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EXPOFORUM

17–19 March 2024

Lingotto Fiere, Turin, Italy

# Region

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Beauty, Freedom, Flavour and Spirit. Ancient hamlets and contemporary art. Cities of art and unique landscapes. Experience Piemonte your way – roam across peaks, plains, hills and lakes in the **96 protected natural areas and 5 UNESCO World Heritage sites**.

Enjoy a gentler pace on the pilgrim trails or recharge your batteries along **20,000 kilometres of walking and cycling paths**. Breathe in the open spaces on over 1,350 kilometres of

slopes dedicated to snow sports and 50 skiing stations. Sit down and savour the food of this unique land, which offers a remarkable mouthwatering selection: from truffles to rice, exquisite cheeses and wines to chocolate treats, you can decide whether to experience it all in one of 44 Michelin-star restaurants, traditional trattorias, wine bars, wine cellars, historic cafes or high-altitude refuges.



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# Piedmont

Piedmont plays a key role in the Italian economy, combining industrial tradition with a strong drive for innovation, propensity for research and development and excellent quality of life.

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POPULATION

**4.4 m**

(7.3% of Italy total)

GDP

**€137 bn**

(8% of Italy total)

COMPANY

**426 k**

(7.1% of Italy total)

EXPORT

**€49.6 bn**

(9,6% of Italy total)

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BEST IN TRAVEL

**1<sup>ST</sup> region**

(2019 Lonely Planet)

TOURISM

**14.9 m**

(overnight stays)

TOP RESTAURANT

**44** 🍀

(2022 Michelin Guide)

STUDENTS

**120 k**

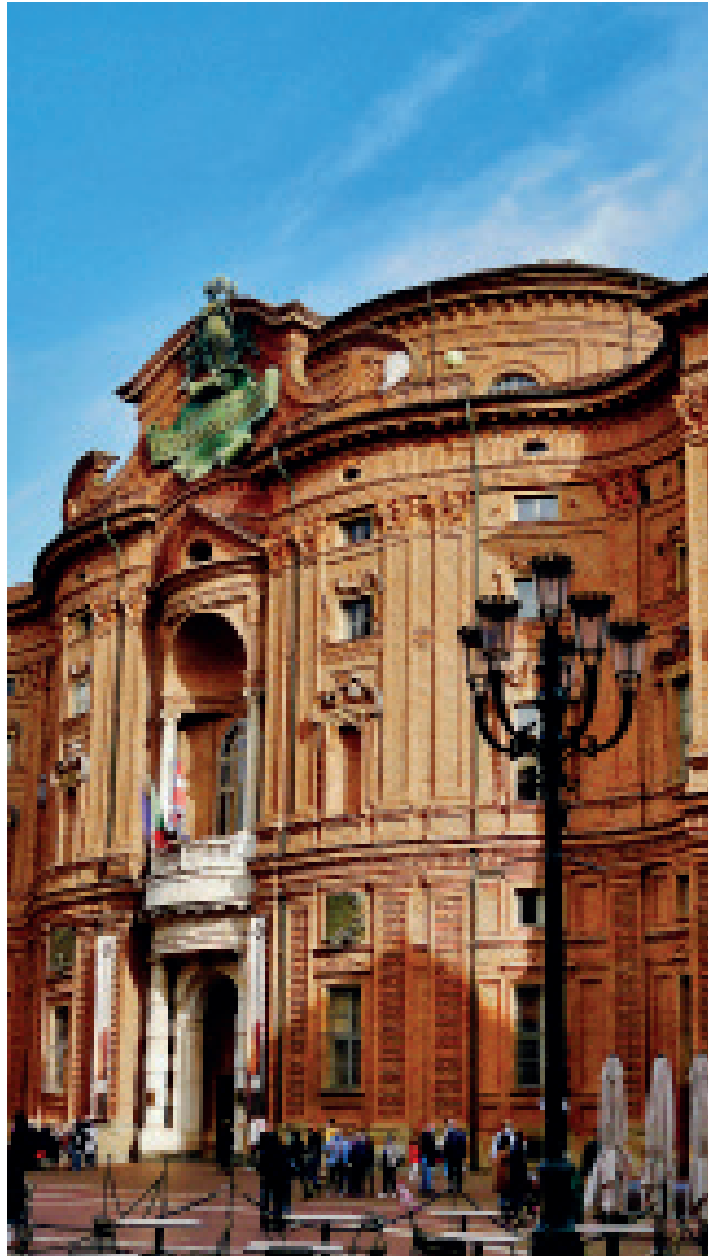
(4 top level university)

