



# HORECA

INTERNATIONAL

**CAPITANI**

DESIGN DAILY INSPIRED

[www.capitani.it](http://www.capitani.it)

**SLOW FAIR**  
**WINE**



[slowinefair.slowfood.it/en/](http://slowinefair.slowfood.it/en/)

 **SIFIM**  
COMPONENTS & SOLUTIONS

[www.sifim.it](http://www.sifim.it)

**CASSETTE**  
**PUCCI**®  
Italian style and technology

[www.pucciplast.it](http://www.pucciplast.it)

  
**areta**®

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



**PORCELLANE**  
**DI SARONNO**

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

**OLEIFICIO**  
**FIorentINI**  
**FIRENZE**

[www.fiorentinifirenze.it](http://www.fiorentinifirenze.it)

**spidocook**™

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

**SIGEP**  
WORLD

[www.sigep.it](http://www.sigep.it)



XVI.

# Expo GastroPan<sup>®</sup>

BAKERY | CONFECTIONERY | FOOD SERVICE



**BRASOV  
ROMANIA**

**27-29  
MARCH 2025**

[WWW.GASTROPAN.RO](http://WWW.GASTROPAN.RO)



PORCELLANE  
DI SARONNO

# DARE TO BE DIFFERENT

[MPSPORCELLANE.COM](http://MPSPORCELLANE.COM)



Reception 24/7  
Hotels • B&B

**atech** hospitality  
solutions  
Brand di Bazzacco Srl

**iK KIOSK**  
Embedded Systems

# Totem BACH



## DOCUMENT SCAN

Traditional or advanced  
with OCR.

## CHECK IN

Booked and unbooked.

## PRIVACY MANAGEMENT

Authorization and data  
management.

## DELIVERY

Keys/cards/code.

## PRESS

Telematic or courtesy tax.

## CHECK OUT

With collection of keys/cards and  
payment of the balance of the stay.

## PURCHASE

Tickets and services.

## ROBUST

Metal structure with  
pedestal and floor  
fixing screws.

## CUSTOMIZATION

Of your own brand.

# Design

C O L L E C T I O N



**areta**<sup>®</sup>

WE MAKE YOUR  
INDOOR OUTDOORFURNITURE



MADE IN ITALY



# IL DISPENSER PER IL VINO AL BICCHIERE



SERIES 4 /SELF



SERIES 4 /EASY

SCOPRI LE SOLUZIONI PER IL SERVIZIO AL BANCO E PER IL SELF SERVICE



Da oggi Wineemotion ti  
offre il dispenser a  
noleggio a partire da  
**99€ al mese!**

[www.wineemotion.com](http://www.wineemotion.com)  
[info@wineemotion.com](mailto:info@wineemotion.com)

**WINEEMOTION™**  
wine dispensing system MADE IN ITALY



# THE 6-LITRE IS THE FUTURE! WATER SAVING IN COMPLIANCE WITH EU RULES

**1995** Pucci realises the value of water. This was the year when Pucci alone started manufacturing what was to be the first slimline cistern with dual flush and maximum capacity of 6 litres. The 6-litre cistern addresses a requirement that is both ecological and economic, guaranteeing bathroom hygiene using only the necessary amount of water, contributing to the defence of shared resources and reduction of expense.

**2023** The European Union issues new rules promoting savings in water usage, starting from the bathroom. In compliance with the European DNSH principle, the 6-litre cistern interprets and meets these prescriptions perfectly, so it has become extremely popular among a growing number of customers. For a rational use of our most precious resource!

**2024** This is currently occurring mainly in renovations of public toilets in all types of residential communities, but it is also destined to become the go-to product for private bathrooms in the home. Thanks to its long experience in 6-litre cistern production, Pucci is perfectly equipped and ready to meet the legislative requirements and prescriptions.





Sonia V. Maffizzoni  
Editorial Manager

The perfect bespoke doesn't exist... it does, it does

Hyper-personalization. This is the expectation with which consumers approach the HoReCa world. In a time when individuality reigns supreme and needs are ultra-targeted, "made-to-measure" becomes a must for the sector.

Of course, it's easier said than done. But we have plenty of technologies to help, such as artificial in-telligence that records customer preferences.

Or, management software for reservations capable of gathering information like dietary habits, allergies, purchasing behaviors, and consumption patterns. And let's not forget personalized touches like adjusting room temperature, choosing specific back-ground music, or adding a particular fragrance to the environment.

No limits, in what is a journey into the customer's world and their satisfaction, to be achieved step by step, with no small amount of effort.

An approach, a marketing strategy, but also a way to connect with others, valuing their individuality: this is what bespoke means in the HoReCa sector.

## SOME CONTENTS



EQUIPMENT

14-15

CAPITANI SRL

Capitani's CO<sub>2</sub> emissions reduction activity continues with perseverance and concrete innovations.

Uscita n. 1-25

editorial management  
and registered office:  
Via Cesare Cantù, 16  
20831 SEREGNO (MB) - ITALY  
Tel. +39 0362 244182  
+39 0362 244186

web site: [www.editricezeus.com](http://www.editricezeus.com)  
e-mail: [redazione@editricezeus.com](mailto:redazione@editricezeus.com)  
portal: [www.horeca-online.com](http://www.horeca-online.com)  
e-mail: [marketing@itfoodonline.com](mailto:marketing@itfoodonline.com)  
skype™: editricezeus

An outline of services  
and products for the horeca world  
and hospitality

Published: biannual magazine  
Registration: Court of Monza  
no. 13 of 13.11.2018  
Servizi e prodotti per il mondo  
horeca e ospitalità  
Periodicità: semestrale  
Autorizzazione del Tribunale  
di Monza, no.13 del 13.11.2018

HORECA INTERNATIONAL  
is the international magazine  
for the hospitality industry  
year 8 - 2025

managing editor

S.V. Maffizzoni  
[redazione@editricezeus.com](mailto:redazione@editricezeus.com)





DESIGN

20/22

ANNA PALUCCI  
ARCHITETTO

Atelier of architecture,  
interior design.



FOOD

42/44

MUNDI RISO SRL

Passion for constantly  
evolving rice.



EXHIBITIONS

124/126

SLOW WINE FAIR

23 to 25 February 2025,  
at Bolognafiere,  
the 4<sup>th</sup> edition  
of Slow Wine fair.

WhatsApp  
**379 2421278**



editorial manager  
S.V. Maffizzoni  
redazione@editricezeus.com

account dep. manager  
Elena Costanzo  
amministr@editricezeus.com

translations  
BAYAN TECH FZC

editorial production  
Sonia Bennati  
bennati@editricezeus.com

project and layout design creative dep.  
ZEUS Agency  
grafica@editricezeus.com

printing  
Zeus Agency

## Bravo Chef!

---

“

With his deep Neapolitan roots and over a decade of international expertise, Chef Giovanni Cortese elevates Dubai's vibrant food scene with the Italian dining experience at Ristorante LOREN. Inspired by Italy's iconic Dolce Vita era, LOREN combines authentic flavors with contemporary twists, crafting an ambiance that offers guests not just a meal, but a journey through Italian elegance and charm.

”



## A TASTE OF MODERN ITALY IN DUBAI: CHEF GIOVANNI CORTESE AT RISTORANTE LOREN

**G**iovanni, how much do your Neapolitan roots influence the menu at Ristorante LOREN?

My Neapolitan roots are very important to me, and although I've aimed to represent the whole of Italy on the menu, I'm deeply connected to my home flavors. I've created a menu that stretches from Piedmont to Sicily, enriching each dish with recipes that tell a story. For me, each plate is a narrative: my grandmother's genovese sauce, for example, has become a defining part of my cuisine.

International guests love discovering the origins and stories behind each dish, which add personal and cultural layers to their dining experience.

**How would you describe your culinary style?**

My cuisine balances tradition with modernity. I strive to keep the authentic Italian flavors while adding a contemporary twist. In Dubai, people are looking for a full experience: not only a delicious meal but something visually captivating as well.

That's why I design each plate with visual allure in mind, aiming for a presentation that feels almost like an art piece, inviting guests to savor both the taste and the aesthetics. For example, our mushroom risotto, with its delicate gold leaf garnish, combines flavor with visual impact.



**Giovanni Cortese**  
Chef at *Ristorante LOREN*

---

## Bravo Chef!

Let's talk about ingredients. What do you choose for your dishes, and where do they come from? We prioritize fresh, locally sourced ingredients wherever possible, like mozzarella, burrata, and ricotta from a Neapolitan producer here in Dubai. This allows us to offer the genuine flavors of Italy, with the added freshness that local sourcing provides. Importing is reserved only for items that can't be matched locally, such as premium Australian Wagyu or spe-

cially seafood from Europe. Using high-quality, fresh ingredients is essential for creating a top-level culinary experience.

What type of clientele does Ristorante LOREN typically attract?

Our clientele is diverse, with around 40% Italian and 60% international such as resident, and locals, mostly of the resident are from Europe, Canada, and



## Bravo Chef!

the U.S. We have fewer local customers, partly because I intentionally chose not to adapt the menu to cater to the typical expectations for an Italian restaurant in Dubai. My goal is to attract guests who truly appreciate refined, authentic Italian cuisine.

Finally, what makes Ristorante LOREN a unique destination?

Ristorante LOREN is special because it successful-

ly merges elegance, quality cuisine, and an atmosphere that evokes the Italy of the Dolce Vita era.

Our interiors, inspired by the iconic Riva boats, create a warm and sophisticated setting with an open kitchen that allows guests to observe the craftsmanship behind each dish. We also have a terrace overlooking Dubai Marina, where every detail, from the cobblestones to the floor patterns, brings a pie-



Bravo Chef!



## Bravo Chef!

ce of Italy to life. Seeing guests relax for hours, savoring the atmosphere, is a great source of pride for us—it means they feel right at home.

At LOREN, Giovanni Cortese has crafted a space where modern elegance meets Italian authenticity.

Each dish is a story, a piece of Italy reimagined, and an invitation for guests to experience Italian culture in the heart of Dubai. Through his culinary artistry, Giovanni not only serves food but shares a journey, creating a memorable connection that bridges tradition and innovation.

When you step into LOREN, you aren't just entering a restaurant—you're stepping into a small piece of Italy, where time slows, and the experience leaves a lasting memory. For Giovanni, seeing guests fully immerse in this atmosphere is the ultimate reward—a testament to his culinary vision and the warmth of Italian hospitality.

[lorenristorantedubai.com](http://lorenristorantedubai.com)



by SONIA V.  
MAFFIZZONI BENNATI



# Coffee desires daily inspired

Richiedi la tua  
macchina su misura  
Request your  
customized machine

## NEW RESTYLING DELUXE E OFFICE PLUS

- Tecnologia soft touch screen.
- Basso consumo energetico
- Possibilità di fornire prodotti ecologici realizzati con plastica riciclata



# CAPITANI

DESIGN DAILY INSPIRED

Tel. +39 031 802020

[www.capitani.it](http://www.capitani.it)

Produzione certificata 100% made in Italy



## CAPITANI'S CO2 EMISSIONS REDUCTION ACTIVITY CONTINUES WITH PERSEVERANCE AND CONCRETE INNOVATIONS

A strategy which, passing through the mix between a local supply chain and high-tech components such as the high energy efficiency thermoblock, has made it possible to create machines in energy class A+ (according to CH regulations).

The Joka, Fastback, Line and Lario models are now available, made with recycled plastics!

Peculiar characteristics of Capitani products which, in addition to reducing the company's carbon footprint, together with the 100% Made in Italy company certificate, make it possible to significantly reduce the Co2 impact of customers and distributors as well, meeting the indications of the European Green Deal and to the growing sensitivity of consumers regarding the choice of sustainable products.

Do not hesitate to contact us for further information and/or sampling requests!

