



**FIERA MILANO**



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**BETWEEN SUSTAINABILITY AND TECHNOLOGY,  
COFFEE AND ALL ITS SUPPLY CHAINS SHOW OFF ON STAGE  
IN THE DOUBLE APPOINTMENT AT HOSTMILANO AND  
TUTTOFOOD**

- *The two top Food & Beverage and Professional Hospitality events will take place simultaneously from 22 to 26 October 2021*
- *Coffee: from machinery to vending, sustainability is the winner*
- *Sic at Host: the only event that brings together all the supply chains of the black bean*
- *The innovators' Smart Label Innovation Award is back*

*Milan, 11 March 2021.* From bean to cup, from vending to professional machine manufacturers. At a time when the keyword in the entire Ho.Re.Ca. sector is sustainability, the entire coffee supply chain returns as the protagonist in what promises to be a double place-to-be for two related sectors such as Food & Beverage and professional hospitality. The appointment, for everyone, will be at **fieramilano, from October 22 to 26 2021**, when, to exploit strategic and system synergies two events will take place simultaneously at the Rho Fiera pavilions: **TUTTOFOOD**, the global and most innovative B2B event in the agro-food ecosystem, and HostMilano, the out-of-home technologies and solutions hub that operating in the Coffee/Tea and Bar, Coffee Machines, and vending macro-sector will offer to the parties involved in the entire supply chain the chance to keep up to date with the latest trends and professional machines.

**From bean to the cup at the bar, in the coffee sector sustainability is the winner**

A continuous evolution in the formats, specialisation in the products offered and proposed, expansion of the delivery segment and digitalisation. While flexibility and innovation emerge from a recent TradeLab analysis as the **"top" trends** in the **coffee** sector during 2020, in the various coffee supply chains the new keyword is sustainability. The trends for the upcoming months, when the wish to socialise will return, are all about capsules, green and bean-to-cup, in line with an "eco-friendly" approach that concerns everyone.

**Consumers** are increasingly ready to consider the origin of the ingredients and the production practices regarding the blends, and prefer compostable capsules and pods for their needs. **Professional machine manufacturers**, in the name of "green" technology have not only focused on high-end sustainable products (offering advanced functionality and energy efficiency), but have also adopted a plastic-free approach, such as in the case of packaging or in the use of eco-friendly filtration and water treatment systems during testing.

But that's not all, because the "green" trend has become popular across the entire coffee supply chain, including the **vending** segment. Due to new eco-friendly attention, the whole industry has moved towards energy saving machines, more sustainable waste management services and an increasing number of recyclable packages, thanks to the possibility of re-using plastic scoops, bottles and cups in vending machines.



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### **Sic, the International Coffee Salon, is back**

For 40 years the only event capable of bringing together the entire coffee supply chain under one roof, **Sic** returns to the Rho Fiera pavilions: from green to roasted, from big brands to niche brands, from processing machines to espresso and other extraction methods, among new trends and new technologies, the **International Coffee Expo** will bring to the stage the most comprehensive panorama of the black bean and the worlds revolving around it, at a time when even in this sector the desire for innovation is combined with design and the latest frontiers of customisation.

Furthermore, in addition to the exhibition spaces, to help the sector's operators learn more about a product affected by such a fast evolution, there will be travelling events including those organised by Aicaf, the Italian Coffee Masters Academy, and ALTOGA, the National Association of Coffee Roasters and Importers and Food Wholesalers.

### **Business and Innovation are the winners at Host**

What characteristics must a product have to meet the increasingly sophisticated needs of professionals? And how to combine technology and design in the Ho.Re.Ca. sector? These are the questions that the companies selected to take part in the new edition of the **SMART Label Host Innovation Award**, the competition organised by Fiera Milano and Host Milano and scheduled from 22 to 26 October 2021, will have to answer. The initiative is held in collaboration with the POLI.Design Consortium of the Milan Polytechnic School and under the patronage of ADI - the Italian Industrial Design Association.

Making Hostmilano even more of a **global equipment hub** are a series of activities undertaken with the aim of strengthening relations with stakeholders and the supply chains.

Starting with the monthly Observatories and periodic newsletters that reach tens of thousands of Italian and foreign operators all over the world to a vast array of **webinars** (organised together with BIT - Borsa Internazionale del Turismo, TUTTOFOOD, SICUREZZA, TRANSPOTEC LOGITEC) featuring some of the most authoritative figures in the Food & Beverage, Hospitality, Transport, Logistics and Cybersecurity sectors.

Fiera Milano has also streamlined access to credit for exhibiting companies by supporting investment financing. In order to provide tangible support to SMEs and facilitate their participation in these events, agreements have been signed with various credit institutions. Without forgetting that, on the credit front, exhibitors can also count on contributions from **Sace Simest** to participate in trade fairs and exhibitions in Italy.

More information on [www.host.fieramilano.it](http://www.host.fieramilano.it)