



**SOL
EXPO**

**Full Olive
Experience**

**March 1-3, 2026
Veronafiere, Verona - Italy**

History and Origins



In **1987**, within FAIAL – the Food Agribusiness Fair – **the Olive and Olive Oil Exhibition, SOL**, was launched. The event introduced international operators to the finest Italian extra virgin olive oil production, together with the most advanced processing technologies.

SOL soon found **its home within Vinitaly**, the International Wine and Spirits Exhibition, and since 2009 has been **accompanied by Agrifood**, the Showcase of Quality Agro-food Products.





A New Chapter

After 28 editions alongside Vinitaly, in **2025 SOL debuted once again in its renewed role as a stand-alone event: SOL Expo** doubled its exhibition space, moving from a temporary structure to two full pavilions. This milestone underlines both the central role and the strong interest in a product that stands as a true symbol of the Mediterranean cuisine.



The exhibition now represents not only **the entire olive and olive oil supply chain**, but also the main producing countries, with a strong and widespread presence of **associations and key players from the sector**.



FACTS&FIGURES 2025

226 EXHIBITORS

6,000 SQM EXHIBITION AREA

115 EVENTS (tastings, conferences, round tables, show-cooking sessions)

1,800 VISITORS

70 TOP INTERNATIONAL BUYERS FROM 24 COUNTRIES recruited thanks to the efforts of Veronafi and ITA Agency

485 SCHEDULED MEETINGS ON THE DIGITAL PLATFORM

The Project: Promoting Olive Oil and Its Derivatives



B2C / B2B

The event is dedicated not only to professional audiences, **with particular attention to engaging the Italian and international HoReCa sector**, but also to the **final consumer**, attentive and discerning, who increasingly chooses top quality.

- **Matching platform to organize one's own schedule of meetings** with professional operators attending the fair
- Possibility of **direct product sales**

Not only an **exhibition area**: the project of SOL Expo aims to engage visitors in a fully immersive experience thanks to

- **showcooking** with the best Italian chefs, who in their creations highlight the finest pairings to enhance raw materials of absolute excellence
- **mixology** with the innovative use of olive oil in the creation of signature cocktails
- **beauty & wellness experiences**
- in-depth **workshops** and technical conferences



**SOL
EXPO** | Full Olive
Experience

Where: **Veronafiere**, Halls 11 & 12 (Re Teodorico Entrance)

- extra virgin olive oil
- table olives
- olive oil-based products (preserves in oil, pâtés, etc.)
- by-products / derivatives (beverages, liqueurs, etc.)
- olive-based creams, cosmetics, supplements, nutraceutical drinks
- bakery and confectionery products made with olive oil
- vegetable oils
- technologies
- food and wine tourism
- training

SOL Expo 2026 Focus and Themed Areas



TASTING AREAS

Discover the finest extra virgin olive oils, guided by panels and specialists

WORKSHOPS, CONFERENCES,
TALK SHOWS, INSIGHTS



INCOMING PROGRAMS

Dedicated to international key buyers with B2B meetings, walkarounds, and local activities. Targeted initiatives for Italian professionals, agreements with trade associations, and joint promotional actions



SOL Expo 2026 Focus and Themed Areas

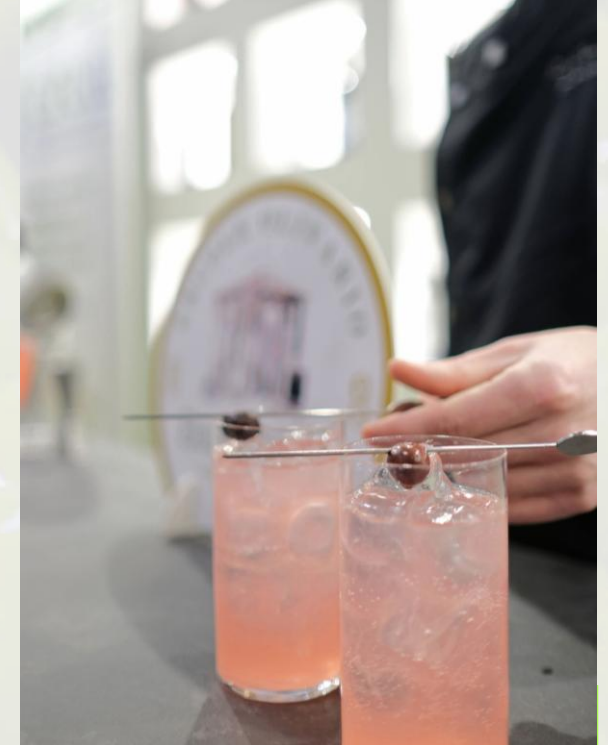


SHOWCOOKING

The best oil–food pairings to enhance traditional culinary dishes, as well as surprising and innovative combinations