[www.capitani.it](http://www.capitani.it)



**Dalla plastica riciclata  
rinascono  
nuove bellezze**

ReBorn gives recycled plastics a new life

Scopri il progetto  
**ReBorn**  
by  
**CAPITANI®**  
100% MADE IN ITALY





# EMISSIONS REDUCTION ACTIVITY

a strategy which has made it possible to create machines in energy class A

# WORK SMARTER, NOT HARDER

ILEM BAKERY TECHNOLOGIES FOR  
HORECA PROFESSIONALS

Running a bakery is no small feat. It requires early mornings, long hours and precision to deliver consistent quality.

This is where Ilem Bakery can make a difference. Founded in 1988, the company specializes in ovens and equipment for bakeries, pizzerias and pastry shops. Known for innovation, reliability and sustainability, Ilem Bakery combines eco-friendly materials with energy-efficient technologies to support a greener future for the HoReCa sector. Ilem Bakery's ovens simplify daily operations and save time.





**İlem**  
BAKERY

CONSISTENT QUALITY

simplify daily operations and save time



Picture arriving at your bakery at 5 a.m., only to be greeted by the unmistakable aroma of freshly baked bread already filling the air.

Thanks to programmable timers and pre-set functions, ovens can handle the early shifts automatically.

Professionals can schedule baking times, save preferred settings and achieve consistent, high-quality results with minimal effort.

Intuitive controls allow quick adjustments to temperature, timing and baking modes, streamlining tasks like preparing baguettes or focaccia.

By automating processes that once needed constant attention, Ilem Bakery's solutions let





professionals focus on other priorities while ensuring efficiency and consistency. Energy efficiency is another key advantage. With optimized heat distribution, advanced insulation and low power consumption, Ilem Bakery's ovens reduce energy waste without sacrificing performance. This translates to lower operating costs and a more sustainable approach for businesses.

Sustainability is at the heart of Ilem Bakery's philosophy. Their commitment to eco-friendly materials and energy-saving designs aligns with growing demand for greener practices. For HoReCa professionals looking to balance performance and environmental responsibility, Ilem Bakery offers practical and future-ready tools.

At SIGEP 2024, Ilem Bakery will unveil its latest line of ovens, combining advanced technology with sustainability. Stop by and see for yourself at Hall D7, Stand 101!

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



[info@ilembakery.com](mailto:info@ilembakery.com)



+ 39 **045 6152139**



**Viale del Lavoro, 30 37030**

Cognola ai Colli (VR) – Italy



**VISIT OUR WEBSITE**  
**WWW.ILEMLAKERY.COM**





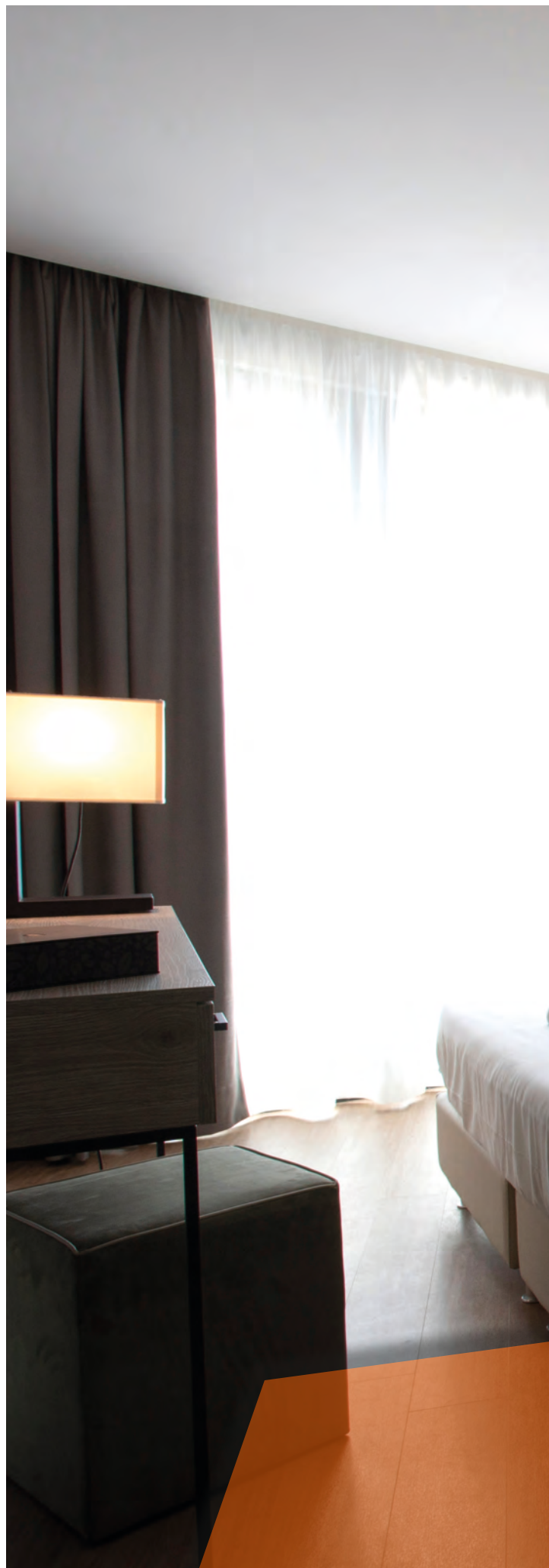
## Atelier of Architecture, Interior Design

ANNA PALUCCI ARCHITETTO is an artisan laboratory of Architecture, Interior Architecture, Interior Design and Product Design. The design studio focuses its activity on the development of prestigious environments for commercial and entrepreneurial activities in general, and in particular works in the creation of functional luxury environments for Ho.Re.Co., Wellness, Fitness and SPA activities.

ANNA PALUCCI ARCHITETTO also carries out activities in the luxury residential compartment and collaborates in the creation of furnishing objects with important companies in the sector.

The quality of life depends on the quality of the spaces in which we live, work or entertain ourselves and the design studio of Anna Palucci, in each of its projects, blends the culture of Psychophysical Wellness, regardless of Mood, with creativity and competence in all areas in which it operates.

In a project of new construction or restyling of a hotel structure rather than a wellness or spa, anticipating trends means proposing to the market product models designed to withstand a very important life cycle. To do this, it is necessary to know how to adequately project a structure, with an





VALUABLE

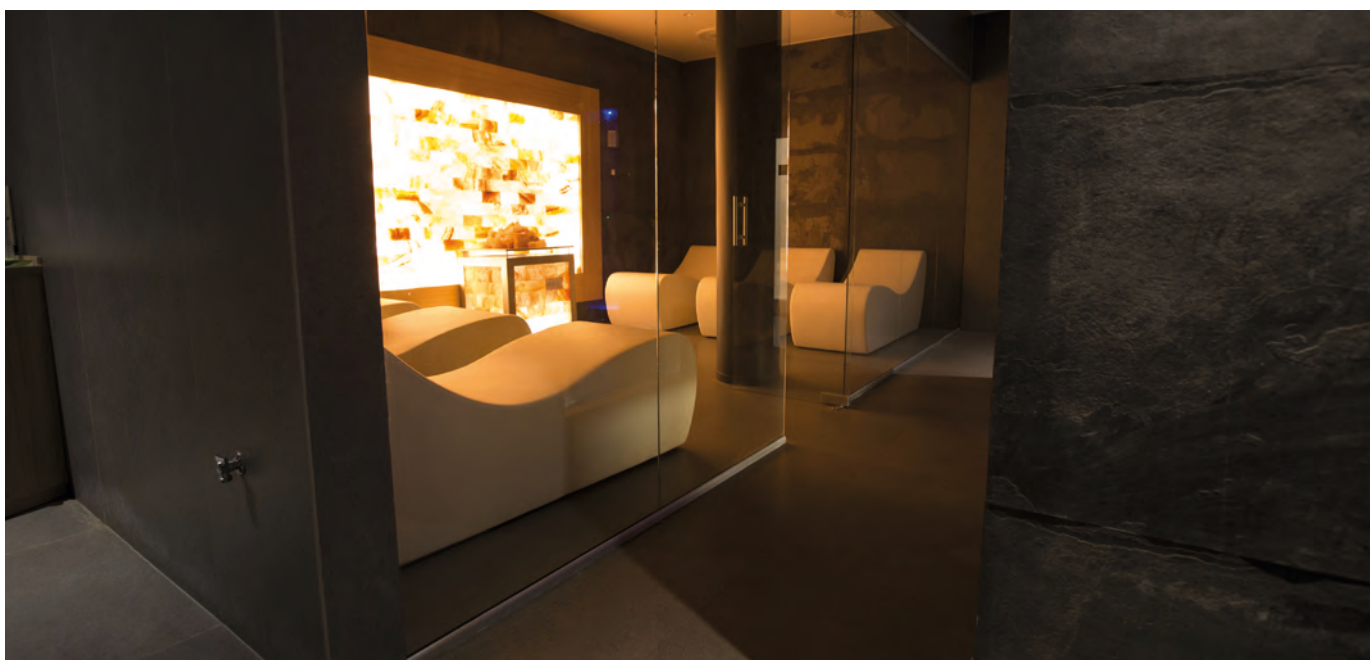
new experiences, functionality and innovation

offer in the future, understanding which customers will be and which generations to conquer, providing new experiences, functionality and innovation; hence its core business of proposing not only a suitable and specific design in interpreting the new design needs with equipment and infrastructures, elements that the pandemic has made indispensable and obsolete for the less attentive entrepreneur, but also structures that have an image fresh and designed for business or leisure travelers who need other experiences that involve much more experimentation.

Many entrepreneurs in the hospitality sector, when they decide to renovate their structure, intervene by changing and / or replacing the finishes and / or furnishings, trying to give an image

aligned with the trend of the moment. However, already before the pandemic and today even more, it is necessary to renew by relying on a designer in the sector who knows how to study an image concept that coincides with a business view, with an innovative strategy and Anna Palucci Architect increasingly manages to combine trends with wellness and SPA, fitness, indoor and outdoor, all elements and experiences that are increasingly requested by customers. Furthermore, the firm often integrates consultancy services to the design that are useful to accompany its customers in the strategic decisions of management, positioning and communication.

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







ANNA  
PALUCCI  
ARCHITETTO



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



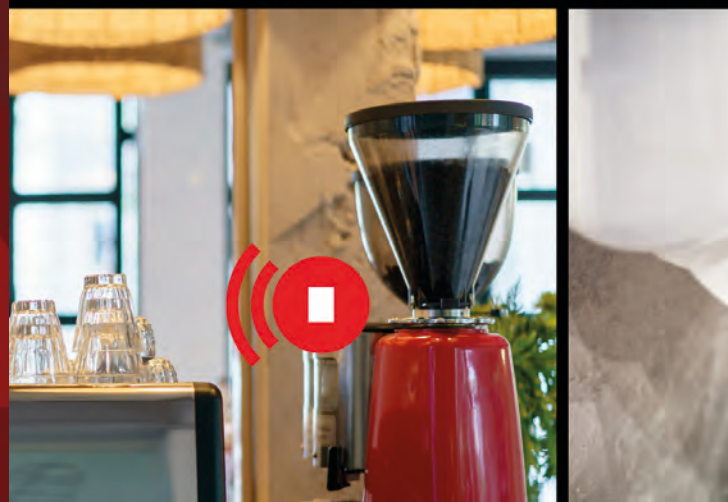
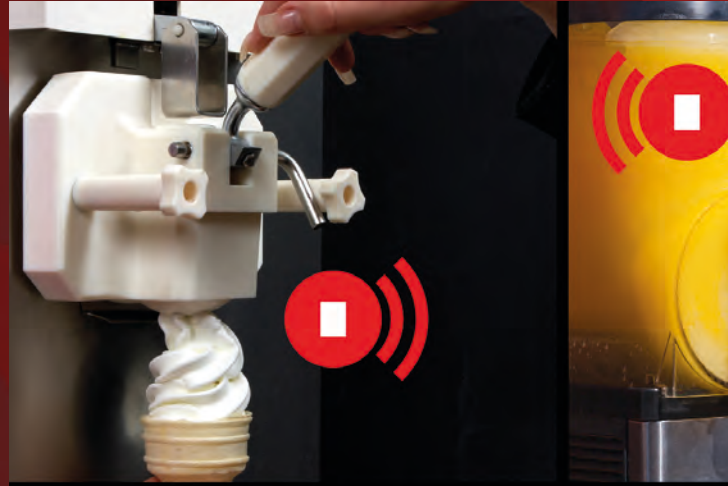


# THE FUTURE OF HORECA IS CONNECTED. DISCOVER IOTICONTROLLO

Digital transformation is revolutionizing the Horeca sector, and IoTicontrollo is leading the way with cutting-edge IoT solutions.

