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**PROFESSIONAL HOSPITALITY IS 'LIVE' ONCE AGAIN FOR HOST 2021. WITH 1,291 EXHIBITORS COMING FROM 43 DIFFERENT COUNTRIES AND 800 EVENTS ON THE MENU**

- *Held face-to-face and in full safety at fieramilano from October 22nd to 26th*
- *All the macro-areas of professional hospitality are coming together under one roof to celebrate the recovery of the out-of-home industry*
- *Making the most of synergies between similar and complementary sectors, HostMilano will be held in conjunction with TUTTOFOOD*
- *Professional Catering, Bars-Coffee Machines-Vending and Tableware-Table Service Technology-Tableware are the sectors predicted to show the most growth over the next few years*
- *Top events: the programme features SMART Label, Iginio Massari and SCA World Coffee Championships*

Milan, 29 September 2021. "Live" at last, and in full safety. With exhibitors, buyers and stakeholders travelling from all over the world to Milan, Ho.Re.Ca and its macro-areas – Professional Catering; Bakery, Pizza, Pasta; Coffee, Tea, Bar, Coffee Machines, Vending alongside the legendary SIC, Salone Internazionale del Caffè [International Coffee Expo]; Ice Cream Confectionery; Table Service Technology – are coming together for the 42nd edition of **HostMilano (at fieramilano, from October 22nd to 26th, 2021)** to celebrate a recovery: the out-of-home sector's recovery, which all the latest analyses confirm has already begun.

With nearly one thousand three hundred exhibitors from over 40 different countries, once again the exhibition proves to be the global equipment hub, starring all the key players in the world of professional hospitality. An exclusive observatory where the most important companies from Italy, Europe and the rest of the world can get together to discuss and get up to date on the sector's state-of-the-art in terms of technological innovation in products and services, as well as map out the scenarios due to shape the future of professional hospitality.

**Over one in three companies from abroad**

1,291 companies confirmed, 435 of which are from abroad (an **international percent of 34%**), representing 43 different countries (the top markets include Germany, France, Spain, USA, Portugal, Netherlands, Greece, United Kingdom and Turkey). In terms of product categories, together Professional Catering and the Bars-Coffee Machines-

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Vending area account for two thirds of what's on offer at the exhibition, while the Tableware-Table Service Technology range is also extensive.

To name just a few, the **top companies in each sector** include: Ali Group, Sirman, Rational Italia, MKN Maschinenfabrik, True Refrigeration e Viessmann (Restaurant Sector); Tagliavini, Italforni, Sigma, Jac, Imperia & Monferrina, Dr. Zanolli, Ab Mauri (Bread Pizza Pasta); Isa Spa, Frigomeccanica, Babbi, Cesarin, Criocabin, José Julio Jordao (Ice-Cream Confectionary); Gruppo Cimbali, Nuova Simonelli, Evoca Group, Astoria, Franke Kaffeemaschinen, Marco Beverage System (Bar Coffee Machine Vending); Hausbrandt, Caffè Borbone, Gruppo IMA, Brambati, Caffè Vergnano, Gruppo Gimoka, Cafes Novell (Tea Coffee); Abert Broggi Villeroy & Boch, Bormioli Rocco, Tognana, Sambonet Paderno, Rosenthal, Dibbern, Steelite (Tableware); Costa Group, Pedrali, Emu, Tecnorredamenti, Calligaris, Zucchetti Horeca (Table Service Technology).

Thanks to the continuous support of ICE/ITA Agency, a major **buyers turnout** is expected for areas of particular interest (over 500 from 41 different countries including North and South America, Europe, the Middle East and Russia) in addition to those coming to Milan through numerous partnerships with some thirty of the most significant **Italian and international associations**, including:

FCSI - Foodservice Consultants Society International, AFEHC, Restaurants Canada, BAC - Baking Association of Canada, IDC - Interior Designers of Canada, NEWH - The Hospitality Industry Network, OCSA - Ontario Convenience Store Association, CICC Association Quebecoise des Dépanneurs en Alimentation, CAMA - Canadian Automatic Merchandising Association, FEDA - Foodservice Equipment Distributors Association, SEFA - Supply and Equipment Foodservice Alliance, NYCHA - New York City Hospitality Association, ACHIGA - Asociación Chilena de Gastronomía (Chilean Gastronomy Association), ACODRES - Asociación Colombiana de la Industria Gastronómica (Colombian Association of the Gastronomic Industry), Asociación Mexicana de Restaurantes (Mexican Restaurant Association), FEHGRA - Federación Empresaria Hotelera Gastronómica de la República Argentina (Argentine Federation of Hotel and Food Service Professionals).

**HostMilano and TUTTOFOOD to coincide**

*"An event for which being there in person will be vital. Because at a time like this, it's essential to see what's new and "try it out" in the field, as well as to see traditional partners again and meet new ones". And because: "The chance to get exhibitors from HostMilano and TUTTOFOOD at the same exhibition will allow for an even better evaluation of new consumer habits developed after the pandemic, understanding up close which areas hold potential for cross-pollination".* Buyers taking part in Host2021 have no doubts: whether they are European, from overseas or from new markets, such as the Middle East, all Rho Fiera's pavilions will provide an opportunity to witness innovation in all its forms, starting with trends like sustainability, predicted to be the driver for all sectors in the future.

