



Special Beer Expo

Exhibition for special and Craft Beer

With the support of:



FROM SATURDAY 11TH TO TUESDAY 14TH NOVEMBER, 2017



DELICATE, COMPLEX, INFORMAL, ELEGANT AND GENTLE: THIS IS BEER!

In Cremona an Exhibition especially dedicated to special and craft beer in all its forms: craft brewers, special beer, raw materials, technologies, accessories.



A UNIQUE CONTEXT:

TO MEET FOOD SERVICE PROFESSIONALS AND GOURMETS

Dedicated to beer lovers and professionals (chefs, pubs, brew pubs, beer shops, wine bars, wholesalers, dealers, large scale retail, microbreweries, equipment producers, service suppliers...), the Exhibition is completed by a FOOD TASTE area, a comfortable corner to taste food specialties from different territories, and a FOOD sector, well represented by the exhibit area of Il BonTà. This special formula offers a new and original business appointment for all the major players of the sector, where specialty food products from different territories meet special and craft beer.



A SINGLE CONTEXT:

ONE OF THE 4 FOOD-DEDICATED EXHIBITIONS OF EXCELLENCE, TOGETHER WITH:



The Specialty Food Exhibition

Now at its 14th edition, **Il BonTà** is a journey through Italy, the country of taste and food innovation, with over 2,000 products with a common denominator: high quality.



Food-service and Professional Equipment Show

The most innovative solutions for food-service: bars, restaurants, pizza restaurants and catering companies. Professional equipment and accessories will be on display both at Exhibitors' booths or within special demonstration areas.

Food Trends Exhibition (2nd Ed.)

Organized by Sgp, it is especially dedicated to consumers with food allergies and intolerances but also to all those who want to follow a healthy diet. An Exhibition especially conceived for those who have specific eating habits (intolerances, allergies, organic, halal, vegan, kosher etc...) but still don't want to give up taste.



The ideal Exhibition to promote your products and your company



MUCH MORE THAN AN EXHIBITION: A POWERFUL PROMOTIONAL TOOL FOR THE WHOLE YEAR

- workshops
- tastings
- presentations
- promotional campaigns before, during and after the Exhibition
- professional meetings



IL BONTÀ IS THE RIGHT PLACE FOR YOUR BUSINESS OUR EXHIBITORS SAY:

Cremona always gives me a very warm welcome. Here, I had the chance to develop new business opportunities

A great opportunity to meet professionals and end customers



IL BONTÀ BY THE NUMBERS

Figures 2016



33,257

Visitors



157

Exhibitors

from 18 regions and 54 provinces



10 HOURS

of guided tastings
every day



+2000

Products
on display



32

Events

show cooking, presentations,
competitions and seminars



WWW.SPECIALBEEREXPO.IT

LOCATION

Cremona Exhibition Centre: P.zza Zelioli Lanzini,1 - 26100 Cremona - Italy

SALES & MARKETING DEPARTMENT

SGP Eventi: Tel. +39 059 643 664 - Fax: +39 059 643 665 - email: fiere@carpi.net - info@specialbeerexpo.it

SGP