At the heart of this evolution lies the ability to monitor and manage equipment and devices in real time, providing a critical competitive advantage for **modern businesses**.

With IoTicontrollo, coffee grinders and a wide range of Horeca equipment become smart, connected, and under your control, no matter where you are. Through customized solutions,





IoT revolutionizing the  
**HO.RE.CA SECTOR**



**DIGITAL TRANSFORMATION**

a critical competitive advantage for modern businesses

we **integrate systems** and connect machines and devices, offering not just constant monitoring but also optimal management via tailor-made apps designed specifically for each client.

We provide the ability to view the status of your equipment, analyze data in real time, and take action to improve efficiency and performance. All of this is made possible through an **intuitive custom interface**, available on both smartphones and desktops, which simplifies the management of complex systems and allows you to **optimize costs and consumption**.

It's not just about technology—it's about creating a smoother and more profitable experience for cafés, restaurants, hotels, and other Horeca businesses. IoT innovation is no longer a luxury but a necessity for those who want to stay ahead in a constantly evolving market and meet the demands of an increasingly discerning clientele.

**SIGEP 2025, the right marketplace to discover IoT solutions related to the Food&Beverage world**

**IoTicontrollo** supports companies at every stage of product and project development in the Internet of Thing world. With regard to the HORECA sector, **IoTicontrollo** offers custom solutions starting from the idea of the partner to arrive at the

complete supply of the product (hardware, software and firmware development).

We furnish sensors to companies that integrate special electronic cards to their machines/products that allow the transmission of the data collected by the sensor. Once extrapolated the data is transmitted from the electronic card to the cloud that allows **processing and storage**. Our partners can easily view and manage all connected devices **via a smartphone app and/or desktop dashboard** that we tailor. Dashboard is customizable according to specific needs: logo, devices, notifications, functions, setting, account. All this allows effective predictive analysis, reducing risks and waste.

Would you like to discover how to transform your business? **From 18 to 22 January** we will be present at **SIGEP 2025 in Rimini (HALL A3 BOOTH 057)**, the world fair dedicated to the hospitality and catering sector where the best national and international manufacturers of machines, equipment and technologies will participate. We look forward to seeing you!

For more informations visit our website: or contact us at [info@ioticontrollo.it](mailto:info@ioticontrollo.it)

[www.ioticontrollo-vb.it](http://www.ioticontrollo-vb.it)



The graphic features a dark red background with white and pink wavy lines. On the left, a circular inset shows a modern building at night with a large glass facade. A pink circle at the bottom of this inset contains the text 'HALL A3 BOOTH 057'. To the right, the text 'IoTicontrollo' is written in a white, stylized font, followed by 'SIGEP' in a very large, white, outlined font. Below that, 'THE DOLCE WORLD EXPO' is written in pink. At the bottom right, the dates '18-22 JANUARY 2025' and the location 'RIMINI FAIR' are written in white.

# IoTicontrollo<sup>®</sup>

## CONNECT CONTROL GROW

IOT TECHNOLOGY  
REVOLUTIONIZING THE  
HO.RE.CA SECTOR



DISCOVER MORE



[www.ioticontrollo.it](http://www.ioticontrollo.it)



## MIKAH COFFEE: SPREADING JOY, ONE CUP AT A TIME, EVERY DAY IS FESTIVE DAY

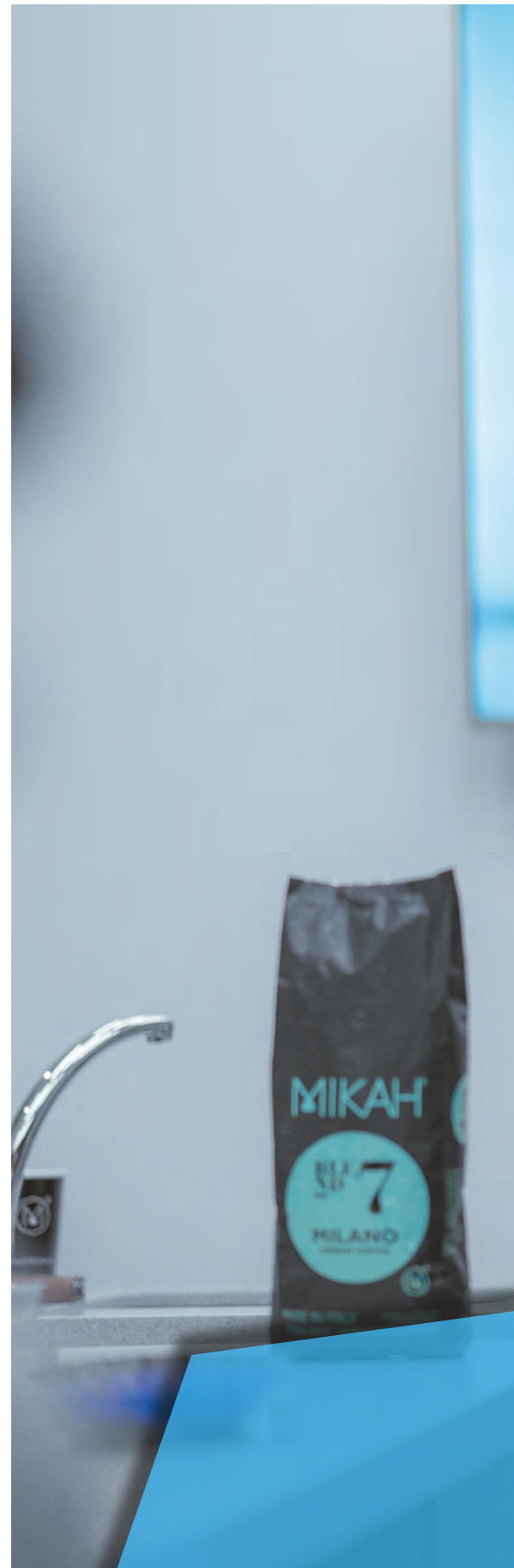
At MIKAH Coffee, our mission is simple yet impactful: to bring joy and a smile to more than 100k people every day.

Whether it's helping someone start their day on the right note or elevating the mood for an important meeting, we strive to create moments of happiness with every sip of our coffee. It's not magic—though it may feel that way—it's the quality and care behind every cup of MIKAH Coffee that makes it so special.

### The Essence of Quality

Since 1984, we've been committed to delivering the highest standards in coffee. From sourcing the finest green coffee beans from select origins to crafting blends that delight the palate, every step of our process reflects our dedication to excellence. We believe that no one deserves a bad cup of coffee, and we've made it our mission to ensure every MIKAH cup is an experience worth savoring.

Our attention to detail extends beyond taste; it's about creating an experience. The aroma, flavor, and richness of MIKAH Coffee are carefully balanced to make





# THE ESSENCE OF QUALITY

our attention to detail extends beyond taste

MIKAH  
1984 MILANO



every moment special, whether enjoyed at home, at work, or in your favorite café.

### A Shift in Coffee Culture

Changing consolidated habits is not so easy, never-less, the lockdowns of recent years brought significant changes to how people interact with coffee. Many of us became home baristas, exploring blends and single origins that we hadn't tried before. The ability to curate our own coffee experiences at home introduced a newfound appreciation for variety, quality and price.

We notice a significant increase in the mixology, in fact, many bartenders are using coffee in their cocktail to provide a special touch and to add some special characteristics to their drink.

Why not a Risotto with coffee base? Few years ago, we have hosted an F&B event in Dubai and our coffee was important in-



gredient in all the dishes, I would say it was an amazing result.

This shift has made coffee lovers more selective, not only about the beans they choose but also about where they enjoy their coffee. For MIKAH, this has been an opportunity to shine. Our diverse range of blends and single-origin coffees caters to this evolved audience, ensuring that wherever they choose to enjoy their coffee, it's a moment to cherish.

### A Cup That Inspires

At MIKAH Coffee, we are not just in the business of coffee, we love what we do, it's creating joy to all of us. From the meticulous care we put into our coffee production to the smiles we aim to inspire, every cup is a testament to our commitment to quality and happiness.

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



## “ WHY BEING GOOD IS NOT ENOUGH? TRAINING AND SOFT SKILLS AS THE WINNING KEY ”

Quality ingredients, modern facilities, cutting-edge technologies, and meticulous attention to detail—from sustainable amenities to flexible booking options. Yet, what truly makes the difference is human capital. Customer satisfaction often hinges on whether they felt “recognized and heard” during their experience. What’s the solution? Investing in training, because it’s not enough to do well—you need to let it be known... and felt.

**T**he role of training and continuous education is invaluable across a wide range of services: healthcare, education, commerce. One thing is clear: technical expertise is merely the foundation of customer satisfaction. The real difference lies in the human approach, which can either mitigate a service mishap or, conversely, diminish the appeal of an excellent facility if mishandled.

Doing well isn’t enough—it needs to be known: this is a mantra for service-based businesses, where intangibility is key. This kind of attention isn’t taught in classrooms but cultivated through training processes that foster and enhance soft skills.



by SONIA V.  
MAFFIZZONI BENNATI



More training in the HoReCa sector means a higher chance of earning a five-star review, whether written or expressed through a simple “thank you.”

### **Training amidst a labor shortage**

To grasp the importance of training, one must start with a key consideration: the HoReCa sector is facing a significant challenge—labor shortages. This issue, exacerbated by shifting professional priorities, threatens not only operational efficiency but also the quality of customer service. The demand for skilled workers is rising steadily, yet HoReCa often struggles to attract and retain talent. This underscores the need for greater professionalization and, consequently, better economic recognition by the sector’s stakeholders.

In a way, enhancing professionalism among staff makes jobs in the sector more appealing to future professionals—a much-needed improvement. After all, according to the 2023 report by the World Tourism Organization (UNWTO), Italy welcomed over 57 million tourists in 2023, ranking among the top global destinations. The HoReCa sector, closely tied to these flows, is expected to grow at a steady pace in the coming years, driven by a continually evolving market. However, the mismatch between labor supply and demand is evident. On one hand, the demand for new re-

sources is increasing significantly, with over 237,830 new hires expected between September and November 2024.

On the other hand, the market continues to suffer from a chronic shortage of qualified personnel. For instance, finding chefs in hotels and restaurants has a difficulty rate of 56%, with 69.8% due to a sheer lack of candidates. Similarly, 52% of companies report difficulties in hiring waitstaff, 68.5% of which is due to a lack of qualified personnel. Additionally, there’s a skills gap, as seen in roles like bartenders, where 44% of positions are hard to fill, with 25% due to insufficient skills.

### **Training as a tool for professional and business growth**

The key to overcoming the labor shortage lies in investing in high-quality training. Proper technical preparation, combined with transversal skills, can be the difference between mediocre service and an unforgettable customer experience. The HoReCa sector needs personnel capable of addressing customer needs not only with practical skills but also with relational and empathetic abilities. These are two critical elements that shape communication and relationships with customers. The first step in improving staff professionalism is promoting training programs that go beyond mere technical



instruction. Technical skills, after all, should already be a given. The focus should instead be on soft skills, such as effective communication, stress management, and teamwork. These competencies are crucial for handling complex situations and ensuring high-quality customer interactions. Additionally, training programs should include modern technologies, like reservation software and automated management systems, to keep the sector aligned with digital innovations.

