

## **SAPORE 2012**

### **Rimini Fiera 25 - 28 February**

### **Side Events**

### **Provisional Program**

#### **A) CONFERENCES**

##### **SATURDAY 25TH FEBRUARY**

##### **10.30 am inauguration and ribbon-cutting ceremony**

Followed by: **Innovation Awards 2012 awards ceremony; Cake Design Contest prize-giving ceremony, FIPE Conference**

##### **CONT@CT DAY**

Rimini CNA Business meeting  
9.30 am, Ravezzi Room

Round table Federpesca and Assoittica Italia

##### **“Fishing control regulation: emergency and opportunities for the fishing industry”**

2.00 pm Diotallevi Room 1

Speakers: Ministry of Agriculture, RINA, Federpesca

##### **SUNDAY 26TH FEBRUARY**

##### **Horeca distribution day**

Diotallevi Room

10.30 am Italgrob Meeting

12 noon AFDB Meeting

2.00 pm Conference on the topic “Logistics in the distribution of the HoReCa channel”  
organized by Italgrob and publishers Tuttopress Editrice

##### **Bruno Gambacorta presents “Eat Parade. Discovering out-of-the-ordinary personalities, stories, products and recipes.”**

A book that is a collection of 35 stories linking food and personalities, recipes and areas of the country

10.00 am - Diotallevi Room 1

Conference organized by AIIS

##### **“New trends and ethnic food”**

10.00 am – Ravezzi Room 1

Speakers: Naser Ghazal owner of Shockebab, the first kebab chain in Italy

**“Italian Seafood: creating value to beat the crisis”**

2.00 pm, Ravezzi Room 2

Conference organized by Chiodi Consulting

Moderator: Armando Garosci – Largo Consumo magazine.

Speakers: Gabriele Chiodi - Chiodi Consulting, Veneto Region, Massimo Davoli Nord-Conad, Marco Guerrieri Coop Italia, Marco Liera Eataly - Turin, Coop of Veneto

Fishermen, Frigotecnica S.p.A.

Patronage: Veneto Regional Government; With the collaboration of Il Pesce magazine

**MOBI present the book “Designing Great Beers” by Ray Daniels**

2.30 pm Hall A1

**MONDAY 27<sup>TH</sup> FEBRUARY**

**5<sup>th</sup> Large-scale Distribution Buyers’ Day**

**All They Can Eat: "a lot for a little" as a response to the crisis of food service/catering and retailers?"**

10.00 am Ravezzi Room 1

The psychological perception of meals eaten out - mid-way between foodservice and a delicatessen counter: which is best - meal solutions offered by hyper and supermarkets or fast food, basic or trendy, refined food aesthetics or the materialism of "a lot for a little"?

Presentation of a survey on consumers, with case histories and contributions from companies, coordinated by Daniele Tirelli - Chairman, Popai Italia

**Restaurants always full - fact or fiction? The key players of the guide "Meglio prenotare" have their say.**

2.30 pm Ravezzi Room 2

A board of experts selected the restaurants - not necessarily famous, not necessarily in the guides, but definitely known to the clientele as venues where it's advisable to book a table. The stories in the guidebook will be personally told by some of the players involved, who will reveal their ideas and secrets for achieving success.

Organized by publishers Edizioni Catering

**SPEAKERS:** Roberto Martinelli - director, Edizioni Catering and coordinator of the guide "Meglio prenotare", Daniele Minarelli - Osteria Bottega in Bologna, Simone Padoan – I Tigli pizza parlour in San Bonifacio (Verona), Lucio Pompili - Ristorante Symposium 4 stagioni in Cartoceto (Pesaro Urbino), Massimo Spigaroli - Antica Corte Pallavicina in Polesine Parmense (Parma), Peppino Tinari - Villa Maiella Restaurant in Guardiagrele (Chieti).

Debate coordinator: Maurizio Didio – gourmet journalist.

