



6-9 April 2013 in Verona alongside Vinitaly and Enolitech

**SOL&AGRIFOOD INCREASINGLY INTERNATIONAL:
TAKING AUTHENTIC MADE IN ITALY FOODSTUFFS
AROUND THE WORLD**

The Exhibition of quality agro-foods expands numbers of incoming buyers from more than 20 countries and in addition to b2b meetings also offers mini-courses explaining how to recognize the true quality of Italian agro-food products, especially extra virgin olive oil. All food sectors are covered, with ample space even for small brewery beers. As of this year, the Sol Goloso Restaurant will only serve menus prepared using organic produce.

Verona, 27 February 2014 - There is continued growth year after year in applications to exhibit at Sol&Agrifood, the International Quality Food event (www.solagrifood.com), scheduled 6-9 April 2014 in conjunction with Vinitaly and Enolitech; there is also significant growth in foreign attendance, which this year sees Greece, Argentina, Croatia and Morocco as *special guests* for extra virgin olive oil. The company selection process is still very strict in order to maintain high prestige.

The 2014 edition will boast numerous innovations. First and foremost, Hall C hosting the exhibition is divided into three distinctive macro-areas in relation to the products presented: the food area, beer area and extra virgin olive oil area were all created to enhance the tasting experience of professional visitors on the stands. A new Multi-Purpose Hall where wine tasting events for buyers and operators will be held, alongside conventions.

"Find the fake" tastings are dedicated to foreign buyers and journalists, organised in collaboration with Unaprol from the afternoon on Monday 7 until Wednesday 9: these tasting appointments are intended as mini-courses teaching how to recognize defects in olive oils. The goal is to explain which characteristics a quality olive oil "should not have" in order to enhance the culture surrounding a product attracting more and more enthusiasts around the world in the face of fraud and adulteration that penalise producers and consumers alike. Another way for defining quality standards, i.e. what extra virgin olive oils "must be like" is the walk around tasting organised for overseas buyers involving olive oils taking awards in the Sol d'Oro competition.

Even the inaugural conference in the Sol&Agrifood programme on Monday 7 April at 11.00 is dedicated foreign buyers to help expand their awareness of the intrinsic value of Italian foods. The central theme is "How to communicate food safety for olive oils and agro-foods", organised in collaboration with Unaprol.

The Large-Scale Distribution Buyers' Club returns for b2b meetings involving olive oil with a "walk around" encouraging even closer contacts between supply and demand for food products.

Significant efforts have been made to strengthen incoming traders from the USA, China, Japan, Great Britain, Germany, France, Spain, Russia, India, the Far East, Slovenia, Croatia, Romania, Bulgaria, Australia, Central America and Latin America, Mexico, Tunisia, Egypt, Lebanon and Jordan.

Produce on show - ranging from pasta to meat, confectionery specialities, cheese, sauces and honey - also comprise major space for small-brewery beers, with two dedicated areas: the first, as for last year, is managed by Assobirra and presents by the products of the best small brewers; the other welcomes Italian breweries known in Italy as well as abroad, alongside producers from the Czech Republic and Malta.

Given huge success in recent years, activities once again include with Food&EVO tastings and cooking shows in the Forum Area, during which a producer assisted by a chef will present and "talk about" specific products.

Coffee and grappa are highlighted in the Sensory Area managed by Centro Studi Assaggiatori which, in addition to Coffee Experience and Grappa Tasting, welcomes for the second time the "Narrators of Taste" - this year presenting Modena balsamic vinegars alongside with dessert wines as *special guests*.

Another innovation for 2014 is the Goloso Restaurant, which now boasts a menu of food and wines produced with organic methods for a lunch break hallmarked by quality.

In 2013, the net area occupied by Sol&Agrifood came to nearly 12,600 square meters; there were more than 350 exhibitors, even from Turkey, Algeria and Croatia. More than 60,400 visitors, of whom about 12,600 international.
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