Investing in training means not only enriching workers' professional toolkits but also increasing their perceived value, making the sector more attractive. Highly qualified personnel are more likely to feel satisfied with their roles, boosting motivation and retention. Furthermore, they help project a company image that aligns with expected standards.

### **Technology alone is not enough**

While artificial intelligence (AI) can be a valuable tool in the HoReCa sector—enhancing reservation management and optimizing operational processes—it cannot replace the value of human expertise. Technology is an excellent ally for improving efficiency but cannot replicate the human touch and empathy necessary to create a holistic customer experience.

Technological tools like chatbots and automated ordering systems have their merits, but without well-trained staff, these tools cannot achieve their full potential. Staff must be equipped to handle complex situations where emotional intelligence and direct experience are essen-

tial. Thus, technology cannot diminish the importance of interpersonal skills and professional preparation.

### **Why investing in people matters**

HoReCa is a people-centric sector. Every aspect of service, from customer reception to dish preparation, reflects the efforts of those who work within it. Investing in individuals means not only providing excellent training but also creating a work environment that fosters motivation and employee well-being—a positive atmosphere that recognizes and rewards talent.

Another crucial aspect is leadership: managers must be trained to lead and motivate teams, fostering a collaborative and stimulating work environment. In this context, training should not be limited to individual employees but also involve corporate leadership, enabling them to understand sector dynamics and respond effectively to emerging challenges.

### **An investment for a changing market**

The labor shortage in the HoReCa sector can only be effectively addressed with a holistic approach that combines training, fair economic recognition, and investment in staff professionalism. The sector must rediscover the value of its human resources, especially during a time when service quality becomes a critical differentiating factor for competitiveness.

Only through a continuous commitment to enhancing worker skills and adequately valuing their contributions can HoReCa attract top talent and meet the challenges of an ever-evolving market.



# HOSPITALITY

== IL SALONE DELL'ACCOGLIENZA ==

## HOSPITALITY 2025

THE PREMIER EVENT FOR THE HOSPITALITY  
AND CATERING INDUSTRY

From 3 to 6 February 2025, industry professionals will gather at the Riva del Garda Exhibition Centre for the 49th edition of Hospitality - Il Salone dell'Accoglienza, the leading international trade fair in Italy for the hospitality and catering industry. This unmissable event offers industry operators the chance to discover the latest trends and solutions tailored to their business needs.

With a unique and comprehensive offering, the event covers all segments and features over 800 carefully selected companies from across the industry, organised into four thematic areas: Contract & Wellness, Beverage, Food & Equipment and Renovation & Tech. Additionally, three special areas will be dedicated to craft beer, mixology and wine tourism, bringing a dynamic atmosphere to Hall B4 until Wednesday, 5 February.

Over the four days of the event, attendees will have numerous opportunities for networking and professional development, including workshops, masterclasses, tastings and cooking shows. Visitors can draw inspiration from the "Experiences and Sensitivity with Material Language" Exhibition, curated by ADI VTAA,





# 49TH EDITION OF HOSPITALITY

the leading international trade fair in Italy for the hospitality and catering industry



which will focus on outdoor dining solutions, as well as explore innovative accessibility and inclusion solutions in the **experiential space "DI OGNUNO"**. The 2025 project, in collaboration with Village for All - V4A and Lombardini22, will explore the **breakfast hall**, offering ideas and tips on how making a few simple adjustments can help meet individual needs - or better yet, the needs of all.

There will also be an opportunity to explore the new frontiers of artificial intelligence in the **AI Playground**, an **interactive space** featuring **AI-based solutions** designed to enhance business processes and performance.

As always, the educational program will be rich and varied, featuring sessions from **Hospitality Academy** and **professional development meetings** with contributions from experts, opinion leaders and trade associations, taking turns on the main stage and across the **eight thematic arenas**.

This year sees the return of initiatives by **FIC-Federazione Italiana Cuochi** and **NIC in School** for hospitality school students, who, for the first time at a trade fair, will also take part in a **Cooking Quiz**.

Hospitality 2025 is a certified international event, a status that guarantees quality and reliability

while encouraging the participation of international operators through a comprehensive **Buyer Program** - yet another opportunity to broaden business horizons.

For more information on exhibiting or attending the event, visit [www.hospitalityriva.it](http://www.hospitalityriva.it)





3 – 6  
FEBBRAIO  
2025

49° EDIZIONE • RIVA DEL GARDA

THE  
PEOPLE  
INDUSTRY

# la seggiola

ITALIAN DESIGN SINCE 1993



## LA SEGGIOLA: QUALITY AND INNOVATION IN THE HEART OF BRIANZA

Since 1993, La Seggiola has been a benchmark in the furniture industry, combining the solid tradition of Brianza craftsmanship with a constant pursuit of innovation. Born from a dream, the company has grown into a leading reality with significant achievements in the sector.

With a production facility spanning 32,000 square meters and over one million items ready for delivery, La Seggiola manages approximately 400 subcontractors daily, fulfilling more than 1,000 or-







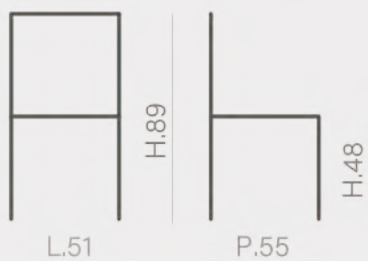
# PURSUIT OF INNOVATION

a benchmark in the furniture industry



Danubio Collection  
Mod. Amanda Chair

la seggiola



Design by Ufficio Ricerca e Sviluppo





ders every day. This success is rooted in continuous research and development, enabling the company to offer increasingly customized products through its "Taylor Made" service.

This approach allows customers to personalize each product by choosing, for example, from a wide selection of fabrics to meet their specific aesthetic and functional needs, resulting in a unique and personal style.

The company caters to a diverse audience, from private individuals to the HO.RE.CA. sector, with an exhibition space of over 2,000 square meters where visitors can experience first-hand the quality and versatility of La Seggiola's products.

[www.laseggiola.it](http://www.laseggiola.it)



**la seggiola**

ITALIAN DESIGN SINCE 1993



**BORN  
TO  
TAYLOR  
MADE**



**L.S. FACTORY srl**  
Via Gandhi, 5/7/9  
Lissone (MB) Statale 36 Milano/Lecco,  
uscita Seregno SUD

**ALTRE UNITÀ:**

- Via Delle Industrie, 4/6/8 (unità EXPORT)
- Via Dell'Artigianato, 16  
20851 LISSONE (MB)  
Tel. +39 039 2143363

[www.laseggiola.it](http://www.laseggiola.it)



## PASSION FOR CONSTANTLY EVOLVING RICE

Mundi Riso is a well-established player in the rice production industry, with a thirty-year history behind it. Located in Vercelli, the European capital of rice, the company is deeply rooted in its territory, but also serves as a strategic hub in the international network, being proudly part of the EBRO FOODS Group. The Group is the first food company in Spain, world leader in rice sector and well positioned in the fresh and premium pasta sector with more than 80 brands distributed worldwide.

For years, Mundi Riso has been ensuring high-quality standards in the rice production and packing also under private label, insuring full control over the supply chain. The company is based in Vercelli and have a production capacity of approximately 110,000 tons of raw materials, equivalent to 75,000 tons of finished product, and exports all over Europe and the World.





WORLD LEADER  
IN RICE SECTOR

ensuring high-quality standards in the rice production and packing



Two are the main values guide Mundi Riso: respect for tradition and a constant focus on innovation. Thanks to significant investments in cutting-edge technologies, Mundi Riso is a fully-fledged 4.0 company, where transparency, sustainability, and innovation come together to deliver a modern product tailored to the specific needs of each client.

The conception of development and perfection led to the creation of New Kenji line, in which we find a high-quality rice 100% selected, processed, and packed in Italy.

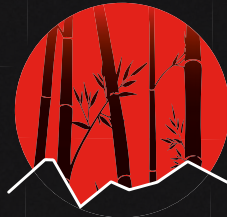
The jewel of this line is New Kenji Premium Sushi

Rice: a selection of Italian Selenio rice processed using the most advanced technologies on the market. Refined through collaboration with expert chefs, this rice is designed to meet the needs of the most refined palates and culinary enthusiasts worldwide. The result of this dedication is a product with excellent texture, flavor, and luster. Delicate and capable of enhancing the flavors of the ingredients it pairs with, this product represents the top of the range and embodies the union of the Italian expertise of Mundi Riso with the values of Japanese culinary culture.

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



# NEW KENJI



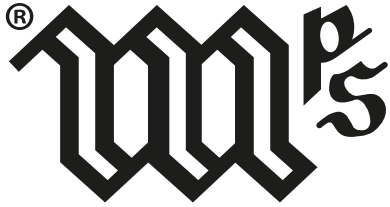
## PREMIUM SUSHI RICE

All the flavour of the East in a rice that's 100% selected, processed, and packed in Italy, perfect for Sushi, Poké, and fusion recipes!

Also available in large sizes **5kg, 10kg** and **20kg**

DISCOVER MORE ON [NEWKENJI.IT](http://NEWKENJI.IT)