**"FAST PASTA - A new foodservice format for youngsters, targeting quality and exalting the excellence of the Italian diet**

2.30 pm, Hall C3

Speaker: Riccardo Felicetti – President, AIDEPI Pasta Group

**Foodservice in the nightlife world.**

11.00 am Diotallevi Room 2

Conference organized by SILB (*Italian Dancehall Owners Syndicate*)

**SILB members meeting**

3.00 pm Diotallevi Room 2

**Unionbirrai presents the Unionbirrai- Catholic University of Milan survey on Italian craft beer.** 2.30 pm, Ravezzi Room 1

**3.30 pm Presentation of the “Bottiglia Birra Artigianale Italiana” with the first breweries taking part in this initiative.**

**Conference organized by the ANDMI - National Association of Wholesale Market Managers**

9.30 am Ravezzi Room 2

"FOOD SAFETY, PRODUCT AND SYSTEM CERTIFICATION; A PUBLIC FUNCTION OF WHOLESALE MARKETS"

Conference organized by ARPO on olive oil production

3.00 pm Diotallevi Room 1

**TUESDAY 28<sup>TH</sup> FEBRUARY**

**"Let's reconvert Adriatic fishing. Responsible fishing".**

10.00 am Ravezzi Room,

Invited participants will include Emilia Romagna, Veneto e Friuli regional councillors for seafood economy.

Organized by Agrilinea News.

**Last minute foodservice, hospitality and training**

9.30 am Diotallevi Room 1

The challenge of combining sale, organization and service speed, professionalism and training of the sector's trade members/entrepreneurs, the quality and typical nature of the services and consumers' wellness and satisfaction.

Conference-Seminar organized by **FIST** (Italian Tourism Sector Federation) and **A.R.F.A. School** (Reform Training and Updating Association)

## B) CONTESTS

### The 1<sup>st</sup> Sapore Grand Prix - International Chef Contest

Theme for 2012: food industry and foodservice

27-28 February

The Sapore expo will host Sapore Grand Prix, the first international contest for hot and cold cuisine, with a prevalence of products for foodservice, ready to use, cut, cleaned and lightly processed vegetables, frozen and not.

The competition's objective is to promote the knowledge and various applications of industrially prepared food and their exploitation in catering and foodservice.

Manufacturers/producers thus become allies of cuisine professionals.

Thanks to the close collaboration and exchange of experiences between chefs and companies, foodservice of the future will be able to ensure better quality, highlight creativity and guarantee food and beverage safety.

The winners of the contest will be the best chefs, judged by a panel of technical experts, and the sponsor companies, chosen by the competing chefs, who will vote for the best product for foodservice.

The chef's competition will feature the following categories:

STUDENTS: hotel school students,

JUNIORS: junior chefs (from schools leavers to 25 years of age inclusive)

PROFESSIONALS: professionals over 26 years of age

#### PANEL OF JUDGES

- Allan Bay - Panel chairman - Journalist, gourmet writer
- Carla Icardi - Editor, Grandecucina and director of Reed Gourmet Reed Business division
- Alberto Lupini - Editor, Italiatavola magazine
- Raffaella Nobile - Chief editor, Horeca area 24 ORE Group Bargiornale
- Sonia Re - APCI marketing and communication manager
- Emanuele Scarello - Chairman, JRE

PRESENTER: Oscar Cavallera

Technical Director: Roberto Carcangiu, chef

Technical Judge: Maurizio Urso, chef

Competitions

MONDAY 27<sup>th</sup> FEBRUARY      STUDENT/JUNIOR CATEGORY

8.00 am      Opening of REGISTRATION  
9.00 am      First COMPETITION  
10.30 am     First PANEL TASTING  
11.00 am     Second COMPETITION  
12.30 pm     Second PANEL TASTING  
1.00 pm      Third COMPETITION  
2.30 pm      Third PANEL TASTING  
4.30 pm      AWARDS CEREMONY

TUESDAY 28<sup>th</sup> FEBRUARY    PROFESSIONAL CATEGORY

8.00 am      Opening of REGISTRATION  
9.00 am      First COMPETITION  
10.30 am     First PANEL TASTING  
11.00 am     Second COMPETITION  
12.30 pm     Second PANEL TASTING  
1.00 pm      Third COMPETITION  
2.30 pm      Third PANEL TASTING  
4.30 pm      AWARDS CEREMONY

**PASTA IN THE SPOTLIGHT AT COOKING PASTA  
PASTA CONTEST - reserved for exhibitors' chefs**  
(pasta is the key player - from entrée to dessert)

Monday 27<sup>th</sup> February 2012 11.45 am  
Finals - 8 contestants

1<sup>st</sup> and 2<sup>nd</sup> contestants 11.45 am - 12.15 pm  
3<sup>rd</sup> and 4<sup>th</sup> contestants 12.30 - 1.00 pm  
5<sup>th</sup> and 6<sup>th</sup> contestants 1.15 - 1.45 pm  
7<sup>th</sup> and 8<sup>th</sup> contestants 2.00 - 2.30 pm

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3.00 pm awards ceremony

ps: at the end of the contest's awards ceremony, the official list of the 6 finalists for the contest for master pasta makers on Tuesday 28<sup>th</sup> February 2012 will be announced.

