

sapore
TASTING EXPERIENCE
GUSTI, RITI E TENDENZE
24 ORE FUORI CASA

RIMINI FAIR
25/28
FEBRUARY 2012

www.saporerimini.it

**LAPIAZZA
DEGLIAFFARI**

PRESENTS

ORGANIZED BY

 **RiminiFiera**
business space

THE CONTEXT

SAPORE

is a preview event for the food sector where all the innovation for eating out is presented (products, trends and venue formats). In the Innovation Area in particular, all the new products on display are grouped together, which will be presented with the Innovation Awards.



INNOVATION AWARD

SAPORE is a tasting experience for all the professionals in the Ho.Re.Ca. channel through contests, tasting sessions and meetings.

SAPORE brings together all the food, seafood and beverages for the Ho.Re.Ca. channel, creating a unique event for all professionals and the trade.

BEVERAGES

The section of **SAPORE** focusing on beverages has a new format:

SELEZIONE BIRRA is the area devoted to special beers, niche products and Italian and foreign artisan beers. Rimini sets trends and previews the fashions that are catching on in international markets. At **SELEZIONE BIRRA**, you can take part in round tables, guided tasting sessions, contests, make contact with the trade, public venue owners and the food service market.

BEVERAGE & CO is the area dedicated to the beverage world, where new ideas are presented, fashions or venue formats are launched, meet public venue owners and your customers in the Ho.Re.Ca. channel, especially beverage wholesalers who always choose Rimini as their meeting point.

SAPORE 2011 FIGURES

865
companies

3.000
business meetings

731
accredited
journalists

79.823
visitors

between foreign
buyers and exhibitors

over 100
new products
presented in the
Innovation Area





It is an **elegant** and **functional** marketplace to do business in, with the opportunity to **contact** beverage wholesalers, who always choose Rimini Fiera as a **meeting place** and to **find new features**.

Companies will have **lounges** at their disposal for **private meetings** around an area available for **talk shows, conferences** and **presentations**.



THE BUSINESS MARKETPLACE

TURN-KEY PARTICIPATION

Turn-key participation at a cost of 5,000 Euro + VAT includes:

- Area, registration fee, 4 exhibitor badges, 1 car park permit, 10 VIP cards, 50 customer invitation tickets, 50 discounted tickets for entry to the fair.
- 3x4 lounge with signage stand with company graphics, 1 table, 2 chairs, 2 armchairs, 1 small table, 2 quartz projectors, 2 halogen projectors with arm, 220V socket, daily cleaning service, hostess (for the common Business Marketplace area)



COMPANIES PIAZZA DEGLI AFFARI 2011

- | | |
|--------------|---------------|
| Data Flow | Parmalat |
| F.lli Averna | Paulaner |
| Jungheinrich | Pernod Ricard |
| Mineracqua | Sangemini |
| Onesti Group | Velier |
| | Vin Service |

CONTACT

Project Manager

Orietta FOSCHI
Rimini Fiera SpA
Via Emilia, 155
47921 Rimini (RN) -IT
o.foschi@riminifiera.it

Sales Office

Luca TODESCATO
Ph. +39 0541744.506
Mob +39 380.2498404
Fax +39 0541744.455
l.todescato@riminifiera.it

