

# International Exhibition of Quality Agro- Foods

Presentation



[www.solagrifood.com](http://www.solagrifood.com)





## Sol&Agrifood – International Quality Agro-foods Event

- From pasta to delicatessen meats, confectionery specialties and cheese, from honey to sauces, beer and extra virgin olive oil. The exhibition is increasingly becoming a landmark for food products from Italy as well as other countries, with significant growth in foreign exhibitors. This is why Sol&Agrifood has upgraded its web site to create a flow of information, with constantly updated and useful content for all the protagonists in the various production sectors, as a way of promoting product culture in Italy and abroad.

Sol&Agrifood has developed a winning format that encourages direct contact between producers and trade operators, highlighting the importance of the production process, tradition and territory. A “new language” is born and communicates quality through the best agro-food products



The exhibition offers, coupled with the great versatility of the "turnkey" stands, allow producers to make a tailor-made way participation

TRAINING AND CONFERENCES

COMPETITIONS AND PRIZES

EVOO&BEER TASTINGS

BUSINESS TO BUSINESS MEETINGS

FOOD PROMOTION

ITALIAN CUISINE

### Facts & figures 2018

59,267 visitors  
(+6% compared with 2017)  
27% international visitors

### INCOMING INTERNATIONAL BUYERS

RUSSIA JAPAN GERMANY FRANCE MEXICO SPAIN SLOVENIA CHINA ROMANIA  
USA EGYPT INDIA AUSTRALIA CROATIA BULGARIA LEBANON JORDAN GREAT BRITAIN  
SOUTH AMERICA FAR EAST TUNISIA

### Facts and figures 2018

326 Exhibitors  
Total net exhibition area  
occupied: 4,901 sq.mt

Training and  
conferences

EVOO&BEERS Tasting

#### **EVOO Days**

In order to help the sector produce more olive oil while also further improving quality, promoting and selling it, Veronafiere has set up EVOO Days, a training and networking Forum for the quality extra virgin olive oil sector.

#### **FOOD conferences**

##### **Guided EVOO tastings/EVOO bar**

Dedicated to national and international extra virgin olive oil winners of the International Sol d'Oro Competition

##### **Guided Beers Tasting/workshop**

The tasting area dedicated to beers from the various breweries attending Sol&Agrifood is the place where visitors can learn about the many top quality products being made thanks to the inspiration and technical skills of the brewers and breweries taking part.

Sensory experiences, guided tastings, contests, presentation events and food-beer pairings help users expand their knowledge of the beer universe by learning how to recognize taste characteristics, quality, reference styles and the production process employed



## Competition and prizes

### International Sol d'Oro Competition



Sol d'Oro is the most important international olive oil competition in the world, organized in Verona (Italy) by Veronafiore as a preview to Sol&Agrifood. In 2014 Veronafiore organized the first edition of Sol d'Oro Southern Hemisphere dedicated to extra virgin olive oils produced in countries south of the Equator, as a road show. After Santiago (Chile 2014), Cape Town (South Africa 2015), Melbourne (Australia 2016), the next stage will be Osaka (Japan 2017)

### Golosario Award



The Golosario Award is the award set up in collaboration with wine and food critics Paolo Massobrio and Marco Gatti to acknowledge emerging excellence in agro-foods on show during the event. A special and *strictly incognito* jury tastes products on display and draws up a ranking. The winners are proclaimed on the closing day of the event.



## Food promotion

### Agorà

A Tasting Area where the producers - assisted by a chef - present and "talk about" their products to journalists and national/international operators

### Cooking Show

The meeting point between haute cuisine, local areas and olive oil culture. In collaboration with Aipo Verona, Federazione Italiana Cuochi and Gambero Rosso chef Giorgione for an intense calendar of tastings to delight every palate.



## Business to business meetings

Thanks to intensified incoming activities implemented by Veronafiere in Russia, the Far East, China, Japan, India, the USA, Central and South America, Mexico, Australia, Great Britain, Germany, France, Spain, Slovenia, Croatia, Romania, Tunisia, Egypt, Bulgaria, Lebanon and Jordan, business contacts are promoted by b2b meetings organised between delegations of foreign buyers and exhibitors, in a Taste&Buy mode



## Italian Cuisine

### Goloso Restaurant

The Goloso Restaurant set up as part of Sol&Agrifood combines tradition and innovation by presenting an exclusive and complete daily menu characterised by high-quality ingredients.

The Goloso Restaurant is organised by Sol&Agrifood in collaboration with the Italian Chefs Association (FIC)



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