



SOL & AGRIFOOD

TASTE OF BUSINESS

Salone Internazionale dell'Agroalimentare di Qualità
International Quality Agro-Foods Event

VERONA 9 - 12 APRIL 2017

Sol&Agrifood and its initiatives encourage direct contact between producers and trade visitors, buyers and catering professionals. The aim is to allow producers to explain and narrate how products come into being, what they are, from the raw materials come from and any related traditions.

AGORÀ/COOKING SHOW

A Tasting Area where the producers - assisted by a chef - present and "talk about" their products to journalists and national/international visitors.

EVO TASTINGS

Guided tastings and walk around tastings where buyers can freely taste olive oils guided by specific datasheets.

CHEESE EXPERIENCE

This Area offers guided cheese tastings & pairings and workshops. These workshops - all conducted by Master Tasters belong to the National Association of Cheese Tasters (ONAF), are a magnificent opportunity to taste some excellent products in a more attentive and informed way.

A TASTE OF COFFEE

New focus on coffee in the "A Taste of Coffee" area implemented in cooperation with SCAE, the Speciality Coffee Association of Europe. The area is divided into two parts: one for training and information mini-courses, the other for coffee tasting.

BEER AREA

Area dedicated to small brewers as well as national and international breweries.

FIND THE FAKE

For accredited Italian and international journalists. It is a comparative tasting involving genuine high quality Italian extra virgin olive oils and poor quality olive oils normally sold on the market.

OIL BAR

In collaboration with O.N.A.O.O. - National Organization of Olive Oil Tasters. A full-scale technological tasting corner where visitors, through a touch-screen monitor connected to a special software program, can select and taste one of the winners of the international Sol d'Oro Competition.

AREA DELICATESSEN MEATS AND BIODIVERSITY

This area welcomes Italy's delicatessen meats to explain them through guided tastings.

GDO BUYERS CLUB

B2B meetings.

WALK AROUND

B2B Tasting in collaboration with Veronafiere international delegates: buyers can freely taste extra-virgin olive oils guided by producers.

MORE INFORMATION

WWW.SOLAGRIFOOD.COM

SOLAGRIFOOD@VERONAFIERE.IT

HOTEL RESERVATIONS

Find the ideal solution for your stay on hotels.veronafiere.it



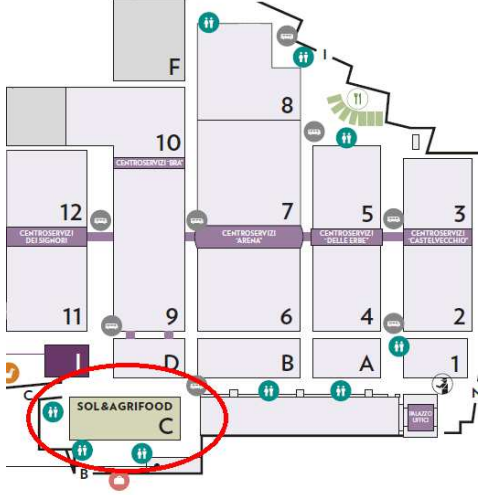
ALONGSIDE

vinitaly

International Wine & Spirit Exhibition



WHY TO EXHIBIT AT SOL&AGRIFOOD



INCOMING INTERNATIONAL BUYERS			
RUSSIA	JAPAN	GERMANY	FRANCE
THE FAR EAST	MEXICO	SPAIN	SLOVENIA
CHINA	ROMANIA	THE USA	EGYPT
INDIA	AUSTRALIA	CROATIA	TUNISIA
BULGARIA	LEBANON	JORDAN	GREAT BRITAIN
CENTRAL AND SOUTH AMERICA			

MORE THAN 60,000
visitors (14,816 international)

270 EXHIBITORS



MINIMUM EXHIBIT SPACE 9 SQM

Stand 9 sqm (3x3 mt)

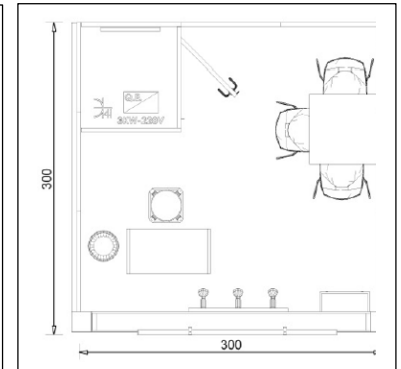
with customized graphics (colors: red or yellow)

The All Inclusive stand offers:

- ❖ show area
- ❖ fully furnished with double panel walls and painted wooden beams
- ❖ carpet-tile flooring
- ❖ electrical system including n° 3 spotlights x100 Watts each + single socket
- ❖ Water connection (n. 1 connection) NEW!
- ❖ 1x1 m corner storeroom c/w door and lock
- ❖ front panel with company name
- ❖ furnishing as illustrated

€ 2.475,00 + VAT 22%

(Prices will not be subject to VAT if you have indicated Your VAT number or tax identification number)



FREE BENEFITS INCLUDED

For **EVO Exhibitors**: an extra virgin olive oil tasting session in sala Mantegna, the meeting room for guided tastings

For **FOOD and EVO Exhibitors**: a tasting session in the Agora' Area for journalist and buyers. An Italian-English consecutive translation service is provided.

For **BEER Exhibitors**: a tasting session in the Beer Area

Personalisation of your company page in the Sol&Agrifood on-line catalogue





INTERNATIONAL SOL D'ORO COMPETITION

Sol d'Oro is the most important international EXTRA VIRGIN olive oil competition in the world, organized in Verona (Italy) by Veronafiore since 2002 as a preview to Sol&Agrifood. Since 2014 Veronafiore organises Sol d'Oro Southern Hemisphere dedicated to extra virgin olive oils produced in the Countries South of the Equator. The special characteristic of Sol d'Oro Southern Hemisphere is that it will be a roadshow: editions will be held on a rotating basis in the olive oil producer countries south of the Equator. **PARTICIPATION FREE FOR THE SOL&AGRIFOOD EXHIBITORS**

SOL D'ORO SOUTHERN HEMISPHERE MELBOURNE 5/9 SEPTEMBER 2016

SOL D'ORO NORTHERN HEMISPHERE VERONA 17/23 FEBRUARY 2017



www.solagrifood.com