



***7-10 April 2013 in Verona alongside Vinitaly and Enolitech***

## **BUSINESS AT SOL&AGRIFOOD THROUGH TASTINGS**

Italian agri-food products are increasingly popular abroad and exports are growing. This is also thanks to the enterprising spirit of Italian companies and their ability to innovate while respecting tradition and to move on international markets with confidence despite small-business dimensions. Sol&Agrifood offers such companies a platform of services to generate business abroad, such as the GDO Buyers Club for large-scale distribution, the Online Buyers Club and the Walk Around Oil Tasting dedicated to foreign traders - not to mention Pasta Trend where this value chain and even sauces come to the fore.

**Verona 8 February 2013** – Passion for Italian agro-foods knows no bounds and exports are booming. International markets are the focal point for exhibitors at Sol&Agrifood ([www.solagrifood.com](http://www.solagrifood.com)), with a keen eye on new and emerging markets yet without losing sight of consumers in Europe and North America. The latter are the central core of Italian exports, which posted an increase of 8% in 2012 compared to 2011, up to a total of 25 billion euros, making the agri-foods Italy's top export item.

Located in Hall C of Veronafiere, Sol&Agrifood is scheduled in Verona 7-10 April 2013 alongside Vinitaly and Enolitech and proposes a series of initiatives dedicated entirely to business. They include the GDO Buyers Club for meetings with large-scale distribution, the Buyers Club Online and the Walk Around Oil Tasting, on the first day of the event, where foreign traders will be guided by the panel leader of the olive oil competition through tastings of extra virgin olive oils winning Sol d'Oro medals attending Sol&Agrifood. For the first time, a catalogue will be also created for all olive oils winning medals with the assessments of the panel, while the Goloso Restaurant highlight them through the Olive Oil Trolley.

Major emphasis will also be given to pasta, with the preview of PastaTrend - the event organised by Veronafiere and Avenue Media as the only one designed to highlight Italy's absolute leadership throughout this value chain, from raw materials to technologies and gastronomy.

Exhibitors at Sol&Agrifood will equally display all the other food specialities making Italy famous: from confectionery and bakery products to cured meats, preserves and fish products, from cheese to extra virgin olive oil, not to mention honey, chocolate, legumes and small-brewery beers in the large stand managed by Assobirra. An impressive and top quality offering

turning Sol&Agrifood into a modern cornucopia.

The event encouraging business as well as product culture equally welcomes the tasting centre organised by Centro Studi Assaggiatori, with Grappa & C. Tasting, the traditional tasting counter that every year provides sensory trends for spirits (grappas, bitters, liqueurs), Coffee Experience, the largest coffee tasting counter in the world, and the new section named Narrators of Taste - Special Guests this year dedicated to dessert wines.

An upgraded formula and exhibition areas even more in line with the needs of participants: Sol&Agrifood in fact merges the previous Sol and Agrifood Club events into a single brand. The decision to combine these two successful and historic appointments was made to strengthen the image of Italian foods abroad by attracting professionals from all over the world.

The possibility of presenting more product categories, without the limitations previously imposed by the two shows, and new services for exhibitors have convinced many small producers to take part independently, outside institutional stands. A trend that reflects the physiognomy of Italy's fragmented production base nevertheless achieving a strong focus on exports. "This awareness," said Giovanni Mantovani, CEO & Director General of VeronaFiere, "inspired our determination to become the flywheel for exhibiting companies through initiatives designed to achieve a number of b2b contacts otherwise impossible for small and medium-sized companies."

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