**HOSPITALITY SIGNS A PARTNERSHIP AGREEMENT WITH FIBAR VALLADOLID**

**TO PROMOTE MIXOLOGY INTERNATIONALLY**

*Riva del Garda (TN)/Valladolid (Spain), 13 December 2022* – The important agreement signed by **Hospitality - Il Salone dell'accoglienza** with **FIBAR VALLADOLID**, the Spanish international bartending trade fair, now in its tenth edition, aims to promote and disseminate the culture of mixology worldwide.

The agreement signed by the two exhibition organisations, **Riva del Garda Fierecongressi** and **Feria de Valladolid**, will enable **exhibitors and visitors at the 47th edition of Hospitality** (to be held in Riva del Garda from 6 to 9 February 2023) to expand their **business internationally** and discover **trends and new developments** in the art of mixing drinks.

“We particularly sought this agreement with FIBAR because it enables us **to make the offer of RPM - Riva Pianeta Mixology,** the special area of **Hospitality** dedicated to liqueurs, spirits and bartending, **even more comprehensive and varied**”, explains **Giovanna Voltolini, Hospitality Exhibition Manager**. “Thanks to this partnership, the prestigious Italian grappa and spirits companies present at the show will have the opportunity to interact with **other mixology, premium drinks and hospitality professionals** from **the Iberian peninsula and those operating internationally**”.

The IWSR Drinks Market Analysis report estimates that the value of the global mixology industry could reach $40 billion by 2024. The partnership therefore comes against a backdrop of a market experiencing strong growth; it will **make it easier for exhibitors to take part in the two events** and enable **visitors** to expand their **network of suppliers and partners**.

“The agreement with Hospitality, signed on the occasion of our 10th anniversary, is part of our international growth and development strategy. - declares **Beatriz Ortega Hernández**, CEO of Rooster’s Workshop, the company that organises FIBAR - We are very happy about the opportunities that will open up in the

Italian market, as they will undoubtedly provide substantial added value for the planning of our event”

The agreement will also help enhance the **training programme of the two trade shows**. FIBAR VALLADOLID, which is taking place right now, has hosted an event led by Leonardo Veronesi, bartender and Project Manager of RPM - Riva Pianeta Mixology, dedicated to an ingredient with strong Italian roots: grappa. Hospitality’s programme will rather involve Juan Valls, bartender and founding member of FIBAR, who will bring the audience into the new era of Spanish mixology.

The twinning with Spain will stretch beyond Hospitality’s 2023 edition. Riva del Garda Fierecongressi has in fact signed an agreement with Feria de Valladolid focused on **common objectives to be pursued in the future.**

“Signing this collaboration agreement with Feria de Valladolid is a sign that we are set to continue the international relationship and networking activities that we started during the pandemic”, says **Roberto Pellegrini, Chairman of Riva del Garda Fierecongressi**. “It is a further step on the path of internationalisation that we have embarked on to develop and grow the activities of our exhibition and conference centre, benefiting all the companies, professionals and organisers with whom we work every day”.

The two trade show organisations have undertaken to share their expertise and knowledge in the organisation of events, fairs and conferences, to exchange views and be involved in the planning of other events in order to develop potential business and facilitate institutional and private relations with a view to forging possible new synergies.

**About** [**Hospitality – Il Salone dell’Accoglienza**](https://hosp-itality.it/it)

Organised by Riva del Garda Fierecongressi, Hospitality is the international trade show and leader in Italy dedicated to operators in the Ho.Re.Ca sector. With an exhibition area covering more than 40,000 square metres, the event is the most comprehensive in Italy, with an extensive training programme and a diverse audience of companies and professionals in the Contract&Wellness, Renovation&Tech, Food&Equipment and Beverage areas, and in the special areas Solobirra, Riva Pianeta Mixology and Winescape.

The 47th edition will be held in Riva del Garda, from 6 to 9 February 2023.

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

### About FIBAR

FIBAR VALLADOLID, organized in Valladolid (Spain) by Rooster’s Workshop, is the meeting and reference point for national and international bartending. With 60 exhibitors and 40 speakers in three days it brings together the Hospitality Industry professionals and presents the latest trends in cocktails, mixology and premium drinks. During the last edition, in 2021, it registered more than 6,500 visitors.

**Contacts:**

Hospitality - Image Building Press Office Tel. 02 89011300; Mailto: hospitality@imagebuilding.it

FIBAR Press Office - Rafael Hernández; Mailto: rafaelhernandez@eventoscongresosycomunicacion.com