BEAUTY & WELLNESS AREA

Creams and cosmetics based on olive oil, with live demo sessions; products derived from olive processing used as supplements, nutraceutical drinks, and more



MIX-OIOLOGY

Extra virgin olive oil as an ingredient in mixology – the new frontier of cocktails crafted by top bartenders

SOL Expo 2026 Focus and Themed Areas



CON-DIRE AREA

A space dedicated to balsamic vinegar, fine salts, natural and sustainable dressings and Mediterranean spices



TABLE OLIVES

OLIVE OIL-BASED PRODUCTS

Preserved vegetables in oil, pâtés, etc.



SOL Expo 2026 Focus and Themed Areas



**BAKERY &
PASTRIES MADE
WITH OLIVE OIL**



OLIVE OIL TOURISM

Content dedicated to experiential tourism, celebrating the olive landscape as a Mediterranean symbol and showcasing the typical agri-food products of olive-growing regions

KIDS' ACTIVITIES

Learning while
having fun



SOL Expo 2026 Exhibition Solutions



REGISTRATION FEES

Direct Exhibitor € 500.00 + VAT

Co-exhibitor (each) € 200.00 + VAT

Represented Company (each) € 150.00 + VAT

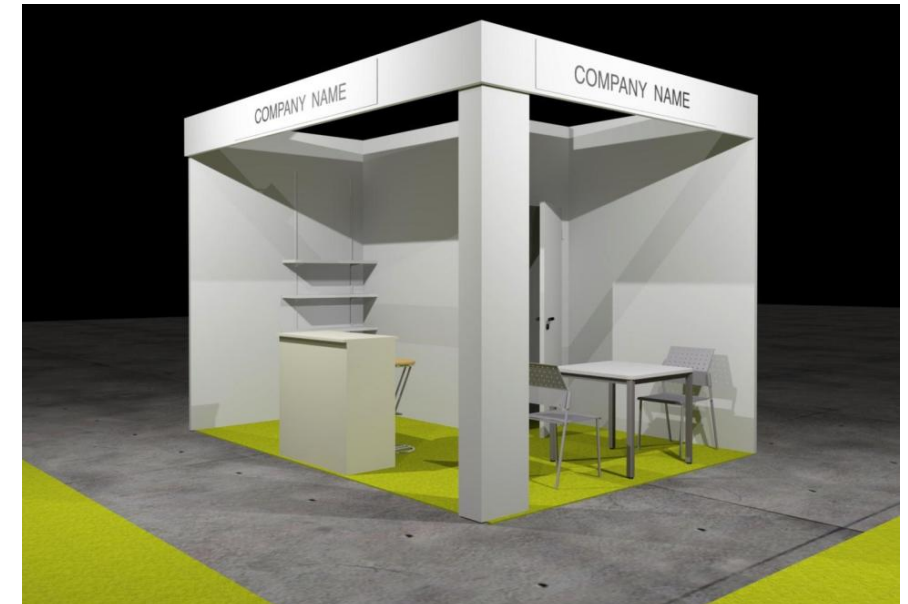
EXHIB. AREA	REGISTRATION BY 31/12/2025	REGISTRATION FROM 1/01/2026
1 side open	€ 140.00/sqm	€ 156.00/sqm
2 sides open	€ 148.00/sqm	€ 164.00/sqm
3 sides open	€ 156.00/sqm	€ 173.00/sqm
4 sides open	€ 165.00/sqm	€ 184.00/sqm

N.B.: Minimum free area surface: 12 sqm (4x3 m)

All-Inclusive Package (12/16 sqm) includes:

Registration fee, exhibition area, turnkey pre-fitted stand (perimeter structure, 2x1m storage room, 1 table, 2 chairs, 1 waste bin, 1 coat stand, 1 desk, 1 stool, 1 set of shelves, lighting, carpet, fascia board with company name, electrical connection)

