



Press Release

ITALIAN EXHIBITION GROUP: FOODNOVA IS DOUBLED FOR THE MARKET

The network expo of new food requirements, from gluten- and lactose-free to vegan, will have two editions: in Rimini and in Vicenza

Rimini, 26th September 2019 – Italian Exhibition Group (IEG), after 7 years of successes and constant development, is relaunching Foodnova (the network of new food requirements, from gluten- and lactose-free to vegan) which, instead of an annual frequency, is becoming six-monthly, being held in February 2020 (Rimini, 15-18 February) alongside Beer&Food Attraction and, from 7-11 November 2020, at Vicenza Cosmofood.

Foodnova, with its specialized proposal of supply and demand for new food requirements, products free from gluten and lactose and a for a vegan diet, which account for sales, also on the eating out market, that are constantly growing, is becoming a strategic component for the completeness of the two IEG dedicated to the Ho.Re.Ca. world.

Beer&Food Attraction, which anticipates the opening of the tourist season, and, with its brand-new pay-off, addresses Ho.Re.Ca trade members, presenting the food service/catering world's new consumption methods and formats by means of food produce, beer and beverages, technology and furnishings and fittings for venues; then, in the autumn, Cosmofood, the key Ho.Re.Ca. expo in northeastern Italy and showcase for Italy's excellent food and beverage products.

With this operation, IEG intends offering an important opportunity to Foodnova companies, making qualified business platforms available (32,000 attendees in Rimini and 20,000 in Vicenza at the last editions) as well as enriching the two expos' showcases with the inclusion of the *free-from* sector, thus attracting an increasingly large number of trade members and professionals.

Patrizia Cecchi, IEG's Italian Exhibition Director, is the new Managing Director of Exmedia, the company that organizes Foodnova, and takes over from outgoing Juri Piceni, with the task of giving the project new impetus.

PRESS CONTACT IEG

Head of Media Relation & Corporate Communication: Elisabetta Vitali; **Press Office Manager:** Marco Forcellini; **International Press Office Coordinator:** Silvia Giorgi; **Communication specialists:** Tommaso Accomanno, Alessandro Caprio, Nicoletta Evangelisti Mancini, media@iegexpo.it.