



FIERA MILANO



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INNOVATIVE TECHNOLOGIES, SUSTAINABLE SOLUTIONS, AND INTELLIGENT INTERFACES: SMART LABEL ANTICIPATES TOMORROW'S HOSPITALITY SECTOR

- *As many as 157 applications were received, comparable to the most popular editions and almost three times as many as the first edition*
- *Technology (40%), sustainability (23%) and innovative interfaces (11%) are the most frequent aspects in the proposals submitted*
- *Products (almost 90%) account for the largest percentage, but concept, design, apps and software are also present.*
- *Food equipment accounted for 45% of the applications, followed by furniture and tableware (23.5%) and coffee/tea, coffee machines and vending (22.5%)*
- *The winners of this edition will be awarded during Host 2023. The products will be displayed in the dedicated SMART Products area and published in a dedicated Index*

Milan, 20 July 2023 - We will explore next-generation technologies turned into practical applications. There will be unique sustainable solutions to safeguard the planet by saving energy, water, and raw materials. We will learn about new ways of interacting with machines, thanks to user interfaces that make use of automation and artificial intelligence.

Smart Label is back with a bang

All this at **Host 2023** - at fieramilano from 13 to 17 October - with the sixth edition of the **Smart Label - Host Innovation Award**, the award dedicated to innovation in the field of professional hospitality promoted by **HostMilano and Fiera Milano** in partnership with **POLI.design** and sponsored by **ADI - Association for Industrial Design**.

And these are just some of the first insights to be gained from the proposals submitted this year: **no less than 157** applications were received from Italy and abroad, with levels comparable to the most popular editions and **almost three times** the 58 of the first edition, in 2013. This is further



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confirmation of how **Smart Label** is increasingly seen as an international reference point and an award that **confirms a company's ability to innovate**.

During the event, not only will the winners be awarded in an official ceremony, but the proposals will also be exhibited in the dedicated **SMART Products** area. This is a stage where one can learn more about the products, solutions, and services that best interpreted the sustainable innovation philosophy of the award, the very heart of HostMilano's innovative drive. Innovation that will also be featured in an ad hoc publication: **the Smart Label Index**.

But at **Host 2023** innovation will be **present** across the board, with **more than 1,800 exhibitors from 50 countries** along an enthralling exhibition path that will embrace the entire fieramilano expo centre in Rho: from technologies and solutions for hospitality to **formats and designs** that respond to new consumer habits and the return to conviviality outside the home, through to solutions applied to professional kitchens, ovens and all hardware in general for an efficient and effective **digital transition** and **automation** of the operations.

Technology, sustainability, and smart solutions lead the charge

An initial review carried out by the jurors shows that **technology** is the most innovative aspect **in 40%** of the applications, while **for more than 23% is dedicated to sustainability**. **Among the applications, 11%** are mainly focused on **an innovative user interface** and **9%** on efficient **energy-saving** solutions. **Innovative materials** are also well represented.

And **what kind of solutions** do companies most want to innovate on? While the lion's share continues to be that of the **products** (almost **90 per cent** of the total), **concepts, design, apps, and software** are also increasingly showing up at the **Host Innovation Award**.

And, in terms of product categories, the nominations reflect **the breadth and depth** of the sectors represented at **Host 2023**. **Food equipment** accounted for **45%** of the submissions, followed by furniture and tableware - **23.5%**, confirming the growing relevance of design at HostMilano - and **coffee-tea and bar, coffee and vending machines (22.5%)**

The Award in detail

There are three competition categories. **Smart Label** will reward products with **particularly distinctive** innovative content.



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The **Innovation Smart Label** is the award for products with a high innovation content that break established trends, particularly through the digital sector and the Internet of Things.

The **Green Smart Label** will be awarded to those products that feature high innovation and **distinctive features for energy savings, environmental compatibility and eco-sustainability**, in particular through the application of new materials that contribute to energy saving or energy recovery.

Special Mentions will also be awarded to food & beverage products that stand out for their particularly innovative content.

A panel of judges, made up of **lecturers from the Milan Polytechnic and experts in the field, including “maestro” Iginio Massari** are reviewing the applications and will award the recognition to those proposals that demonstrate innovation in each category. The committee will review the applications on the basis of key elements such as efficiency of **functions, effectiveness of performance or usability, user modes, innovative technologies, and user benefits**.