On the panel of judges:

Raimondo Mendolia - chairman, European Chefs Academy, Master Pasta maker,  
Technology Chef

Luca Barbieri - Supervisor Consulting Chef, Special diet program teacher

Salvatore De Riso - Master Pastry Chef, Pastry Chef of the year 2011  
Marco Valle - Professional sommelier and wine consultant  
Giancarlo De Rosa - Master baker and Consultant  
Danilo Curotto - Master Pasta maker, Company consultant  
Nunzio Rimauo - Chairman, Confraternita Mastri Pastai

## **PASTA MASTER**

*(artisan pasta production in the spotlight at Cooking Pasta)*

Saturday 25<sup>th</sup> February 2012: Semi-final A

1<sup>st</sup> and 2<sup>nd</sup> contestants 10.30 - 11.00 am

3<sup>rd</sup> and 4<sup>th</sup> contestants 11.15 - 11.45 am

5<sup>th</sup> and 6<sup>th</sup> contestants 1.00 - 1.30 pm

7<sup>th</sup> and 8<sup>th</sup> contestants 1.45 - 2.15 pm

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Sunday 26<sup>th</sup> February 2012: Semi-final B

1<sup>st</sup> and 2<sup>nd</sup> contestants 10.30 - 11.00 am

3<sup>rd</sup> and 4<sup>th</sup> contestants 11.15 - 11.45 am

5<sup>th</sup> and 6<sup>th</sup> contestants 1.00 - 1.30 pm

7<sup>th</sup> and 8<sup>th</sup> contestants 1.45 - 2.15 pm

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Tuesday 28<sup>th</sup> February 2012 Awards ceremony

On the panel of judges:

Raimondo Mendolia - Chairman, European Chefs Academy, Master Pasta maker,  
Technology Chef

Luca Barbieri - Supervisor Consulting Chef, Special diet program teacher

Salvatore De Riso - Master Pastry Chef, Pastry Chef of the year 2011

Marco Valle - Professional sommelier, wine consultant

Giancarlo De Rosa - Master baker and Consultant

Danilo Curotto - Master Pasta maker, Company consultant

Nunzio Rimauo - Chairman, Confraternita Mastri Pastai

## **AWARDS CEREMONY**

1.30 pm

### 13<sup>th</sup> Nazionale Pizzaioli World Contest

Contest organized by the NIP and dedicated to pizza with organic products, gluten-free pizza and pizza with alternative flours; **final Tuesday – Hall A3**

### 1<sup>st</sup> World Junior Pizza Cook Championship

In collaboration with “Ristorazione Italiana Magazine”

Contest dedicated to Italian and foreign pizza cooks not yet 21 years old, the **final of which will be held on Monday 27<sup>th</sup> February**

For entering and info: [www.ristorazioneitalianamagazine.it](http://www.ristorazioneitalianamagazine.it)

e-mail: [ristorazioneitalianamagazine@gmail.com](mailto:ristorazioneitalianamagazine@gmail.com)

### 1<sup>st</sup> Trophy La Pizza in Rosa (*Pink Pizza*)

The first contest conceived exclusively for lady pizza cooks, in collaboration with “Ristorazione Italiana Magazine”. **Final Tuesday 28<sup>th</sup> February**

Other activities in collaboration with the magazine foresee courses on pizzas, *focaccia* flat bread, and traditional bread from the various regions of Italia specifically studied for the foodservice world.

