

MESO

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PRVI HRVATSKI ČASOPIS O MESU

23 GODINE
S VAMA

THE
ORIGINAL



handtmann

Ideen mit Zukunft.

HRANA
TEC

Inovativni - Uvijek Korak Ispred Drugih



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“I’ll be there”: TUTTOFOOD back in-person in October with an unmissable edition

TUTTOFOOD will be back in presence at fieramilano from 22 to 26 October. With the new dates, TUTTOFOOD will leverage the most interesting moment of the year, when the upcoming trends for the next peak season are outlined. Even more so this year when Autumn will mark a rebound not only after the Summer break, but also after the Covid lockdowns. And there’s no better place to do that than Milan, a city that has increasingly become in recent years a world-class reference for gourmet food & beverage, out-of-home and hospitality. Speaking of which, TUTTOFOOD will be in co-location with **HostMilano**, the world’s leading hospitality and away-from-home



TUTTOFOOD 2021 will be marked by a focus on quality, which reflects in its rich programme of events. The Retail Plaza is back, the event to keep up-to-date on innovation in large-scale distribution and retail, this year held in partnership with the reference association Retail Institute Italy. Many hot topics will be explored: from new formats, with a focus on Luxury & Curation, or the growth of Food Delivery and Last Mile, to increasingly personalized omnichannel services, from sustainability and digital evolutions up to the conversations with the top managers. Among others, are already confirmed: Cris Nulli, Founder of Appetite for Disruption; Matteo Sarzana, CEO of Deliveroo and President of Assodelivery; Elisa Pagliarani, General Manager of Glovo Italia; Massimiliano Silvestri, President of Lidl; Patrizio Podini, President & CEO of MD; Giorgio Santambrogio, CEO of the Végé Group. Giuseppe Stigliano, CEO of Wunderman Thompson Italy (WPP Group), Professor of Retail Marketing Innovation at IULM,



exhibition, and with **MEAT-TECH**, the meat and ready meal processing trade fair, thus allowing exhibitors, buyers and professional visitors alike to explore in full depth several value chains.



Cattolica and Politecnico di Milano and author of renown marketing textbooks.

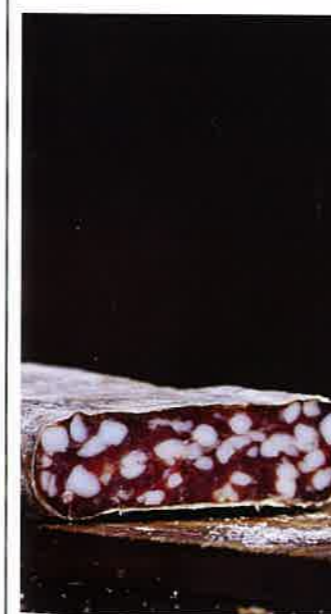
Evolution Plaza, the other “arena” at TUTTOFOOD 2021, will be dedicated to innovation in its more tech aspects: apps, food delivery, e-commerce, traceability. An arena for the most up-to-date solutions and core of the TUTTODIGITAL area, which will offer initiatives from both large players and innovative start-ups, accompanied by good practices from exhibitors. For the dissemination of digital content during the year, the

event also values the know-how of its partner Netcomm, the Italian consortium of digital commerce. Also of great importance is the Innovation Area, which will present the new event in collaboration with the magazines Gdoweeek and Mark Up, dedicated to the most innovative solutions in the sector, and will exhibit the award-winning products.

As to the exhibition areas, one new feature is TUTTOFRUIT, an area dedicated to fresh fruit and vegetables and innovation in the IV and V ranges, which value fruit and vegetable products with high service content. The 2021 edition also focuses on an organic development of the latest sectors launched – TUTTOWINE, TUTTODIGITAL and TUTTOHEALTH – as well as on consolidating more traditional sectors. A strong focus will also be placed on innovation thanks to a dedicated Innovation Area. Visitors will enjoy a hybrid experience thanks to the digital ecosystem of Fiera Milano Platform and will be able to visit in the utmost safety thanks to the Fiera Milano “Safe together” protocol.



NATURAS d.o.o.
Cesta 3, julija 13
1430 Hrastnik, Slovenija
info@naturas.si
+386 41 700 861



KOMORA ZA DOZRIJEVANJE SUHOMESNATIH PROIZVODA

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Uređaj održava željenu klimu u komori na način da:

- hladi i grije
- suši, ali i vlaži
- prozračuje s vanjskim zrakom
- vrti unutarnji zrak

Kao dodatna opcija lako se ugradi:

- antibakterijska UVC svjetiljka (protiv plijesni)
- regulacija brzine unutarnjeg ventilatora
- kolica za proizvode



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