodarzere - PD  
Italy

## STEFANPLAST SPA

75/79

Via Piazza, 47  
36020 Villaganzerla di Castegnero - VI  
Italy

## STUDIO CAVIOLI SRL

80/83

Viale Monte Kosica, 66/A  
41121 Modena  
Italy

## TORRCAFFÈ SRL

6/8

Via Solari, 39  
43022 Montechiarugolo - PR  
Italy

## WINEEMOTION SPA

87/91

Strada di Sant'Appiano, 9/A  
50028 Barberino Tavernelle - FI  
Italy





# BUSINESS OPPORTUNITIES START HERE



Thai-Italian Chamber of Commerce (TICC) main aim is to enhance business cooperation between Europe and Thailand.

We are strategically situated in Bangkok, Thailand which is a Business Hub for South East Asia.

The main purposes of all TICC activities are:

- To assist Italian companies and other professional bodies who are either already established and/or planning to do business in Thailand or within the ASEAN region.
- To provide insights and advices on matters of trade, investment, finance and industry between Italy and Thailand or within South East Asia.
- 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.
- To support, represent, and protect the interests of the Members, both in Italy and Thailand.



Interested companies may write to us for exploring the market and business in Thailand or for browsing potential business opportunities.



## GET IN TOUCH

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Makkasan, Rajdhevee, Bangkok 10400

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Thai - Italian Chamber of Commerce (TICC)

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