**THE BEVERAGE SECTOR IN THE SPOTLIGHT AT HOSPITALITY 2024: FROM WINEGROWERS TO WINE TOURISM, FROM MIXOLOGY TO BEER AND SPIRITS**

**Thanks to several new agreements and the numerous wineries exhibiting in the beverage area, Winescape offers a journey through the Italian wine-making tradition with “Spazio Vignaiolo” in collaboration with the Consorzio Vignaioli of Trentino and FIVI.**

**The leading trade fair in the hospitality and catering industry becomes even more international thanks to a partnership with Bayerischer Brauerbund, the association of Bavarian breweries, for Solobirra.**

The **Beverage** sector is a key driver of the international economy and [**Hospitality-Il Salone dell’Accoglienza**](https://hospitalityriva.it/it)**,** Italy’s leading international trade fair set to take place in **Riva del Garda from 5 to 8 February 2024**, has allocated ample space to this segment, offering both an exhibition path and articulated selection of training activities.

The Ho.Re.Ca. distribution market in Italy effectively plays a key role, with 3,800 enterprises, over 60,000 operators and 17 billion euros in turnover. According to the latest Censis-Italgrob report, the beverage distribution market in particular recorded a positive result in 2022, with turnover up 18% and volumes growing by about 9% compared to the previous year.

It is based on this premise that hall C3 at Hospitality will present an exclusive and complete showcase on the **beverage world**, in the presence of wholesalers, suppliers and producers of beer, spirits, water, coffee and roasting, wine, teas, juices and non-alcoholic drinks, offering the best solutions available in the Ho.Re.Ca beverage segment and responding to the various tastes and needs of all guests. And for a **complete, in-depth overview of the art of mixing, craft beer and wine tourism,** hall B4 is entirely dedicated to the **special areas:** **RPM - Riva Pianeta Mixology**, **Solobirra** and **Winescape**, enriched with new features every year and continuously growing in terms of exhibition space, events and training.

The participation of **Vignaioli Indipendenti** (Independent Winegrowers) in the “**Spazio Vignaiolo**” (Winegrowers’ Space), curated by the Consorzio Vignaioli of Trentino in collaboration with several local delegations of FIVI - Federazione Italiana Vignaioli Indipendenti, makes **Winescape 2024** even richer.

“*This partnership, created last year and increasingly consolidated, continues to grow, offering visitors unique sensory experiences with the great producers of quality from Trentino and beyond. Winegrowers will attend with more than 120 wineries, showcasing their wines and the local territory to national Ho.Re.Ca operators, transmitting the appeal of the places where the wines are grown,”* commented **Alessandra Albarelli, General Manager of Riva del Garda Fierecongressi.**

The “**Spazio Vignaiolo”** will host more than **125 Independent Winegrowers** for the opportunity to cross paths with the catering worlds of Trentino, Veneto and Lombardy, complete with tasting stalls, meetings, workshops and wine tastings. The space will host the **continuous presence of 50 companies from Trentino, in addition to 25 companies from Alto Adige, 25 from Treviso and 25 from Lombardy, which will alternate over the 4-day exhibition period.**

Trentino wines can be tasted for the entire duration of the event, and the others on certain dates: Monday 5 February 2024, Winegrowers of Alto Adige; Tuesday 6 February, Winegrowers of Treviso; Wednesday 7 February, Winegrowers of Oltrepò Pavese; and finally on Thursday 8 February, a selection of regional tasting tables.

Regarding the other area par excellence at Hospitality, **RPM - Riva Pianeta Mixology**, visitors can expect the usual offerings by producers and distributors, including grappa, distillates and spirits, as well as companies that specialise in bartending accessories, all enriched by tastings, free master-classes with companies and guest appearances by the most expert and talented mixologists in the national and international landscape, who will take turns presenting in the educational program for bartenders and restaurant and hotel professionals, scheduled for the first three days of the fair.

Appearances by true masters and genuine mixology ambassadors including **Samuele Ambrosi, Giorgio Fadda, Lucia Montanelli, Luca Picchi, Leonardo Pinto** and **Leonardo Veronesi**, will give attendees valuable insights into the latest trends, tools, mixing techniques and quality raw materials indispensable for preparing unique cocktails. The presentations will include a valuable focus on certain ingredients including rum, grappa and whisky, increasingly used in drinks, as well as insights into Tiki and tropical mixing.

On the last day of the fair, Thursday 8 February, the **RPM Arena** will transform into the perfect stage for the **AIBES - Associazione Italiana Barmen E Sostenitori (Italian Association of Barmen and Supporters) National Contest** dedicated to young recruits from hospitality and professional institutes, who represent the future of the art of mixing and the bar and lounge industry.

And lastly, for **Solobirra**, the area dedicated to the Italian and international brewing industry to promote the culture of craft beer, the big news for Hospitality 2024 is the collective participation of the “**Bayerisches Bier IGP**” **Bavarian craft breweries**, co-funded by the **Bavarian Ministry of Food, Agriculture, Forestry and Tourism**, and the close collaboration between Riva del Garda Fierecongressi and **Bayerischer Brauerbund (Association of Bavarian breweries).**

“*In addition to the numerous events, tastings and educational presentations set to animate the Beer Arena throughout the exhibition, exploring the latest topics with the contribution of master brewers, biersommeliers and industry professionals, this year we have also entered into an agreement as part of the Bavarian Ministry’s export program. Confirming its international appeal and consideration as a business hub, we will bring to Hospitality several small, independent breweries from Bavaria with a maximum annual production of 200,000 hectolitres, who can invite Italian buyers to taste their beer on* ***Bavarian Breweries Day – Bayerisches Bier IGP*** *on Tuesday 6 February.*” – concludes **Giovanna Voltolini, Exhibition Manager of Hospitality-Il Salone dell’Accoglienza.**

Milano-Riva del Garda (TN), 05 December 2023

**Information on** [**Hospitality – Il Salone dell’Accoglienza**](https://hospitalityriva.it/it)

Organised by Riva del Garda Fierecongressi, Hospitality is the leading international trade fair in Italy dedicated to Ho.Re.Ca. operators. Covering an exhibition area of more than 40,000 square metres, the event stands as the most comprehensive in Italy, boasting an extensive training program and drawing a diverse audience of companies and professionals in the Contract&Wellness, Renovation&Tech, Food&Equipment and Beverage areas and the special Solobirra, Riva Pianeta Mixology and Winescape areas.

The 48th edition will take place in Riva del Garda, from 5 to 8 February 2024.

[www.hospitalityriva.it](http://www.hospitalityriva.it) @HospitalityRiva

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