



5-7 May 2015 at Veronafiere

**VERONAFIERE WELCOMES "FRUIT GOURMET EXPO":  
QUALITY FRUIT AND VEGETABLES MEET TASTE**

**On the strength of its experience in the agro-food sector, Veronafiere launches a new event scheduled 5-7 May 2015, organized in partnership with NCX Drahorad, a service agency assisting the development of companies in the fruit and vegetable sector.**

**Verona, 7 May 2014.** The show format is designed to encourage *gourmet* business for quality fruit and vegetables and create an international meeting point between excellence in horticultural production and top-level cuisine. This is *Fruit Gourmet Expo* (Veronafiere 5-7 May 2015) - the new event conceived and organised by Veronafiere in partnership with NCX Drahorad, an Italian company involved for more than thirty years in food business development and marketing, especially for the fruit and vegetable sector.

*"This is a new exhibition project that complements rather than competes with other existing shows in Italy. It aims to enhance trade in one of the fields of excellence in the Italian agro-food sector; Italy is, in fact, the European leader in the production of fruit and vegetables,"* said **Ettore Riello**, President of Veronafiere.

*"Fruit Gourmet Expo aims to promote the fruit and vegetable sector along the "taste route", following in the evolutionary footsteps already undertaken by wine,"* said **Giovanni Mantovani**, CEO & Director General of Veronafiere. *Veronafiere could hardly not host an event focusing on a sector which achieved exports in 2013 of more than 4 billion euros, thereby confirming its status as one of the most important in the agro-food sector."*

*Fruit Gourmet Expo* introduces an original and distinctive perspective in the trade fair sector by using the communication impact of taste and quality features as a response to the need in the sector to boost consumption of fruit and vegetables.

The taste of products of excellence and their use in cuisine are the key elements of the event which, while maintaining a distinct business character will also be a workshop for ideas and proposals generated by comparisons of experiences among the various players in the value chain: companies and producer organizations, fruit and vegetable distribution and marketing, promotion agencies, quality consortia and local area bodies will meet international buyers, managers of large, medium and small retail distribution, the HoReCa channel, specialized wholesalers, importers, chefs and schools, catering companies, the trade press, industry associations and other stakeholders in the food sector.

Various experiences in horticulture will come together in *Fruit Gourmet Expo* with shared aim of promoting the consumption of fruit and vegetables - the protagonists of an event divided into three main areas: an exhibition part dedicated to sector operators, one providing content with training workshops held by experts in various sectors a more experimental and "spectacular" section dedicated to show cooking and tastings.

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