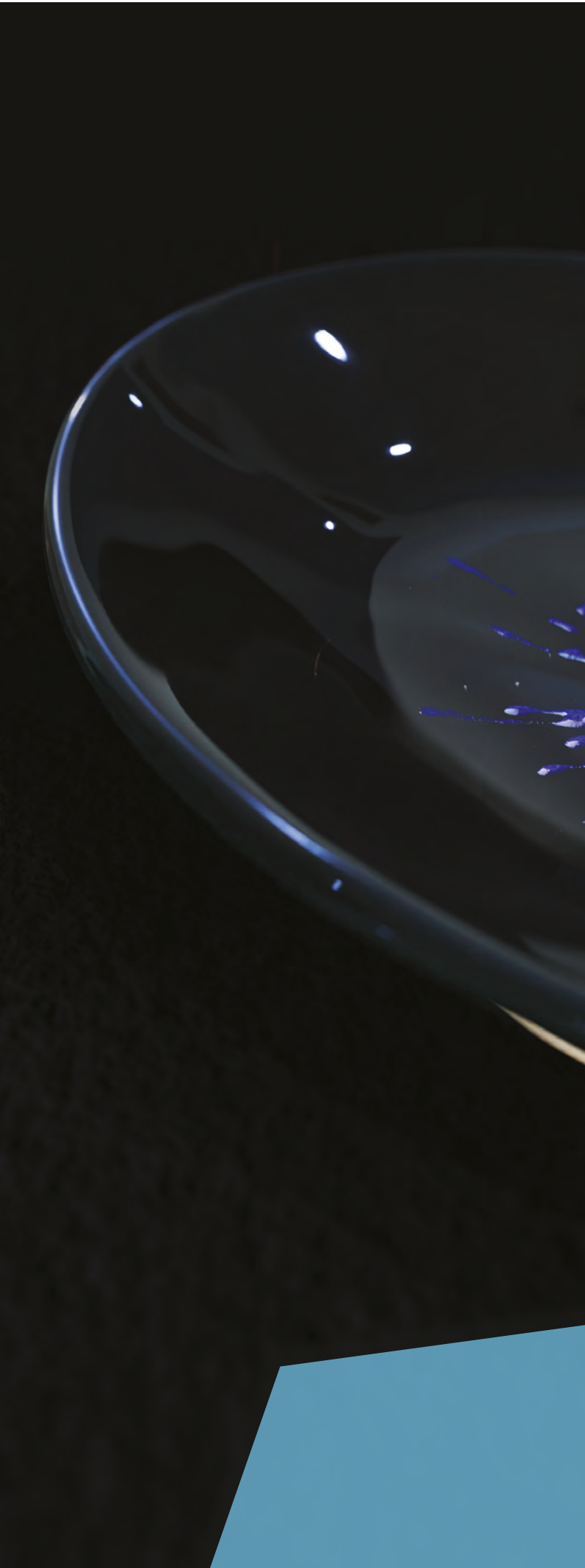


# PORCELLANE DI SARONNO

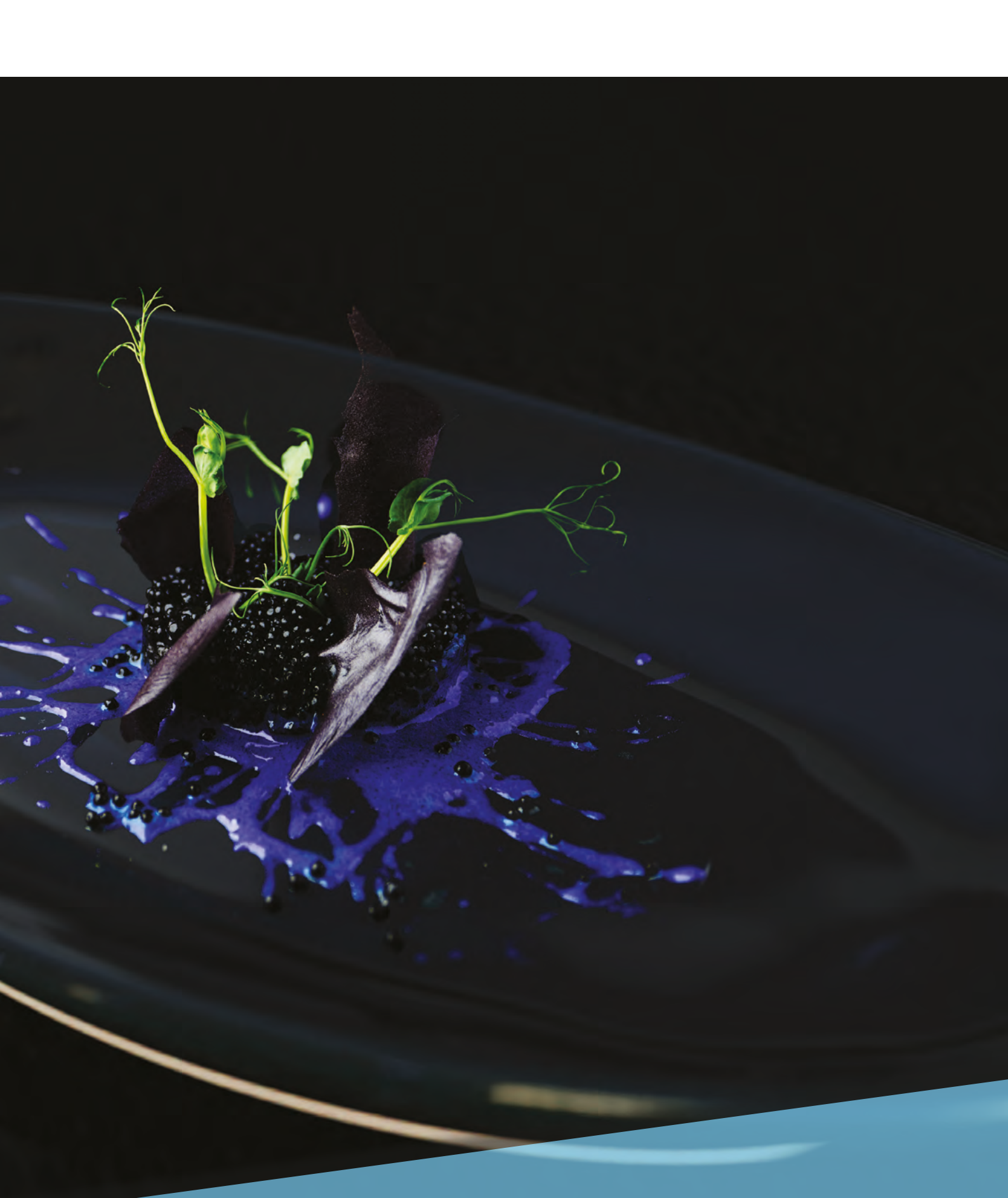
## REDEFINING CULINARY ART WITH MPS PORCELAIN

When the kitchen is a reign of experimentation and the table is a stage of personality, a new story is told, every time, with MPS Porcelain tableware. Since 1987, a benchmark for chefs who are not satisfied with "presenting" but want to **redefine the canons of beauty**.

A mixture of felspathic porcelain composed of top-quality feldspar, quartz and kaolin from Limoges takes shape in more than 1,000 design and over 30 lines of porcelain items that know how to accompany Ho.Re.Ca. professionals in everyday and more special creations.







# BEYOND THE BOUNDARIES OF INNOVATION

For chefs who are not satisfied with "presenting"  
but want to redefine the canons of beauty



Beyond the boundaries of innovation they can find **Creative Flow**, the reinterpretation of the classic, tailor-made for visionaries. Seize the risk of daring in unconventional forms, for a new concept of presentation that becomes art. With traditional containers they share only the advantages of strength and versatility, unchanged. Here is a statement of craftsmanship and genius, where fascination becomes inspiration and aesthetics is a demonstration of functionality.

A step into new experiences, into a bold and curious nature, like those who love to surprise in every idea. The unknown becomes a safe destination in **Chisa**, in the enveloping mystery of bewitching black. Traditional white porcelain becomes "total black": baking dishes, pans, salad bowls, soup plates, casseroles and tureens, along with finger containers for exceptional and unexpected pairings. Fusions of new alchemy, in ICQ-certified safety.



But it doesn't end there. Vibrant colors and complex textures can amaze and express the adventurous personality of the chef even on plain white bases in a journey that begins with **Complementi**, the must-have foundations for every dish, or **Vassoi**, classic trays that become furnishing complements. Undisputed simplicity highlights a unique kitchen idea with **Simple**, or shades of color, faint or vivid, are enhanced with **Hand-painted**.

There are no limits. **dare to experiment** with the future in the tradition of porcelain.

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

## “THE DREAM OF BEAUTY”

The new jumbo group collections pursue the group's philosophy “our dream never stops,” a manifesto of values and intentions, under the sign of beauty

The stylistic research of Jumbo Group takes the form of a true philosophy, an expressive mood summed up in the slogan “Our Dream Never Stops.” With this ‘manifesto’ the group reiterates its values as an essential driver to cope with this unusual year of 2020, taking inspiration from Italian artistic heritage of all ages: the red thread is beauty, which “is in our past, present and future, as a primary ingredient of Jumbo Group’s vision,” says the art director Livio Ballabio. This vital energy generates new collections for 2020, which in the Jumbo Collection brand form a living room setting triggered precisely by the most refined heritage of craftsmanship.

Elegance and comfort, refinement and materials: a perfect balance of sensory perceptions, seen in the new Tulipe armchair – enveloping, sculptural, with a carved base finished in gold leaf and ample capitonné padding – and in the Lumière complements: both the console and low table versions (respectfully composed of two and three parts) lightly take their place in rooms thanks to the almost aerial base in metal supporting a thin top in frisé maple.

[www.jumbo.it](http://www.jumbo.it)



TULIPE armchair



LUMIÈRE console



# JUBILEE 2025 LIMITED EDITION

100% ITALIAN EXTRA VIRGIN OLIVE OIL P.D.O.

Jubilee 2025 is just around the corner and Olio Luglio is proud to celebrate it with its special limited edition 1.01.2025-31.12.2025.

[www.olioluglio.it](http://www.olioluglio.it)





*Edizione  
Limitata*

GIUBILEO 2025



EDIZIONE LIMITATA VALIDA  
DAL 01.01.2025 AL 31.12.2025

LIMITED EDITION GIUBILEO 2025  
FROM 01.01.2025 TO 31.12.2025



[www.olioluglio.it](http://www.olioluglio.it)

JUBILEE 2025

special limited edition 1.01.2025-31.12.2025



## DESIGN AND SUSTAINABILITY IN THE WORLD OF FURNITURE

Polypropylene seating has always been unequivocally the cheapest option available on the market. However, today, Areta has taken the market's pulse and offers a wide range of technopolymer products that represent the pinnacle of design, modernity, and functionality in furniture, with a strong focus on sustainability and innovation.

The turning point in the concept of affordable furniture and the market's demand for higher-performance, high-quality, and sought-after products was undoubtedly the introduction of 'Gas Injection Moulding' technology in the production process. This technology, although complex and not easy to implement, allows us to





# SUSTAINABILITY AND INNOVATION

The pinnacle of design, modernity, and functionality in furniture

develop significantly stronger technopolymer products that can technically support even the most demanding projects. As I like to emphasize on every occasion, we have gone from merely providing seating to accommodating the world.

We certainly do not neglect our garden line products, in which we continue to invest to keep them up-to-date and aligned with our customers' needs. However, Areta's top sellers are undoubtedly those in the Rattan line, designed for outdoor use, and the Design line, which is perfect for furnishing both indoor and outdoor spaces in the Ho.Re.Ca and indoor furniture markets.

Areta is a company that has had strong international ties since its early years. The first fifteen years of activity were characterized by export shares of 95%. Today, thanks to significant development in the domestic market, exports represent 50% of the turnover, distributed across all continents. The common element underlying the strategies adopted by the company to compete in the global market is the emphasis on the 'Made in Italy' identity. This applies not only to the quality and development of new products, where Italian design plays a significant role, but also to our firm commitment to concentrate the production of all our products in Italy.

Areta's future lies in continuing to invest in technology, human resources, and the environment.

[www.aretacom](http://www.aretacom)





# Scrocchiarella®

Crusty, Light and Delicious: The Unexpected!

**SIGEP**  
THE DOULCE WORLD EXPO  
18-22 gennaio  
Rimini 2025  
Pad. B5  
Stand 040-041



**AB Mauri Italy S.p.A. Società Benefit**  
via San Pietro 19/A - 25033 Cologne (BS)  
Tel 030 7058711  
abitalmill@abmauri.com  
www.italmill.com  
abitalmill @ - AB Italmill



# PRIM ITALIA: ITALIAN EXCELLENCE IN GRISSINI PRODUCTION

PRIMITALIA is a company specialized in the manufacturing of machines for the production of breadsticks, pizzas, and other baked products."

Founded in 1980, PRIM ITALIA is today a world leader in its sector.

The company's philosophy is based on innovation and quality. For this reason, it constantly invests in research and development to offer its customers the most advanced and innovative solutions. PRIMITALIA products are made from high-quality materials and are subject to rigorous quality control. Present in over 50 countries around the world, it collaborates with some of the most important producers of grissini and pizzas on an international level.

Here are some examples of special grissini that can be made with PRIMITALIA machines.

## "Crostini" grissini

"Crostini" grissini are made with a bread dough that is then baked twice. After the first baking, the grissini are flavored with oil, salt, rosemary, or other herbs. The second baking

serves to make the grissini crispy and fragrant.

These grissini are ideal for accompanying soups, stews, or grilled vegetables. They are also great for making bruschetta or crostini to serve with cheese or cured meats.

## "Treccia" grissini

"Treccia" grissini are made with a grissini dough that is then braided. The passage of the product in a tomato bath gives the grissini a pizza flavor.

These grissini are ideal for accompanying appetizers or aperitifs. They are also great for being enjoyed as a snack or snack.

## "Torcetti" grissini

"Torcetti" grissini are made with a dough that is very rich in fat, which is then rolled into a spiral shape. The surface of the product is then covered with sugar, which caramelizes during cooking. These grissini are ideal for accompanying coffee or tea. They are also great for being enjoyed as a dessert or snack.

