



Presented at Vinitaly 2014 and scheduled 5-7 May 7 2015

**THE PHILOSOPHY OF FRUIT GOURMET EXPO, THE NEW EVENT OF VERONAFIERE:
TO INNOVATE BUSINESS AND PROMOTIONAL PROCESSES OF FRESH PRODUCE
EXPLOITING TASTE AND QUALITY AS DRIVING FORCES**

Verona: 1st August 2014. Taste as driving force on the market with a view to re-launching consumption of fruit and vegetables and generating new appeal for the sector. This is the philosophy of Veronafiere and Steering Committee for the first edition of **Gourmet Fruit Expo** (www.fruitgourmetexpo.it), the international B2B exhibition presented in April during Vinitaly and scheduled **5-7 May 2015**.

"In the year that sees Veronafiere among the protagonists at Expo 2015 with the implementation and coordination of the Italian Wine Pavilion - WINE A Taste of Italy - in conjunction with the Ministry of Agricultural, Food and Forestry Policies and Padiglione Italia, we also decided to offer the market a highly innovative and original initiative boasting a gourmet promotion format for quality fruit and vegetables that will equally create an international meeting point between excellence in fresh produce and designer cuisine. In short, we have rethought fruit and vegetables with a view of a improved promotion of products with the aim of increasing knowledge among consumers and thereby create more and better business and consumption opportunities," said the CEO and Director General of Veronafiere, **Giovanni Mantovani**.

The Steering Committee of **Fruit Gourmet Expo** is already working in this direction through meetings directly involving the production world, Italian marketers and decision makers, national and international retail distribution, communities of foodies and Ho.Re.Ca. professionals. At the same time, sales activities have already been launched with companies as well as institutional meetings with major sector associations.

"Initial feedback confirms the validity of this original and innovative project, which seems certainly well set to ensure genuine added value for the sector and strengthen the international character of the initiative. Veronafiere's network of foreign representatives in 65 countries has already been activated to organise incoming buyers," said **Elena Amadini**, Deputy Sales Director at Veronafiere. *"Italy has enormous potential as regards agriculture as well as knowledgeable chefs. It is important yet simplistic to think of fruit and vegetables only in terms of health and nutrition: fresh produce must once again be a central aspect in our meals since they enhance our recipes like few other ingredients and have the great merit of embodying true flavour,"* says **Carlo Ottaviano**, a leading figure in wine and food journalism.

Luigi Rubinelli, one of the leading Italian experts of the retail world, Director of RetailWatch.it, *also suggests that "Gourmet positioning and taste will become the frontier for discussion even in the fruit and vegetable department in large-scale retail distribution, opening up new opportunities in such a central area of modern distribution yet at the same time one which is very complicated."*

The new **Fruit Gourmet Expo project** (www.fruitgourmetexpo.it at **Veronafiere, 5-7 May 2015**), will also be supported by significant communication activities with the aim up bringing the language of the sector up to date. The website hosts a blog with the latest news and interviews with protagonists and opinion leaders in the industry including members of the Committee such as Ottaviano and Rubinelli. Far-reaching visibility is also assured through social channels which will encourage sharing and comparisons, as well as bring together input from industry operators, producers, buyers and all professionals interested in discovering new ways adding extra value to fruit and vegetables, both on the table and in retail stores.

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