Booth 12 sqm (4X3)	€ 3,250.00 + VAT
Booth 16 sqm (4X4)	€ 4,050.00 + VAT



SOL Expo 2026 Exhibition Solutions

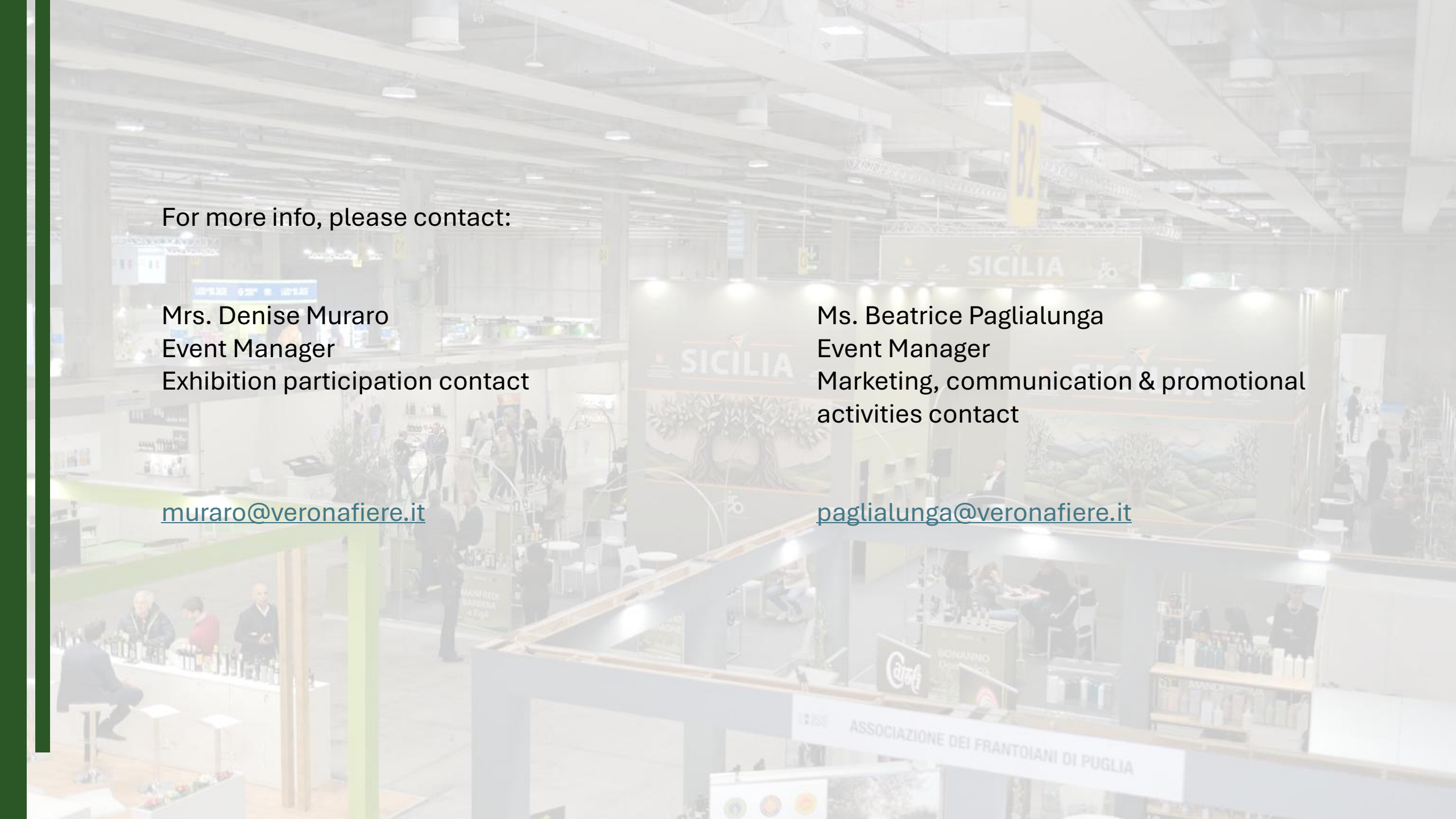


Collective package for 8 companies for Consortia / Producers' Organizations including:

- 64 sqm cedar-green carpet
- 4 sqm storage room with hinged door, 4 shelves, 4 power strips, 4 wall-mounted coat racks
- 4 graphics (200x50h cm) on the outside of the storage room
- 8 LED spotlights, 50 W
- 8 standard reception desks
- 8 graphics for reception front panels (91.5x96h cm)
- 8 chrome wooden stools
- 8 waste bins
- 1 electrical panel, 9 kW

€ 15,060.00 + VAT

N.B.: Basic setup. Any additions or integrations of graphics, structures, or furnishings must be quoted separately



For more info, please contact:

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