press release

BEER&FOOD ATTRACTION 2027, EUROPE'S LEADING TRADE SHOW FOR THE BEVERAGE&BAR INDUSTRY, IS BACK

- **From 21st to 23rd February 2027, at Rimini Expo Centre, the 12th edition of the Italian Exhibition Group event in conjunction with the 9th edition of BBTech Expo and Italgrob's 16th International Ho.re.ca Meeting.**
- **Mixology Attraction will be expanding its offer and have a new hall, strengthening its international standing in the world of bar and beverage products and solutions.**
- **Circana out-of-home data: Italy is performing better than the European average with spending at +1% and the average purchase up by 1.7%. Sparkling wines are up 7% while energy drinks surge in the cocktail segment (+19%).**
- **A full programme of events and competitions including Unionbirrai's Beer of the Year award, the Italian Cuisine Championships organised by the Italian Federation of Chefs (FIC), and the return of Pizza Without Borders – World Pizza Champion Games.**

www.beerandfoodattraction.it
www.mixologyattraction.com/it

Rimini,19 November 2026 – According to data from Circana, **mixology is on the rise** while the Italian out-of-home industry experienced a **7% growth in sparkling wines** in 2026. **Beer&Food Attraction**, back **for its 12th edition** at **Rimini Expo Centre from 21st to 23rd February 2027**, comes within this scenario. Organised by **Italian Exhibition Group** in collaboration with the Italian Ministry of Foreign Affairs and International Cooperation (MAECI) and the Italian Trade Agency (ICE) for the promotion and internationalisation of Italian companies abroad, the event confirms its role as **Europe's leading trade show for the beverage&bar industry** and the out-of-home sector.
Following a **2026 edition that saw a 7% increase in professional attendance**, over 600 exhibitors from 16 countries and 145 top buyers from 45 countries, Beer&Food Attraction is stepping up its efforts across the board. The event boosts its ecosystem through three complementary components: **Beer&Food Attraction, Mixology Attraction and BBTech Expo. Mixology Attraction will be bigger** and have a **new hall**, consolidating its role as a platform for bar and beverage products. **Beer** will still be the event's main player with the most extensive business platform for the HoReCa sector, while the **food segment** will focus on **quick-service catering and the foodservice** industry.
The **9th edition of BBTech Expo**, the trade show for beverage industry raw materials, technologies and packaging, and the **16th edition of Italgrob's International Ho.re.ca Meeting**, where the industry and distribution sectors come together to discuss the future of out-of-home, will be held concurrently.

OUT-OF-HOME ACCORDING TO CIRCANA: SPENDING ON THE RISE WITH BUBBLES AND ENERGY DRINKS LEADING THE WAY

According to **Circana's CREST®** survey, **between January and September 2026**, the Italian out-of-home sector recorded over 9.5 billion visits and approximately **58 billion euros in spending** (the sum of receipt values as reported by consumers), showing **a better performance** compared to the rest of **Europe**. Visits fell by 0.7%, less than the major European market average (-0.9%), while spending rose by 1.0% (compared to +0.9% in Europe), bolstered by a 1.7% rise in average purchase value. The situation for alcoholic beverages is more complex with consumption falling by 6.5%, partly due to an especially hot summer that led people to opt for

lighter, more thirst-quenching choices., However, signs within this landscape point directly to the world of **mixology**: **sparkling wines grew by 7%** reaching **258 million purchase instances** compared to 241 million in the previous year, driven by aperitifs and social gatherings. The way drinks are mixed is also evolving with **energy drinks** as cocktail mixers **up by 19%**.
«The Italian out-of-home sector continues to show good resilience with spending growth outpacing the trend in visits. At the same time, we are seeing consumers become increasingly selective in their beverage choices,» says Matteo **Figura**, Head of Foodservice Italy at Circana.

MIXOLOGY ATTRACTION, A TRANSVERSAL OFFER
More space, more companies and an increasingly diverse offer range: Mixology Attraction continues its growth trajectory and, in 2027, will strengthen its position within a constantly evolving market. The event encompasses everything from distillates and spirits to liqueurs, aperitif products, sparkling wines, soft drinks, energy drinks, ready-to-drink beverages, bottled waters and no/low-alcohol options, **bringing together the different aspects of contemporary beverages** and providing professionals with a comprehensive overview of products, brands and emerging trends. Mixology Attraction will include the fully revamped **Mixology Circus** area with performances and content centred on mixology, including challenges, guest appearances and live shows. Meanwhile, **Mixology Village** will provide an exclusive area for showcasing brands, premium labels and new spirits.

BEER AT CENTRE STAGE WHILE THE QUICK-SERVICE FOOD OFFER WILL INCREASE
The beer sector, which, according to **AssoBirra data, generates a value of more than 10 billion euros** and approximately **112,000 jobs** across the supply chain, will be the most extensive and qualified exhibition offer, ranging from craft products and major international brands to foreign specialties and no/low-alcohol options. The **BBTech Expo** halls will feature raw materials, production equipment, automation, processing, filling, packaging and quality control solutions, while **Unionbirrai's Italian Craft Beer Conference** and the **Beer&Tech Arena** will focus on innovation, sustainability and production efficiency.
On the **food front**, the range of ready-made meals, meat products, sauces, appetizers and ready-to-serve solutions will be wider, as will those for foodservice technology, payment systems and catering management software with an increasing emphasis on organised restaurant chains.

A FULL PROGRAMME OF EVENTS AND COMPETITIONS
The show will boast a full programme of events. **Unionbirrai** will assign the **Beer of the Year award**, the most prestigious Italian award for craft beer, while the **Italian Chefs Federation** will be staging the **11th edition** of the **Italian Cuisine Championships** in Rimini. **Pizza Without Borders – World Pizza Champion Games**, organised by Ristorazione Italiana Magazine, will also be back with pizza makers from over 30 countries competing across 18 categories. The **Burger Battle** and the **Lorenzo Cagnoni Award**, the ANGI and Italian Trade Agency award for the **most innovative startups and products**, are also scheduled. **Aperitivo Land**, a special area for show cooking and tastings for leading brands in the aperitif sector, complete with specialised food-pairing sessions, will also feature. The event will also host the **AIBES National Flair Bartending Final**.

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Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example – now sees the company positioned among the top European operators in the sector.

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date