Sunday 26<sup>th</sup> February - FIC area Hall C7

### 11.00 am Pasta Rummo Lady Chef Contest

### 2012 Beer of the Year

#### Contest for craft beers organized by Unionbirrai

Awards ceremony on Saturday 25<sup>th</sup> February at 2.30 pm - tasting area Hall A1

On the panel of judges: Carl Kins (international judge), Jos Brouwer (EBCU steering committee), Anna Managò (Innovation Manager, Carlsberg Italia), Jeff Evans (writer), Theo Flissebaalje (EBCU delegate), Marco Giannasso (Unionbirrai), Sara Colombera (executive manageress, Enoteca Regionale della Serra and CERVIM), Fulvio Giublena (ex committee member, Unionbirrai), Alessio Leone (blogger), Mirco Iacovino (judge at the Beer of the Year 2010/2011), Maurizio Maestrelli (journalist), Daniele Merli (home brewer), Evan Rail (journalist), Derek Walsh (brewer), Stefano Allera (UB taster), Massimo Faraggi (MoBI committee member), Stefano Simonelli (UB taster), Sergio Riccardi (blogger), Alessandro Coggi (lecturer and taster, ADB), Eric Toft (brewer), Giorgio Marconi (taster), Yves Paneels (publican and blender), Andrea Camaschella (taster), Luca Celoria (Steering committee member, Malti da Legare), Andrea Turco (blogger with Cronache di Birra), Stefano Cossi (brewer), Giada Simioni (brewer), Ivan Chramosil (brewer, U Fleku Prague), Francesca Morbidelli (taster and founder of “La Pinta Medicea”), Alberto Laschi (blogger), Andreji Olkowsky (EBCU Polish delegate), Simone Cantoni (Sommelier), Derek Walsh (World Beer Cup judge).

The Chairman of the panel of judges will be Flavio Boero (QA Manager, Carlsberg).

**Awards ceremony at 2.30 pm - Craft beer event area - Hall A1**

## C) TRAINING

Sapore University – event area Hall C7

In collaboration with Bargiornale Gruppo Il Sole 24 Ore

### SATURDAY 25/2

2.30 pm New trends and successful venues

Andrea Mongilardi – journalist, Bargiornale, Gruppo 24 ore

3.30 pm How to do business with a good assortment of products and services

Giacomo Pini, expert in foodservice marketing and owner of Gp Studios

### SUNDAY 26/2

2.30 pm Motivating staff – the key to enterprises' success

Alessandra Belluomini - psychologist, expert in human resource management

3.30 pm The variable of food & beverage cost: the way to success for enterprises

Michele Di Carlo - *Gustosofo*, food & beverage expert

Registration for the free courses, is possible via the Web site of Bargiornale.it from the month of January until the Monday prior to the exhibition.

Those registering in advance will have the right of precedence for taking part in the courses

### **STAGE AREA HALL SATURDAY 25<sup>th</sup> FEBRUARY 2012**

10.30 am THE GREAT PASTRY TRADITION IN FOODSERVICE by IGINIO MASSARI  
Reed Gourmet Show cooking

- 11.30 am CAKE DESIGN: NEW PROPOSALS FOR BANQUETS By ROBERTO  
RINALDINI Reed Gourmet Show Cooking

- 12.00/2.00 pm OROGEL Show Cooking by chef Sergio Ferrarini and Daniele  
Lambertini, Foodservice Sales Manager

- 2.30 pm NEW TRENDS AND SUCCESSFUL VENUES by ANDREA MONGILARDI  
Journalist, Bargiornale-Gruppo 24 ore - Sapore University course

- 3.30 pm HOW TO DO BUSINESS WITH A GOOD ASSORTMENT OF PRODUCTS  
AND SERVICES by GIACOMO PINI - foodservice marketing expert and owner of  
Gp Studios, Sapore University course

### **SUNDAY 26<sup>th</sup> FEBRUARY**

- 10.30 am LOW-TEMPERATURE COOKING by ALLAN BAY, Journalist and  
gourmet writer and MARCO PIROTTA, Chef - Reed Gourmet Show Cooking

- 11.30 am FRESH PASTA IN HAUTE CUISINE by ENRICO BARTOLINI - Chef,  
Devero Restaurant (1 Michelin star), Reed Gourmet Show Cooking

- 12.00/2.00 pm OROGEL Show Cooking by chef Sergio Ferrarini and Daniele  
Lambertini, Foodservice Sales Manager



- 2.30 pm STAFF MOTIVATION, THE KEY TO BUSINESS SUCCESS by ALESSANDRA BELLUOMINI Psychologist, human resource expert - Sapore University Course
- 3.30 pm THE VARIABLE OF FOOD & BEVERAGE COST: KEY ASPECT FOR AN ENTERPRISE'S SUCCESS by MICHELE DI CARLO, *gustosofo*, food & beverage expert - Sapore University Course

### **DIVINO LOUNGE – AIS TASTING SESSIONS – Hall C1 1.00 - 2.00 pm**

In collaboration with AIS Romagna.

