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**ITALIAN
EXHIBITION
GROUP**
A merger of
Rimini Fiera and Fiera di Vicenza

**18/21 November 2017
FIERA DI RIMINI**

*International fair dedicated to
lactose free products and market.*

www.lactosefreeexpo.com

PRESS RELEASE

POSITIVE TREND FOR LACTOSE FREE UHT MILK

Rimini, 6th June 2017 – According to the data obtained by IRI and published by Assolatte, during 2016 the sales volume of fresh milk have registered a decrease, opposite to the sales volume of UHT lactose free milk.

The consume of UHT milk has decreased by -4,7%, and the consume of long life milk registered a decrease of -6,7%.

The volume sales of UHT lactose free milk has obtained a positive trend. During 2016 it registered an increase of 9,1% and of 13,5% for sales volume.

The turnover is about 235 million Euro.



The consume of vegetal beverages, such as soy milk, rice milk, almond milk or oat milk that are naturally lactose free, have registered an increase of 24,4%.

This positive trend reflects the attendances for the first edition of **Lactose Free Expo**, that is obtaining a lot of success, thanks to the presence of the leaders of lactose free sector, as Latte Montagna Alto Adige with the brand Mila and Saviola S.p.A., that has over 100 years of experience in the production of Grana Padano and Parmigiano Reggiano cheese.

Save the date: **from 18th to 21st November 2017** at **Rimini Business Space**.

Organizzato da:



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