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





# A WORLD LEADER IN ITS SECTOR

It collaborates with some of the most important producers  
of grissini and pizzas on an international level

## “NATURALLY IN TUNE”

Flou summons the force of nature to create new, unusual interior design proposals, in a harmonious connection of form and matter, movement and space

The collection of Flou is a tribute to nature. Values, sensations, materials draw on this world. To then be interpreted in furnishings for the bedroom zone and the living area, capable of transmitting the same harmony, authenticity and vital energy, enabling people to live totally in tune with the environment. This is the concept – summed up in the payoff “As na-

ture teaches” – behind the new products, starting with the Gaudi double bed by Matteo Nunziati. The warm material impact of solid wood seems to be shaped by the force of the wind:

The sinuous forms of the structure emerge from the enveloping embrace of the textile covering, culminating in the soft padding of the headboard. Purity and light-

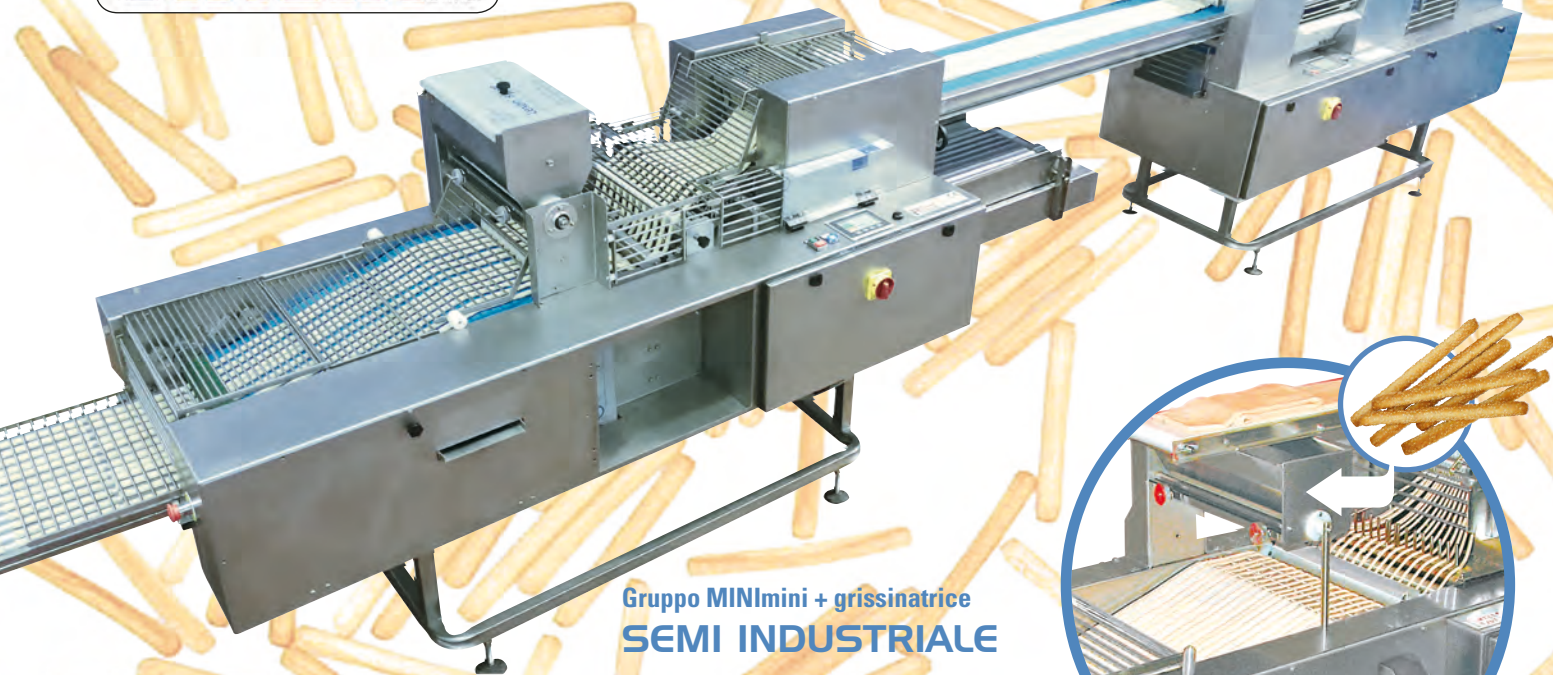
ness set the tone of the project, together with re-fined attention to detail: from the visible stitching to the placement of the fabric that seems to simply be draped, but is actually the result of complex design development, from the shaping of the wood to the choice of finishes in coffee oak or black-stained oak.

[www.flou.it](http://www.flou.it)



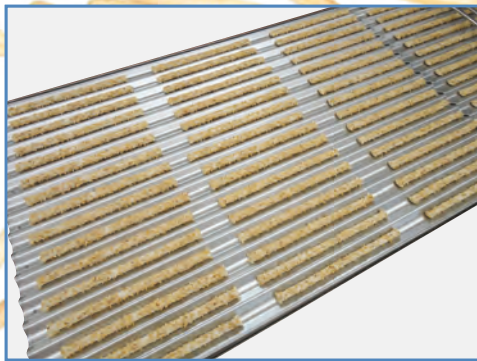
GAUDI bed

**PRIM**<sup>®</sup>  
**ITALIA** S.R.L.



Gruppo MINImini + grissinatrice  
**SEMI INDUSTRIALE**

Gruppo MINImini + breadsticks machine  
**SEMI INDUSTRIALE**



## SESAMO

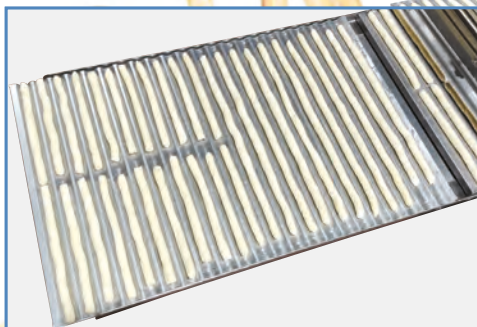
La macchina può essere dotata di un dispositivo per bagnare e ricoprire il grissino con semi di sesamo.

*The machine can be provided with a device for wetting and cover the breadstick with sesame seeds.*



**PAD. 11 - STAND C15**

**Nuova  
NEW**



grissinatrice **RUBATA**  
Cilindra, spezza, filona

*Breadsticks machine RUBATA*  
*Sheets, cut, rolls*



**PR.I.M. ITALIA S.r.l. - Milano**

Factory:  
Via P. da Volpedo 56/G  
20092 Cinisello Balsamo, MI, Italy  
E-mail: [prim@primitalia.com](mailto:prim@primitalia.com)  
[www.primitalia.com](http://www.primitalia.com)

Le immagini delle macchine sono utilizzate al solo scopo illustrativo.  
The machines' image is being used for illustrative purposes only.

Le nostre macchine sono **progettate, disegnate e costruite** interamente in Italia.  
Our machines are entirely **designed, engineered and produced** in Italy.

## “THE REVOLUTION OF ALTERNATIVE DOUGHS IN PIZZA”

Pizza, the emblem of Italian culinary tradition, is undergoing an evolution that aligns it more closely with the modern consumer's needs.

In recent years, growing attention to health and environmental concerns has driven pizzaiolos and producers to experiment with unconventional flours, offering innovative solutions for doughs that blend flavor, quality, and nutritional benefits.

Among alternative ingredients, legume, spelt, and hemp flours are gaining popularity thanks to their unique properties. Rich in proteins, fibers, and minerals, these flours are ideal for catering to an audience increasingly drawn to personalized diets, such as gluten-free or low-glycemic-index options. However, the use of these flours poses technical challenges: dough handling and consistency can be less predictable than with traditional wheat flours. This is where technology comes into play, offering advanced solutions to help pizzaiolos manage these new ingredients.



by the editorial staff



All images: pexels.com

## latest news

For instance, next-generation kneading machines optimize the mixing and hydration of alternative flours, ensuring uniform and high-performing results.

Furthermore, many companies are developing tools for precise fermentation control—a critical factor in achieving light and digestible doughs. Through intelligent sensors and monitoring software, it is possible to regulate temperature and timing optimally, adapting to the specific characteristics of the flours used.

Baking processes are also benefiting from significant innovations. While traditional ovens remain indispensable in certain respects, they are being enhanced with advanced technologies that allow for millisecond-level control of the baking process.

Convection ovens equipped with automated temperature and humidity management systems enable precise baking tailored to the needs of more delicate doughs, preserving their organoleptic qualities. Meanwhile, tunnel ovens and those with electrically heated refractory stone offer versatile solutions with high performance and a reduced environmental impact.

Equally important is the flavor aspect. Experimentation with alternative flours has led to the discovery of unique combinations that elevate flavors and add complexity to doughs.

Integrating these flours with innovative baking techniques allows for pizzas that not only meet nutritional requirements but also surprise even the most discerning palates.

This revolution in the pizza world is not merely a matter of technological innovation; it is also a cultural shift. More and more pizzaiolos are adopting a conscientious and sustainable approach, selecting organic flours and local ingredients to reduce their environmental footprint. This movement, while respecting the roots of tradition, looks to the future with a spirit of renewal that emphasizes quality and consumer care.

Pizza, once a simple and universal dish, is transforming into a laboratory of experimentation where tradition and modernity meet to create new culinary experiences. In this process, technology plays a crucial role, proving that innovation does not mean abandoning the past but rather finding new ways to reinterpret it.





## BERGADER REVOLUTIONISES THE CHEESE SHELF WITH EDELBLU

A delicious, versatile source of creativity: these are the three strengths of the brand-new version of Bergader's time-honoured blue-veined cheese, which has been used successfully for so many years in kitchens around the world, both in restaurants and at home, to create regional and international dishes.

Edelpilz, the classic cheese produced by the Bavarian company, which boasts 123 years of high-quality cheesemaking experience, is returning to the shelves as Edelblu and, alongside the Classic version, will be available in three, new, ready-to-use variants to meet any culinary requirements.

"Our historic products – first and foremost, Edelpilz – represent the perfect combination of the consolidated expertise of our master cheesemakers and our focus on consumer trends," explains Diego Farinazzo, marketing director for Bergader Italia. For this reason,







REFINED AND VERSATILE  
both in restaurants and at home



we have remained faithful to the quality that marks it out, maintaining the same recipe that has made it a staple in the kitchens of chefs and of many Italian households.”

Edelblu retains the characteristic colours of the 100g pack, making a strong, recognisable impact on the shelf, but now features a more modern, captivating graphic design, conceived not only to allow easy identification by existing customers but also to pique the curiosity of a new audience.

Alongside the Classic version, Bergader has created three variants intended to amaze lovers of blue cheese:

- edelblu Cream in the practical 175 g pack. Creamy and spreadable, thanks to a new recipe, it is ideal for both cold and hot dishes, unleashing creativity in the kitchen.
- edelblu Cubes in the innovative 2x50g pack that eliminates waste. Practical and versatile, the 6mm cubes are perfect for making salads, pizzas, gratins and cold or oven-baked dishes.
- edelblu Gourmet in the 100g tray.

Refined and versatile, it is excellent as an ingredient but also delicious eaten cold or when used to enrich a cheeseboard.

[www.bergader.it](http://www.bergader.it)

**Bergader**

Il migliore in cucina.  
Dal 1927.



Risotti, pasta, zuppe, pizze, secondi, insalate.  
È facile cucinare con Edelblu.

# HORECAROMA

## HORECAROMA: THE PERFECT COFFEE FOR YOUR BUSINESS, EASY AND FAST

If you are looking for a coffee machine for your business that is easy to use and guarantees perfect coffee even without an experienced barista, then the HorecAroma professional line of espresso pod machines is perfect for you.

With minimalistic design, new patented Aroma technologies, Italian handcrafted production and elegant style, our machines are a must-have. They are easy to use, with low power consumption and available in two models, with 1-2-3 groups, pod system and professional application, requiring no special technical skills.

Why choose HorecAroma? For excellent coffee even without a trained barista.