#### 25<sup>th</sup> February, Saturday

Alter-Eno: an unusual journey among the vineyards of Romagna (wine tasting counter of local wines from small and medium vineyards: companies that are perhaps less conventional but make quality wine)

#### 26<sup>th</sup> February, Sunday

Drink your Sin (an educational game; blindfold tasting of seven wines, each of which, for its organoleptic characteristics, is associated with one of the seven capital sins; the characteristics of the wine that emerge during tasting will help identify the corresponding sin)

#### 27<sup>th</sup> February, Monday

A hundred percent Italian bubbles (tasting counter of products that from north to south represent Italian spumante production with both classic and Charmat method)

#### 28<sup>th</sup> February, Tuesday

Not just Wine: wine in cocktails (tasting sessions aimed at exploring a world in which classic and modern live together, in which new recipes are continually invented and new ways to astonish, attract and stimulate clients always looking for something new)

### **FOODSERVICE ITALY: A WINNING COMBINATION OF TASTES AND PROFESSIONALISM.**

Hall C7 stand N° 151

In collaboration with the FIC (Italian Federation of Chefs) – demos and tasting sessions will be organized with the aim of highlighting typical regional products in the foodservice world, with small cold tasting sessions and new proposals for Italian-style finger food by the various FIC sections and regional chefs associations

Hospitality for Italian and foreign journalists and delegations.

Fabio Tacchella - Team Manager of the Nazionale Italiana Cuochi - presents the Team's members

F.I.C. Chairman Paolo Caldana meets the members

Program

Saturday 25<sup>th</sup> February

11.00 am Cuisine in glass – M. D'Agostino (Ateneo della cucina italiana)

3.00 pm Health comes with eating – A. Circiello (Compartimento Giovani)

Sunday 26<sup>th</sup> February

**11.00 am Pasta Rummo Lady Chef Contest**

3.00 pm Lady Chef demo: suggestions, proposals and hints for encouraging kiddies to eat healthy food

Monday 27<sup>th</sup> February

11.00 am and 3.00 pm Technology in cuisine, a competition dish - Fabio Tacchella (Nazionale Italiana Cuochi)

Tuesday 28<sup>th</sup> February

11.00 am and 3.00 pm Cooking with water - G. Tucci (Ordine dei Maestri di Cucina)

**1<sup>st</sup> grade course for water sommelier**

Organized by ADAM – Association of Mineral Water Tasters

Sunday 26<sup>th</sup> February - Noce Room, West entrance, all day

## D) SPECIAL INITIATIVES

### TOP BUYERS FROM THE 5 CONTINENTS

The program of internationalization of Sapore continues. Thanks to the online marketplace, exhibiting companies and buyers from all over the world will be able to make contact and schedule an agenda of appointments before the beginning of the expo. The following nations are involved for 2012: Russia, Ukraine and the ex-Soviet Republics, France, Germany, Spain, Great Britain, Poland, Czech Republic, Slovakia, Benelux, Egypt, Arab Emirates, Turkey, South East Asian and Far East countries.

All the details on the buyers and how to arrange meetings will be communicated to exhibitors in February 2012 by our foreign marketing office. On the Web site

[www.saporerimini.it](http://www.saporerimini.it) it is possible to see a video explaining how to use the service.

Further meetings with buyer specialized in the wine sector will be organized with trade members from the USA, Japan, China, Estonia, Holland, Switzerland, Brazil, Poland, Belgium, Lithuania, Russia, Romania, Finland, Denmark, Germany, England, France, Norway, Sweden, Spain, Czech Republic, Ireland, Canada, Hungary, Slovenia.

### Sapore Franchising

An expo area dedicate to foodservice franchising, complemented with meetings and debates.

In collaboration with Federazione Italiana Franchising Media partner: AZ Franchising

Sapore Néó: initiatives for new entrepreneurs