



Exhibition scheduled alongside Vinitaly and Sol&Agrifood

ENOLITECH HOSTS THE BEST INNOVATION FOR WINE AND OLIVE OIL WITH A KEEN EYE TO NEW MARKET DEMANDS

In an increasingly competitive market - where the difference as regards consumer choices may even lie in a simple label and where products increasingly have to offer higher quality at lower cost content - innovation is crucial. The complete range of machinery for wine and olive oil production is on show at Enolitech 6-9 April 2014 in Verona. Important new exhibitors are joining companies boasting long-standing attendance. New services offered by Veronafiere include a restaurant in Hall F which houses the Show

Verona, 16 January 2014 – Traditional exhibitors as well as new companies at the 17th edition of Enolitech, scheduled next 6-9 April in Verona (www.enolitech.com).

The offering is further enhanced by increasingly sophisticated technologies for wine and olive oil production, especially thanks to attendance for the first time by Tetrapak, the world leader in the processing and packaging food and beverages, and CSF Multione with its fully equipped multi-function vehicles: these are two important names in the international panorama - joined in turn by other leading companies, such as Della Toffola, Kosme from Austria (returning after a year's absence), Garbellotto, Italesse, Rastal, Scotton, Pulltex and many others.

The International Exhibition of Wine-Growing, Oenology, Olive-Growing and Olive Oil Technologies is an increasingly important commercial showcase, where supply meets demand involving operators from all over the world. Yet the benefits that Veronafiere offers compared to other similar events is the schedule alongside Vinitaly and Sol&Agrifood, thereby ensuring far-reaching comparisons of all components in wine and olive oil sectors.

This is a unique opportunity to keep abreast of changes and the needs of each aspect in both fields, from the countryside through to the consumer. An increasingly necessary sharing of opinions and experiences, since olive oil and wine producers by now are no longer merely asked to supply the market but also to adopt process and product innovations in response to new tastes and the need for stronger environmental protection, as well as the need to compete at sustainable costs by ensuring viable business income.

In 2013, Enolitech – housed in Hall F with direct entrance through the Giulietta & Romeo gate - attracted almost 39,000 visitors, 7,500 of whom from abroad; these were joined by about 4,500 exhibitors at Vinitaly and Sol&Agrifood as users of technical systems. The total net area occupied by nearly 200 exhibitors (with 10% from 13 countries) was 4,600 square metres.

As of this edition, Hall F boasts a new restaurant and is located even closer to the hawks hosting Vinitaly, thereby integrating the exhibition centre more fully.

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