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# Turin

It's now booming contemporary art and architecture, live-music scene and innovative food and wine culture are definitely aspects you'll want to discover. There's a whiff of Paris in Turin's elegant tree-lined boulevards and echoes of Vienna in its stately art nouveau cafes, but make no mistake – this elegant, Alp-fringed city has a touch of magic.

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POPULATION

**2.3 m**

(50% of the region)

OVERNIGHT STAYS

**6.6 m**

(metropolitan area)

COMPANY

**+220 k**

(metropolitan area)

MUSEUM

**+55**

(2 national museum)

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MOLE ANTONELLIANA WAS  
**tallest building**

(in the EU, until 1890)

TURIN WAS THE 1<sup>ST</sup>  
**capital**

(in Italy, 1861 – 1865)

TURIN MADE THE 1<sup>ST</sup>  
**espresso coffee**

(in the world)

CORSO REGINA IS THE LONGEST  
**straight road**

(in the EU, with 11km)

TURIN MADE THE 1<sup>ST</sup>  
**“tramezzino”**

(in the world)

THE MOST IMPORTANT  
**Egyptian museum**

(in the world, after Cairo)

# Horeca in Piedmont

Turin and Piedmont have a unique offer of typical and genuine products, rich in quality and variety, based on artisanal or semi-artisanal techniques.

## Unique Products with certifications

- 18 DOCG wines (Controlled and Guaranteed Designation of Origin)
- 41 DOC wines (Controlled Designation of Origin)
- 14 PDO products (Protected Designation of Origin)
- 9 IGP products (Protected Geographical Indication)
- 341 PAT products (Traditional Agricultural Food Products)
- 36 Slow Food Presidia out of a total of 344 in Italy

F&B ENTERPRISES

**28.115**

Piedmont

F&B ENTERPRISES

**14.921**

Turin

FOOD SCHOOLS

**52**

Piedmont

FOOD UNIVERSITY

**3**

Piedmont

FOOD MUSEUM

**10**

Piedmont



# Typical product

## Chocolate

- > 40% total italian production
  - > HQ of Ferrero
- 



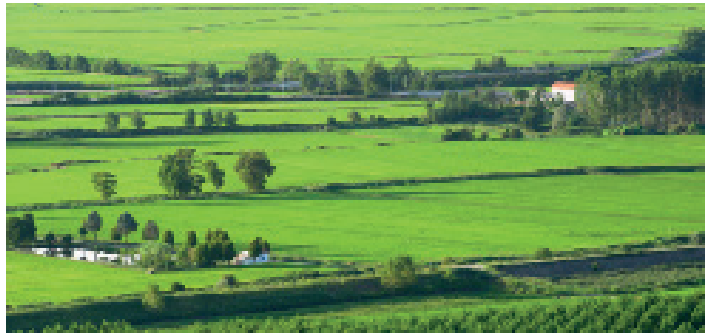
## Confectionery Products

- > 15% total italian production
  - > HQ of Balocco, Maina, Galup
- 



## Rice & Pasta

- > 52% total italian production of rice
  - > Novara, Vercelli & Alessandria are the most famous city.
  - > the italian only PDO rice
- 



## Cheese

- > 70% total italian production
  - > 10 PDO kinds of cheese, among which Grana Padano, Castelmagno and Gorgonzola
- 



## Coffee

- > 1800 employee in the sector
  - > HQ of Lavazza (43% of italian market), Vergnano, Costadoro
- 





## Truffle

- > White truffle / gruit, vegetables and preserves
  - > *The White Truffle is the king of Piemonte's cuisine*
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## Liquors & spirit

- > 135 distilleries in Italy, 22 in Piedmont
  - > Vermouth
  - > HQ of Martini & Rossi
- 



## Cattle breed & cured meat

- > 2° italian cattle breeding region
  - > Piemontese breed Fassone PGI
  - > Cuneo Crudo Ham PDO
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## Craf Beer & Beverage

