

# Special Beer Expo

Exhibition for special and Craft Beer

FROM SATURDAY 9<sup>TH</sup> TO TUESDAY 12<sup>TH</sup> NOVEMBER 2019



## CRAFT BEER: SPECIAL BEERS AND BREWING INNOVATIONS ON SHOW IN CREMONA

### CRAFT BREWERS, OPERATORS AND CONSUMERS IN AN INTERACTIVE DIALOGUE

At **Special Beer Expo**, special beers from different regions converge with sector professionals and beer lovers, creating the ideal context for discovering original combinations, innovative trends and for taking a closer look at the latest developments in the supply and consumption of special beers.

The Food section and FOOD TASTE area are where gastronomic products join special and craft beers from different regions. Here, beer lovers and sector professionals find a dedicated area where they can savour the unique flavours and characteristics of the fine products offered by exhibitors at **Special Beer Expo**.

### SPECIAL BEER EXPO IS A DEDICATED SPACE FOR BEER LOVERS IN CONJUNCTION WITH:



#### For high quality food and wine:

##### **Exhibition of the finest artisan food and wine from different regions - 16<sup>th</sup> edition**

A temple of top-quality tastes, attracting the restaurant and foodservice industry, distributors and foodies keen to discover the finest specialty foods from different regions.

#### For meeting sector professionals:



##### **Foodservice and professional equipment exhibition**

The space dedicated to the restaurant and foodservice industry where professional equipment and accessories companies, food & beverage suppliers and professional workwear companies showcase their offering to Ho.Re.Ca. operators.

# Special Beer Expo is the right place to promote your company and your craft product because:

## IT HIGHLIGHTS YOUR PRODUCT ALL YEAR LONG, WELL BEYOND THE EXHIBITION!

- Ongoing promotion and sharing on social network (1,081,153 website views)
- Collaboration in the creation of guided tastings with beer sommeliers
- Workshops
- Collaboration with our press office before, during and after the exhibition (649 press articles across 149 publications)



## "IL BONTÀ" BY NUMBERS

Figures for 2018 edition



32.069

Visitors



144

Exhibitors

from 14 Italian Regions



10 HOURS

Of guided tastings

each day



OVER 2.000

Types of products

on display



55

Events

including show cooking, presentations, competitions, conferences and seminars



[WWW.SPECIALBEEREXPO.IT](http://WWW.SPECIALBEEREXPO.IT)

### CONTACTS

CremonaFiere S.p.a.: Ph. +39 0372 598 011 - email: [info@specialbeerexpo.it](mailto:info@specialbeerexpo.it)

### LOCATION

Cremona Exhibition Centre: Piazza Zelioli Lanzini, 1 - 26100 Cremona - Italy