

B2B AND TRAINING - THE INGREDIENTS OF SOL&AGRIFOOD FOR BUSINESS

High quality products with a story to tell are the offering at the VeronaFiere International Food Show to buyers arriving from 130 countries, with growing attention on the horeca channel. The 2019 edition will boast many new initiatives: from the snapshot of consumers of quality food, extra virgin olive oil and craft beer presented by the Veronafiere-Nomisma Observatory to the finals of the Sol d'Oro Absolute Beginners event and the new Beerstrò. The Sol&Agrifood formula is the only one that promotes the special features of the agro-food sector in business terms.

Verona, 29th March 2019 - As the realm of extra virgin olive oil, quality food and craft beers, Sol&Agrifood boosts its distinctive interactive formula even further through a reorganisation of its demo areas for the 2019 edition www.solagrifood.com: the Agorà for food-telling, the Mantegna Room for guided tastings of extra virgin olive oil, the Evoo Bar for assisted tasting of Sol d'Oro medal-winning oils, the Beer Area and the Cooking Show Area.

Here food is not merely a product but a story to be told - through tastings, educational events, demonstrations in the kitchen - based on raw materials, wise innovation of tradition, recipes and pairings in order to promote the uniqueness of every product, make them understandable from a business point of view and increase the opportunities for matching supply and demand.

In 2018, Sol&Agrifood attracted 317 exhibitors from seven countries; there were 59,300 visitors (27% international from 130 countries).

These activities are flanked by b2b appointments in the International Meeting Point, organised with quality food traders selected by Veronafiere in the most important and interesting consumer countries.

Analysis of market trends posting growing numbers, the inaugural conference at Sol&Agrifood 2019 presents research carried out by Nomisma for Veronafiere into the main selection criteria and the "value" attributes assigned by consumers at the time of purchase, the trend (Italy vs export) and profile of Italian consumers of quality products, with a focus on agro-foods with PDO/ PGI certification, extra virgin olive oil and craft beer.

Extra virgin olive oil. This year, olive oil production in the Mediterranean area was lower than usual for climatic reasons but, as judges found during the Sol d'Oro Northern Hemisphere Competition, it is of high quality. It is against this background that producers attending at Sol&Agrifood are looking forward to meeting trade operators. The trade fair confirms its status as the most important international meeting place for supply and demand for high-end extra virgin olive oil. This leadership was achieved thanks to many activities focusing on product promotion, starting with the grand tasting dedicated to the winners of Sol d'Oro medals on the first day of the trade fair that especially targets international operators.

This will be followed by the final stage of the Sol d'Oro Northern Hemisphere competition dedicated to the "Absolute Beginners" category, assessed by a jury led by Tano Simonato, the chef of Tano Passami l'Olio Restaurant with other restaurateurs, specialist journalists and professional tasters.

Over the four days of Sol&Agrifood, the Mantegna meeting room will host guided tastings of extra virgin olive oils presented by exhibitors. The International Meeting Point, on the other hand, hosts the b2b meetings of the Gdo Buyers' Club, organised by Veronafiere with the olive oil purchasing managers of the main Italian large-scale retail brands.

Agorà and biodiversity. Hundreds of agro-food specialities, from pasta to cheese, cured meats and confectionery, vinegars to jams proposed by exhibitors will take advantage of the Agorà as the forum space for product explanations by exhibitors supported by a trade journalist and a chef. The calendar of events this year sees Sicily among the protagonists with spaghetti made with ancient wheat varieties and the flavours of Monti Iblei, as well as Parmigiano Reggiano, with two "cheese experiences": a vertical tasting of the PDO

Parmesan cheese at different stages of maturity and one of Parmigiano Reggiano made with the milk of Red Cows, proposed by the Vacche Rosse Consortium returning to Sol&Agrifood to present produce of excellence by its members and meet operators in haute cuisine sectors.

Lastly, not only tasty but also original and with historical implications, the appointment "At table with Leonardo da Vinci", with Renaissance recipes from the end of the XV century prepared using the products displayed by exhibitors and curated by the 5T Academy.

Beer Area. Now at its seventh edition, the Beer Area is updated to welcome national and international craft brewers and offers visitors the chance to enter the vast world of small brewery beers. The area will be animated by a space dedicated to tastings and mini-courses managed by the Union of Beer Tasters. This year, in-depth analysis is planned into the Italian brewing style, the link with local areas, the secrets of service and the correct glass to use for each type of beer.

Activities in the Beer Area are supported by collaboration with the ICE Agency for incoming international operators, as well as the Food Distributors Consortium - CDA WEB, for the selection of Italian operators, all of which are joined by occasions for in-depth analysis of products and other training courses. These include the conference for beverage wholesalers titled "The beer on the other side is always more special - marketing and distribution strategy for craft beers in Italy" with a final tasting that aims to provide professionals with useful sales skills and tools.

Thanks to expanded space, the Beer Area is enhanced this year with a catering point, the Beerstrò - A Beer Experience, with beer as an ingredient in recipes and proposed pairings. Here, from appetizers to desserts, certain traditional dishes are reviewed through original new variations.

Cooking Show Area. The Cooking show area is also home to the Evoo Academy with full-scale educational events managed by Aipo - Verona (Interregional Association of Olive Growers). The proposal this year is "Raw, cooked, fermented: the delightful experiences of taste". The Cooking show area is also the realm of Chef Giorgione, the historic testimonial of Sol&Agrifood, who this year for the first time takes up the challenge to create five original recipes designed to enhance the use in cuisine of the five gold medal winning oils in the Sol d'Oro Northern Hemisphere Competition.

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