- > 115 establishments in Piedmont
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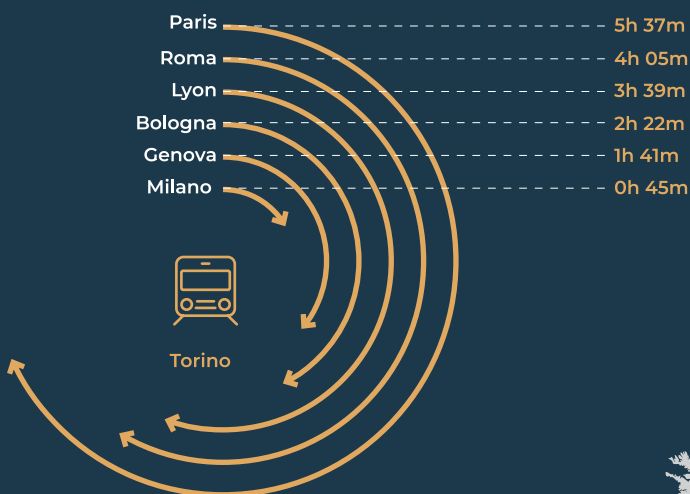


## Wine

- > 2° italian region most important wine (Barolo, Nebbiolo, Moscato)
  - > 85% of the wines produced in Piemonte are PDO, DOCG and DOC
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# Accessibility

Turin is in a strategic geographical position, easily reachable from Europe and Italy. Turin is well-connected to the Italian railway system and to that of neighbouring countries: every hour high-speed trains leave from the 2 main train stations in Turin.



“We are what we eat”

Ludwig Feuerbach



# The event

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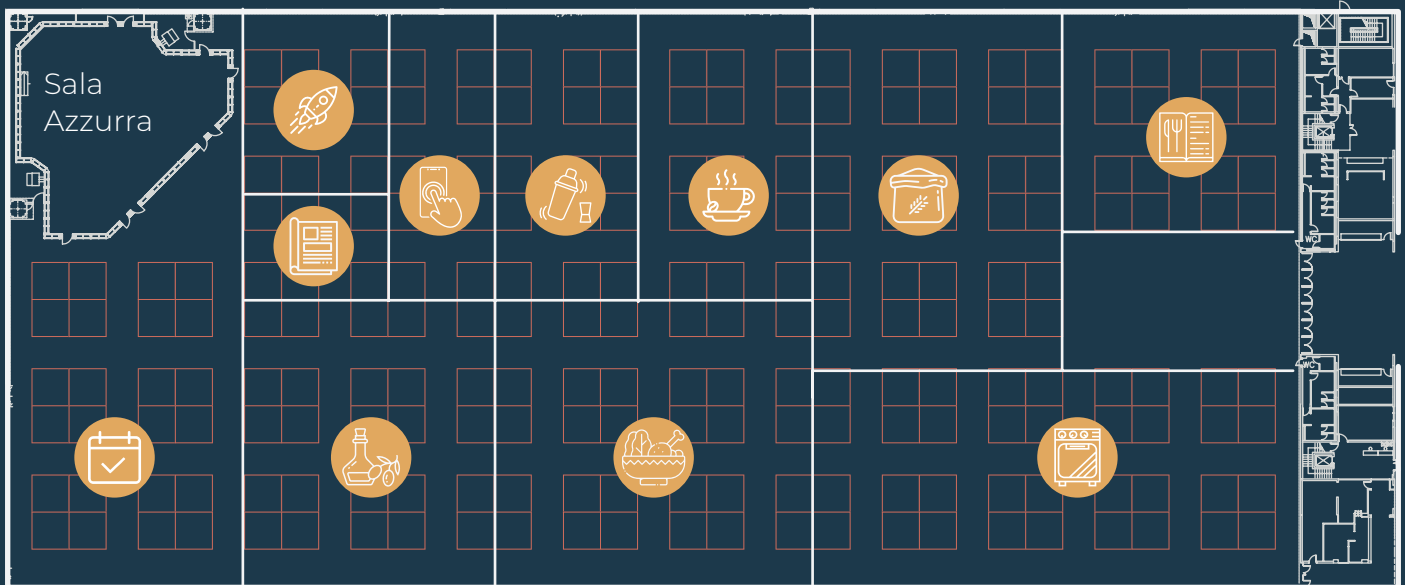
The biggest event dedicated to the professional sector in the **North-West of Italy**. After the success of four editions as Gourmet Expoforum, the exhibition evolves and identifies itself as **Horeca Expoforum**,

to confirm its format and its target audience.