Not to mention the chance to take advantage of the concurrently held TUTTOFOOD, the leading exhibition for agri-food systems in Italy, so you can make the most of the synergy

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between two sectors as similar as agri-food and hospitality. Boosting business opportunities and providing further chances to network, **MEAT-TECH**, an exhibition centred on technologies for meat processing and ready meals, will also be happening on the same dates and the **Expo Plaza platform** will enable open schedules and pre-booked meetings with selected exhibitors through online catalogues.

Exhibitors and visitors will once again benefit from the **safety protocols Safe Together** previously trialled last September, which include numerous organisational interventions carried out in the Exhibition Centre's physical space (<https://www.fieramilano.it/sicurinsieme/>).

**Top events: SMART Label, Iginio Massari and SCA World Coffee Championships**

In line with its tradition as a trendsetter for all Ho.Re.Ca. supply chains, alongside business opportunities, the next edition of HostMilano is also plating up a programme of over 800 events across its macro-areas: national and international competitions, cooking demos and training seminars.

As is tradition, the seat of honour is reserved for the great showcase **SMART Label - Host Innovation Award**, a competition open to all innovative companies. Organised by Fiera Milano and HostMilano in collaboration with POLI.Design - Consorzio del Politecnico di Milano (Milan Polytechnic Consortium) and sponsored by ADI - Associazione Italiana per il Disegno Industriale (Italian Association for Industrial Design), this year 79 applications were submitted with more than half from the Food Service Equipment and Bar-Coffee Machines-Vending segments. Winners within each of the award's three categories (Innovation SMART Label, for highly innovative products; Green SMART Label, for products that stand out for innovating in terms of energy efficiency trends in the sector; SMART Label, for products capable of bringing about significant developments in the companies' own sectors) are the 25 Italian and international companies that best illustrated the trends that will shape the industry's future: from saving energy to using green materials and solutions; from focusing on hygiene to user-friendly technological solutions, from renewed emphasis on customisation to product use flexibility.

The latest association to enter is the **Speciality Coffee Association (SCA)**, an association that represents thousands of coffee professionals worldwide, from producers to baristas, holding the coffee industry's top event throughout the five-day exhibition: **the SCA 2021 World Barista Championship, World Brewers Cup and World Cup Tasters Championship**.

**"Luxury Pastry around the World" by Iginio Massari** is also making a return, a concept created by the Master of Italian and international pastry brings some of the most significant players in the confectionery industry together. Keeping in the world of pastry, the unmissable international championships organised by **FIPGC International Federation of Pastry, Ice Cream and Chocolate** will be the driving force behind the **World Tiramisu Championships** and **The Best Pastry Chef in the World**, during which 18 world champions be on show, giving their account of the future of pastry making. The second

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edition of **Contest School** is also on the programme at **HostMilano**, an initiative aimed at Professional Institutes in the Service sector, specifically food, wine and hotelier services, sponsored by **FIPGC** in collaboration with the **Ministry of Education**.

Another must-see event is the **Panettone World Championship**, organised by the Academy of Italian Panettone and Sourdough Masters: a chance for different Countries to debate and discuss with the aim of electing the best traditional artisan panettone.

The “sweetest” **Art Gallery** event is topped off with over 200 works on display by Italian and international pastry chefs.

**ALTOGA, Italy's National Association of Coffee Roasters, Importers and Food Wholesalers**, offers a comprehensive programme of contests and events, livening up the Coffee-Bar area with the **7th Grand Prix of Italian Coffee**, the **2nd World Championship of Latte Art Grading** and samples from **Coffee Addition** – the itinerary event and coffee tasting corner.

There's even more to explore on the Catering front where **FIPE**, the Italian Federation of Public Enterprises, will present **Ristorazione 4.0**, an exclusive Observatory on digital innovation in the sector, sharing the spotlight with seminars organised by **Horeca Digital Academy**, organised by APCI, Associazione Professionale Cuochi Italiani (the Association of Italian Professional Chefs).

Right in the heart of the exhibition will be the **Food-Technology Lounge**, a vital space for learning, meeting and training. A showcase of Made in Italy technology for food and Hospitality made available by the associations of ANIMA Confindustria Meccanica Varia (including Aqua Italia, Assofoodtec and FIAC) and EFCM Italia, alongside the ICIM Group and Eurovent.

Finally, the Federcuochi and **Academy FIC** collaboration is revamped and ready to host industry experts, journalists and chefs in cooking shows, master classes and conferences with partner companies.

Innovate, change and grow are set to be the three key words for **FCSI Italia** at Host, with meetings and workshops driving the association's “sustainable and safe stand”.

As far as the Bread Pizza Pasta macro sector is concerned, don't miss the initiatives put in place by the Association of Bakers of Milan and the Milan Confcommercio Provinces, the stars behind **Bakery Academy** lab sessions, meetings with food journalists and tastings, all lighting up their stand. Showcooking will also be a key feature for this area hosting the pasta-making members of **A.P.Pa.Fre. -Association of Fresh Pasta Producers of Small and Medium Enterprises**.

**Slices – Pizza Culture for professionals** (organised by Pizza and Pasta Italiana) brings the programme to a close: seminars, demonstrations and debates, or rather, “Slices” of organisational culture and processing techniques for pizza professionals.



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Finally, **Digital Talks** will be back for the 2021 edition of Host, a series of in-depth seminars conceived in collaboration with POLI.design and aimed at architects and experts of the sector in search of opportunities for professional updating; at the centre of discussions, the most topical themes applied to the professional hospitality sector.

HostMilano will be held at fieramilano from Friday the 22nd to Tuesday the 26th of October.

For the latest information: [host.fieramilano.it](http://host.fieramilano.it), @HostMilano.