**Hospitality – Il Salone dell’Accoglienza**

**47th EDITION**

**RIVA DEL GARDA**

**EXHIBITION CENTRE**

**FROM 6 FEBRUARY TO 9 FEBRUARY 2023**

**Entries open for the Solobirra 2023 and Best Label 2023 competitions**

**to highlight the quality and creativity of craft beer**

*Riva del Garda (TN), 15 September 2022* – Entries are open for the 2023 edition of the competitions of **Solobirra**, the special area of **Hospitality - Il Salone dell’Accoglienza** dedicated to the craft brewing sector.

After the success of the last edition, which saw the entry of **over 300** beers, labels and pieces of packaging, [**Solobirra and Best Label**](https://hospitalityriva.it/it/concorsi-solobirra) are back. The competitions are designed to test the quality and creativity of the best Italian and international craft beers respectively.

You have **until** **18 December 2022** to enter the **Solobirra 2023 technical contest,** which rates the organoleptic and taste properties of unfiltered and unpasteurised craft beers made by **breweries, beer firms, brewery rents and brew pubs**. The beers – some already on sale, some not – will be assessed by a jury of experts who will decide the top three in each of the **24 competition categories**. The special prize, **“Beer of the year 2023”**, will go to the beer that obtains the highest score from the total number of points awarded in the judging phase by all jury members.

You also have until 18 December to enter **Best Label 2023**, the graphic competition that highlights label originality. The jury will pay particular attention to the aesthetic-communicative values of the designs, which are able to promote their product incisively, while **remaining highly focused on the quality and sustainability of the materials used.** The “**Best Coordinated Packaging**” prize, which combines creativity with functionality, is also up for grabs.

The partnership with **Fedrigoni**, a leading producer in Italy and Europe of special papers and self-adhesive materials for packaging, graphics and labelling, with its **Fedrigoni Paper** and **Self-Adhesives** divisions, has also been confirmed for the 2023 edition of the **Best Label** competition.

The competition award ceremonies will be held during the 47th edition of **Hospitality - Il Salone dell'Accoglienza**, the leading international event for the Ho.Re.Ca. sector, **to be held from 6 to 9 February 2023** at the Riva del Garda Exhibition Centre.

The winning beers will be exhibited during the days of the show in the special **Solobirra** area, which will again be a point of reference for the best Italian and international craft breweries and also the stage for tastings, training meetings and seminars. The area further offers visitors to Hospitality an opportunity to broaden their knowledge of this market segment.

**Regulations and instructions on how to enter** are available on the Solobirra web page (<https://hospitalityriva.it/en/solobirra-competitions>) and on the Eventbrite platform.

**Solobirra 2023**: [eventbrite Solobirra](https://www.eventbrite.it/e/solobirra-technical-contest-2023-registration-410311020307?utm_campaign=Concorso_SolobirraENG&utm_medium=stampa)

**Best Label 2023**: [eventbrite Best Label](https://www.eventbrite.it/e/410309906977?utm_campaign=Concorso_BestLabelENG&utm_source=RivaFC&utm_medium=stampa)

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

Organised by Riva del Garda Fierecongressi, Hospitality is the international trade show 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 areas Contract&Wellness, Renovation&Tech, Food&Equipment and Beverage, 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

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