We have created a user-friendly product with immediate boiler discharge, modularity of groups and easy intervention on mechanical parts, making use and maintenance accessible to everyone.





PERFECT FOR YOU

For excellent coffee even without a trained barista



**The advantages of the pod system.** Pod system guarantees excellent brewing without the need to know the blends, grind or adjust the machine. The machine is ready to use from the very first pod, avoiding waste. In addition, energy absorption is lower than common pod machines on the market, and even more than professional bean machines. It is also a sustainable system thanks to compostable pods.

Direct connection to a common household outlet of 220v makes HorecAroma suitable for any environment, without the need for industrial connection, unlike professional bean machines.

**Style, versatility and reliability are the key features of HorecAroma.** By combining component versatility with design, we have created not just a machine but a piece of furniture, with

Two aesthetic lines to choose from, one minimal and one Art Deco-inspired, so you can select the one that best suits your environment. In addition to being customizable, the machine is designed to take up little space and be placed

or moved easily. HorecAroma machines have the solidity and reliability that have distinguished all Aroma brand products for years.

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





FROM A RECIPE BY OUR FAMILY  
1832

## PANAREA GIN

We chose to honour the Inga family's rich Sicilian heritage when naming our two gins. Panarea is a tiny island paradise which is close to our own hearts and the pearl of the Aeolian Islands in Sicily. Inspired by our own fond memories of Panarea, we created two extraordinary Italian distilled gins, totally different from the classic London Dry and absolutely Mediterranean. Panarea Island and Sunset Gin delicacy and elegance will hug you in a fantastic tour of new sensorial experiences.

Panarea Island Gin is a really Mediterranean distilled gin. The leading botanicals are juniper, myrtle berries, lemon, orange and coriander, an explosion of perfumes and tastes, a very original product. Panarea Island Gin is great on g & t, Negroni, Martini and all best cocktails and long drinks, delicious sipped with sushi and raw fish. The product contains no allergens and is gluten free.

The new Panarea Sunset Gin is an evolution of Panarea Island, as this product contains two extra new botanicals such as the basil and the grapefruit, even maintaining the citrus based infusions of Panarea Island: the basil infusion is extraordinary and mixed with grapefruit releases an unique and very original taste. The product is intriguing and delicate and fantastic on cocktails and long drinks, gorgeous on g & t, Martini and Negroni. The product contains no allergens and is gluten free.

[www.panareagin.it](http://www.panareagin.it)







# TWO EXTRAORDINARY ITALIAN DISTILLED GINS

juniper, myrtle berries, lemon, orange and coriander

# PANAREA

*Mediterranean*

# VODKA

Original, a tribute of the Inga Family to Sicily and to Panarea Island, the pearl of the Aeolian isles.

Panarea Vodka is a perfect base for cocktail and long drink, so delicate if drunk straight and very chilled, a real Italian luxury spirit!



*Villa  
Serravalle*

The Inga Family, distillers since 1832, is proud to present its new line of grappas and liqueurs under the VILLA SERRAVALLE brand. This name pays homage to Serravalle Scrivia in Piedmont, where the first distillery was founded, producing historic brands such as Libarna and Cambarotta. Lorenzo and Federico Inga continue the family tradition, ensuring they offer the finest local and Italian production in the field of spirits, amari, and sweet liqueurs.

[www.mygrappa.it](http://www.mygrappa.it)



**Grappa Amarone:** Aged at least 12 months. Color: Deep amber, intense. Aroma: Fruity, with notes of vanilla. Taste: Smooth, fruity, with hints of vanilla, raisins, and cinnamon. 70 cl, 42% Vol.

**Grappa Classica Invecchiata:** Aged at least 12 months. Color: Amber. Aroma: Fruity, with notes of vanilla. Taste: Smooth, fruity, with hints of vanilla, raisins, and cinnamon. 70 cl, 43% Vol.

**Grappa Invecchiata Magnum:** Aged at least 12 months. Color: Amber. Aroma: Fruity, with notes of vanilla. Taste: Smooth, fruity, with hints of vanilla, raisins, and cinnamon. 1.5 l, 43% Vol.

**Grappa Moscato Invecchiata:** Aged at least 12 months. Color: Deep golden. Aroma: Aromatic, delicate, with notes of Moscato grapes. Taste: Aromatic and fruity, with strong hints of dried fruit, raisins, and vanilla. 70 cl, 42% Vol.

**Grappa Nebbiolo:** Made from Nebbiolo pomace. Color: Amber with golden reflections. Aroma: Intense, tannic, with hints of spiced vanilla. Taste: Dry, crisp, with notes of vanilla and dried figs. 70 cl, 42% Vol.



## PUCCI CISTERNS: EVER MORE ECOLOGICAL

In 1995 the first dual-flush cistern with 6-litre maximum capacity was the Pucci Eco.

Since that time, rational water usage has become an economic, ecological and ethical must – especially in the bathroom. Today, all Pucci cisterns offer a choice of flush volume to reduce wastage, environmental impact, and household expenses. In recent years, the slimline Pucci Eco 6-3 litre cistern has represented a niche product that has proven exceptionally versatile and useful in many installation settings.

In fact, this is the cistern that uses the smallest amount of water: 6 litres for the full flush and just 3 litres for the reduced flush. In terms of the





# PUCCI ECO

Pucci has been working towards sustainable water consumption for the past 76 years



availability and value of water, today's situation is even more critical than in the past. Clean water is increasingly rare and precious, eco-sensitivity has spread, as has the awareness that a shared resource like water is to be protected at every level.

The latest European norms promoting environmental sustainability urge the adoption of devices that reduce water wastage as far as possible.

The 6-3 litre has thus become the cistern that best interprets the EU norms, now transposed also in national and regional regulations.

As the product that helps to save shared resources and cut costs, the 6-3 litre cistern is the preferred option, as it conforms with the European DNSH principle, for all new renovation projects, from public toilets in hotels, schools, hospitals, and all residential communities (where water wastage is even more of an issue), and also in new bathrooms for homes.

The 6-3 litre allows more rational use of water while also guaranteeing perfect



hygiene and the utmost functionality. The cistern is available also on the Rapido and Modulo systems, designed to streamline the installation of wall-hung toilets. A 100% Italian company, Pucci has been working towards sustainable water consumption for the past 76 years.

Visit:  
[www.pucciplast.it](http://www.pucciplast.it)



È SOLO **AUTOMACENTER.**



Immaginate un ingresso automatico silenzioso tecnologico, che dia valore alla struttura che avete creato. Immaginate che a pensarlo per voi sia un partner di cui vi fidate. Immaginate infine che la soluzione trovata, superando ogni aspettativa, stupisca anche voi.

**AUTOMACENTER**  
SPECIALISTI IN PORTE AUTOMATICHE

Via R. Spineta, n.1243  
37050 Vallese (VR)  
Tel. 045 6984004 Fax 045 7134581  
[www.automacenter.it](http://www.automacenter.it)

## CON AMORE ROMA

A new life for one of the most iconic venues in the outskirts of Rome, located at Via Circonvallazione Cornelia 65 in the Aurelio district. "Con Amore" is the name chosen by the owner and entrepreneur Tiziano Coccia and his wife Danila for their newly reopened venue, which welcomed customers again in early December after an extensive and meticulous renovation.

The architectural and aesthetic project was conceived, designed, and supervised by

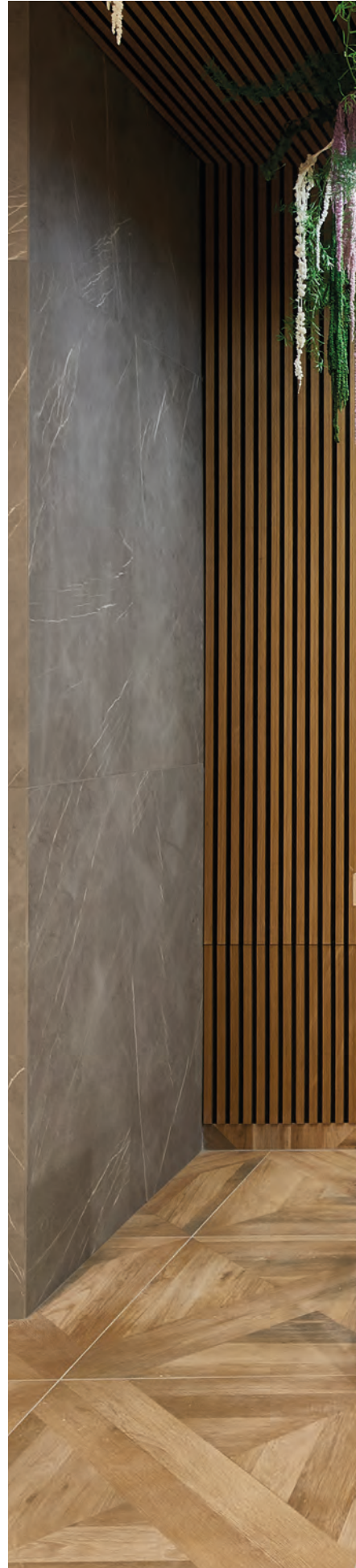






# THE VENUE IS SPACIOUS AND FUNCTIONAL

con Amore is truly a unique venue in its entirety





Claudio Ortenzi, a designer from Rossi & Partners, who oversaw every stage of the work in progress from start to finish.

The venue is spacious and functional, offering the perfect layout for all the products and services available to customers, including gelato, pastries, coffee, and gourmet food, all thoughtfully arranged in terms of space and presentation.

Of particular note is the dedicated area for tobacco and gaming, conveniently separated from the counters and displays for beverages and food, ensuring ease of access and functionality for customers in this sector.

Con Amore is truly a unique venue in its entirety.

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

Circonvallazione Cornelia n° 65  
00165 Rome

Architectural and aesthetic project:  
EG DESIGN Claudio Ortenzi

Furniture realization:  
ROSSI & PARTNERS SOC. COOP A.R.L.  
Via Massimo D'Antona 3/5  
61022 Vallefoglia (PU)

## SIFIM a continually growing company

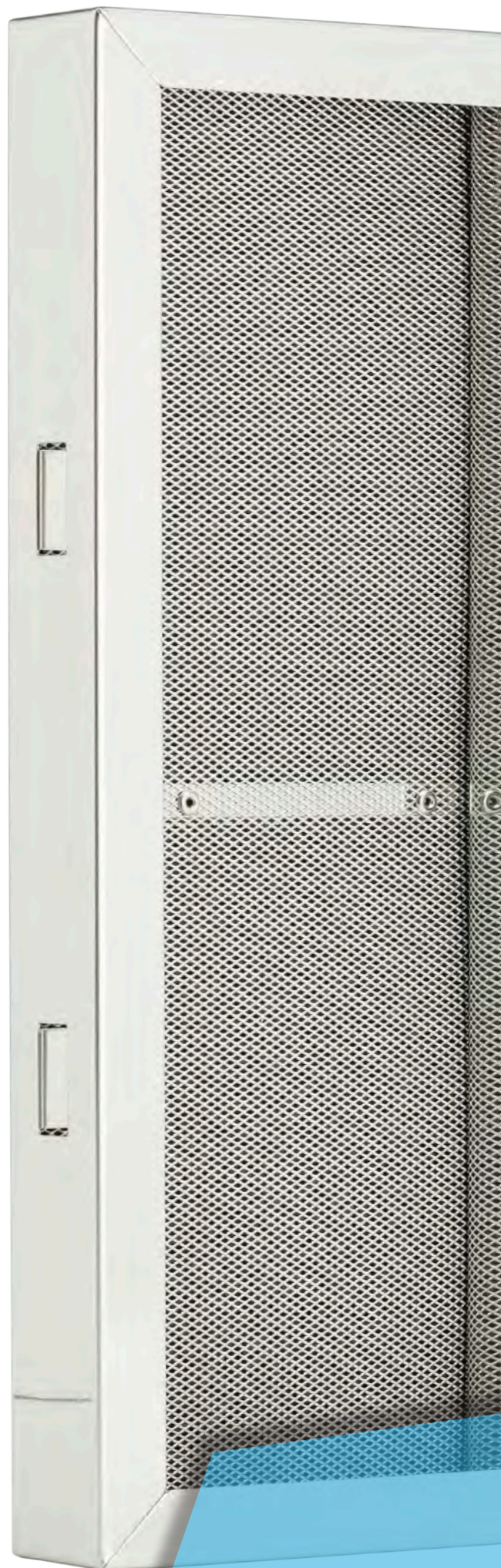
SIFIM is an Italian Company placed in Jesi (in the Marche), specialized in filtrating field with products for home and professional hoods, electrical appliances and several industrial applications.

