



*VeronaFiere - 9-12 April 2017*

**SOL&AGRIFOOD WELCOMES THE NEW "BIODIVERSITY AND TERRITORIES" EVENT EXPLAINING TYPICAL ITALIAN PRODUCE TO FOREIGN BUYERS**

**The International Quality Agro-Food Exhibition opens a new section dedicated to the biodiversity of local area produce following similar areas focusing on delicatessen meats, cheese, olive oil, coffee and craft beers. This will ensure a business approach to a special and unique feature of Italian agro-foods as the continue gain popularity on international markets.**

**Verona: 11 July 2016** – The biodiversity of typical Italian agro-food products will be the focus of the next edition of Sol&Agrifood, VeronaFiere's International Quality Agro-Food Exhibition scheduled 9-12 April 2017 ([www.solagrifood.com](http://www.solagrifood.com)).

The project envisages an interactive theme area named "Biodiversity and Territories" where guided and walk-around tasting, workshops in English for foreign buyers and cooking shows will promote products whose special features are an expression of the biodiversity of their place of origin.

This area will be made available to institutions, associations and individual companies. It is part of the upgraded layout of the event, involving the re-organisation of all thematic areas already highlighted at Sol&Agrifood: Cheese Experience for PDO cheeses, the extra virgin olive oil and craft beer areas, Taste of Coffee and the latest addition - Delicatessen Meats and Biodiversity - which proved to be extremely successful at the last edition of the event in Verona.

In much the same way as the area dedicated to delicatessen meats, Biodiversity and Territories will also be managed in collaboration with the 5T Academy, the Association created in the food area specifically to promote local area values, tradition, authenticity, transparency and traceability.

"Biodiversity and Territories," explains Gianni Bruno, Wine & Food Area Manager at VeronaFiere, "was created to promote a special feature of Italian unique food traditions as they become increasingly popular on international markets. It will also expand the business vocation of the show that in 2016 attracted 14,000 visitors from 82 countries out of a total of 56,000 professional operators."

This project responds to the needs of small-medium enterprises exhibiting at Sol&Agrifood for more contacts with specialist international operators, as well as Italian HORECA and retail sectors. This aspect was indicated by more than 40% of these exhibitors among the reasons encouraging them to attend the show.

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