In fact, the event, dedicated to **Horeca** and **Food & Beverage** world, reinforces its exhibition area with exclusive appointments and professional training.



# expo



event area

small producers

publishing

start-up

innovation

drink & wine

coffee

food

furniture

bakery & pastry

equipment

## LAYOUT

An exhibition area of over **10,000 square meters** in which you can meet companies and discover products from seven categories of goods: wine and beer, pizza and savoury, confectionery and chocolate, coffee, furniture mixology, equipment.



# forum

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## AGENDA

Appointments with **guests** and **professionals** from all over Italy, with training courses, conferences and classrooms.

**Many themes:** technology, evolution of consumption, food delivery, design sustainability, craftsmanship.

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## NETWORKING

The event offers a unique opportunity to meet new partner, suppliers and clients.

### News 2024

**B2B events** with networking sessions scheduled in the reserved lounge.

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“The cuisine of a society is the language  
into which it unconsciously translates  
its structure”

Claude Lévi-Strauss



# Product sectors



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Piedmont is the region that produces not only some of the best known and finest Italian wines which are globally appreciated but also new and special craft beers.

- Labels
- Glasses
- Craft beers
- Red & white wines



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Pizza makes us famous in the world, and it's all about the ingredients.

- Special flours
  - Pasta and rice
  - Ready-made gastronomy
  - Cheese and dairy products
  - Meats and cold cuts
  - Vegetable preserves
  - Fruit and vegetables
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Pastry makes the difference at the bar and restaurant.

- Yeast
  - Sugar
  - Special flours
  - Frozen pastries
  - Fresh pastries
  - Dry pastries
  - Chocolates
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In the city that invented the **espresso**, you can not miss an area dedicated to coffee.

- Accessories
  - Coffee and blends
  - Machines
  - Cups
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Technology and innovation for the best results.

- Big installations and equipment
  - Supplies for hotels
  - Grills, pans, crockery
  - Sanitising products and maintenance
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The latest frontier in the world of cocktails is called mixology and has transformed the practice of mixing drinks into a real art bordering on alchemy.

- Waters and drinks
  - Liqueurs and spirits
  - Glasses and ice
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A part from the products it sells, a business is made up of the environment and the atmosphere that brings life to the customer.

- Reception counters
  - Shop windows
  - Furnishings
  - Lighting
  - Graphic media
  - Packaging
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# Target



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The event is dedicated exclusively to **professionals** of the hospitality and Food & Beverage sector, who enter after accreditation.

A unique place where you can view the latest innovations, find new suppliers, new ideas for your activities or for your own business.

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# Reasons to explore Horeca

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Horeca Expoforum is the right opportunity to know hundreds of companies and producers in a single day. Everything you need for Horeca professionals, from F&B products to innovative machinery and equipment.

In addition to the exhibition area, a packed calendar of **training sessions**, **talks**, **workshops** and **masterclasses** to discover all trade secrets, to be inspired, to acquire new knowledge and to keep up to date with experts, journalists and food bloggers.

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- DISCOVER NEW F&B PRODUCTS
  - TRY OUT THE BEST EQUIPMENT
  - MEET NEW CUSTOMERS AND SUPPLIERS
  - SIGN UP FOR B2B EVENTS AND MAKE TARGETED MEETINGS
  - PARTICIPATE IN TALKS WITH EXPERTS AND CHEFS
  - REGISTER FOR TRAINING COURSES
  - KEEP AN EYE ON COMPETITORS

# GL events

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## GL events

The most important group in the world in the organisation of events.

GL events manages the major international events on the food industry such as Sirha, Sirha Green, Sirha Budapest, Bocuse D'or, Europain, Mondiale de la Biere, CFIA.

[www.gl-events.com](http://www.gl-events.com)

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