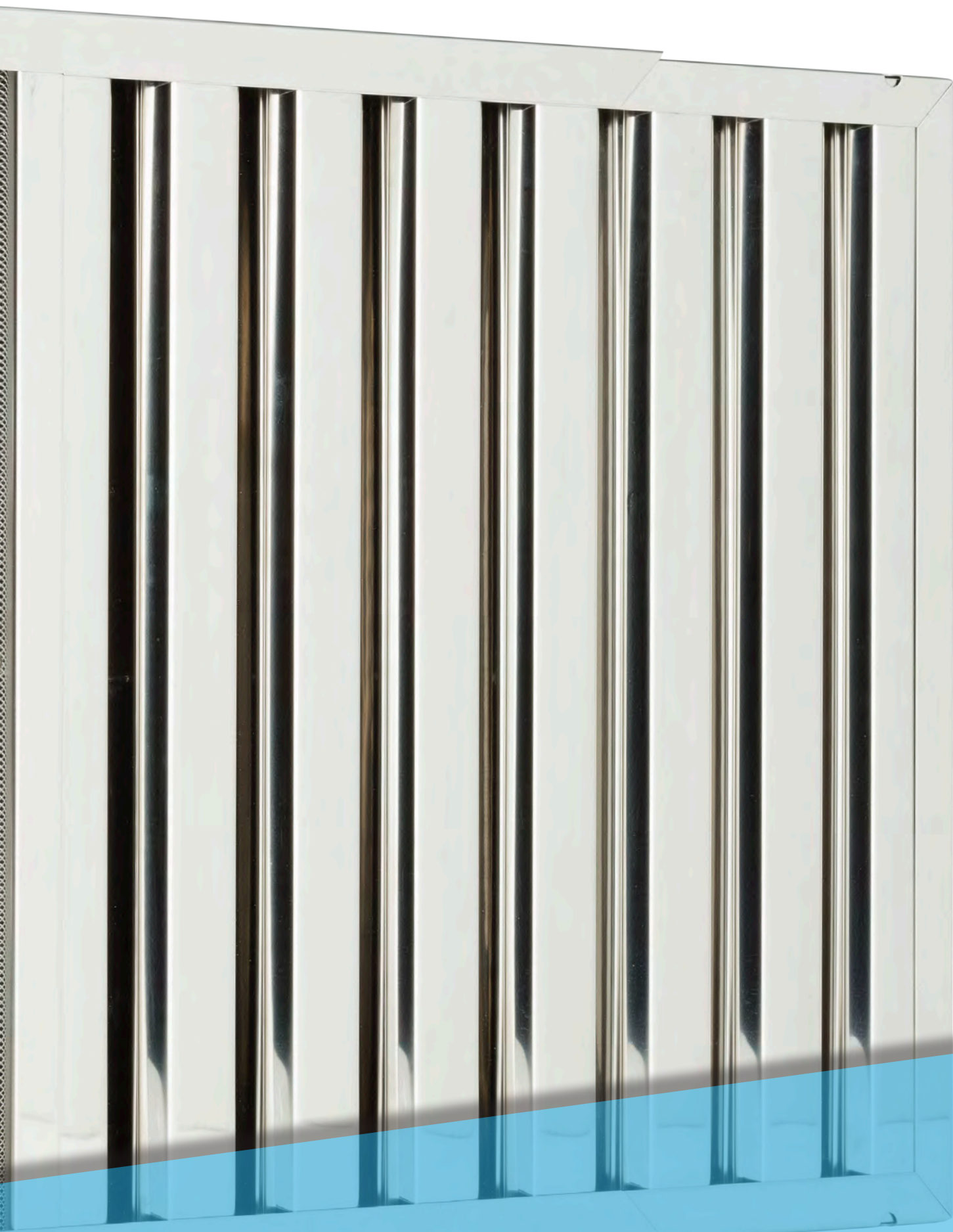
Founded in 1995 from five partners with collateral professional experiences, SIFIM is a continually growing Company that is enforcing its position in filtration and electrical appliance components markets.

Filters became more and more important parts of hoods, being used to divide suspended substances in cooking vapors. Indeed, the company decided to develop metal filters, characterized by higher performances.

The variety of professional hoods filters, is the so called Baffle Filter, made of properly shaped profiles layers because of the higher flame resistance.

Researches carried out inside the company and in collaboration with the main Customers, play a decisive role for its success: to mention are the continue studies on materials and surfaces treatments, even innovative such those using nanotechnology. Important are activities of testing, air filtering efficiency, pressure drop, and filters certification that SIFIM carries on in a certified and





# FILTRATING

service quality distinguishing it from competitors



equipped laboratory on its own and for Customers with advanced instruments.

Solutions in filtration more and more complex and efficient in which metals, fabrics and carbons interact are studied as required by every single application.

In addition to quality and price, necessary to be competitive in global market, the Company takes great care to the service quality distinguishing it from competitors.

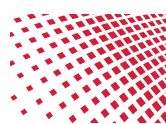
With those features SIFIM keeps exploring new markets and application fields that could give unknown inputs to the future growing.

The different kind of available filters can be certified UL 900, UL 1046, DIN 18869-5 and NSF.

We have increased our products range for professional hoods adding a line of ceiling lamps tested IP55 and equipped with led.

[www.sifim.it](http://www.sifim.it)





**SIFIM**  
COMPONENTS & SOLUTIONS

## The importance of certifications

Baffle filters are not all the same, some only complete the hood without having technical specifications while others offer performances especially studied to give efficiency and security. Sifim is specialized in filters production and the wide range of products includes baffle filters for professional hoods that before being commercialized are studied and tested in laboratory. Features that baffle filter must have are: detain fats, have a correct pressure loss and stop flames that could start inside the kitchen. How are measured those features? For fat retention and pressure loss, executing tests is enough but for flames stopping it is needed a certification form international certifying agencies which certify the passage of the proof. In this field the most important certifications are: UL 900, UL 1046 and EN 16282-6. It follows what regulations provide for to pass the test:



**UL 900** 3 minutes without generating flames, sparks or smoke after extinguishing the flame over about 90°

**UL 1046** after having filtered oil vapour, 3 minutes with flame passage not over 18°

**EN 16282-6** 1 minute without flame passage

Each baffle filter produced by Sifim has passed the test and obtained one of the above described certifications. Sifim believe it necessary that all its filters must stop the flame to offer more security to whom works in the kitchen and to whom sits at tables in restaurant. Sifim recommend to never use the hood without filters because it could be dangerous.

Further information can be found at web site.

**SIFIM s.r.l.** Via Ignazio Silone, 3 - 60035 Jesi - An - Italy  
Ph. +39 0731 60401 - fax +39 0731 614095 - [sifim@sifim.it](mailto:sifim@sifim.it)

[www.sifim.it](http://www.sifim.it)





## ARIR: Italian Excellence in the Promotional Gift Sector Since 1968

Since 1968, ARIR has stood out in the promotional gift market, offering unique and quality solutions for the promotion of sparkling wines, wines, grappas, and hotel supplies.

With over five decades of experience, the company has evolved, specializing in the creation and production of promotional items that combine elegance and functionality. In 1978, ARIR significantly expanded its offerings, integrating new techniques for working with metals and plastics. This evolution allowed for the refinement of customization systems, ensuring products that not only meet the promotional needs of companies but also add a touch of distinctiveness and sophistication.







# UNIQUE AND QUALITY SOLUTIONS

For the promotion of sparkling wines, wines, grappas, and hotel supplies.



The focus on product quality and the attention to the elegance of the ensemble have always been at the heart of ARIR's philosophy. This approach has allowed the company to earn the trust of the most prestigious and well-known wineries, both Italian and international, consolidating a leadership position in the sector.

ARIR represents a perfect synthesis between Italian creativity and design, quality of materials used, and artisanal care. Each product is the result of a process that values traditional skills, integrating them with the most advanced technologies. The result is a range of promotional items that express Italian excellence in every detail.

ARIR's commitment to the promotional and gift item sector demonstrates the

ability to interpret and anticipate market needs, offering solutions that enhance its clients' products, making them unique and unmistakable.

With ARIR, every company can transform its promotional items into true ambassadors of style and quality. The company will be present at important industry fairs in 2024, including Messe Frankfurt, Vinitaly Design, and Enolitech, consolidating its reference position in the promotional gift sector, thanks to its relentless search for perfection, passion for design, and attention to detail. A brand that, for over half a century, has brought the excellence of made in Italy to the world.

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

**PSI 2025**  
 Dal 7 al 9 gennaio 2025  
 PRESENTI AL PAD. 9 STANDS B64  
 Messe Düsseldorf, Am Stad  
 Düsseldorf (DE)



**VINITALY**  
 Dal 6 al 9 aprile 2025  
 PADIGLIONE ENOLITECH  
 Arredi ed accessori per cantine,  
 enoteche e ristorazione  
 VERONA - (IT)



**FRANKFURT**  
 Dal 7 all' 11.2.2025  
 PRESENTI AL PAD. 9 STANDS A53  
 FRANKFURT - (DE)



**MILANO HOST**  
 Dal 17 al 21 ottobre 2025  
 MILANO - (IT)



# Tentazioni Pugliesi

irresistibili per natura



**TARALLI TRADIZIONALI - TRADITIONAL TARALLI**  
1kg - all'olio extravergine di oliva  
1kg - with extra virgin oil

**TARALLI MULTICEREALI - MULTICEREAL TARALLI**

1kg - con semi di girasole, semi di zucca, semi di lino, semi di sesamo  
1kg - sunflowers seeds, pumpkin seeds, flax seeds, sesame seeds



**TARALLI AL PEPERONCINO - CHILIPEPPER TARALLI**

1kg - con 1% di peperoncino  
1kg - with 1% chilli pepper



# Enjoy apulian taste

s.p.130 Trani - Andria km 2 - 76125 Trani (BT)  
P. +39 0883 588 803 - M. info@tentazionipugliesi.it  
www.tentazionipugliesi.it

## “ BBQ EXPO 2025: BRESCIA TAKES CENTER STAGE AS BBQ CAPITAL ”

Four days of advanced meat cutting, preparation, and cooking techniques. International event already 80% booked three months ahead.

“The inviting aroma of grilled meat,” notes renowned food historian Massimo Montanari, “transcends mere gastronomy. The robust flavor of charred food speaks to something more primordial—a call of the wild, if you will.” It’s a ritual that weaves together tradition, passion, and cultural heritage.

**From March 29 to April 1, 2025**, the Brixia Forum in Brescia will transform into the epicenter of outdoor cooking as it hosts the second edition of BBQ Expo, the premier trade fair in Italy dedicated exclusively to the art of outdoor cooking. The event promises to bring together leading exhibitors from both domestic and international markets, offering four days of advanced culinary

techniques and meat preparation demonstrations. For industry professionals, an important business showcase. For enthusiasts, four days dedicated to taste.

“BBQ Expo 2025 is positioning itself as an industry cornerstone,” explains **Mauro Grandi**, CEO of Area Fiera. “We’re creating a comprehensive experience that seamlessly combines education, competition, and innovation in this rapidly expanding market. With three months still to go, we’ve already secured bookings for 80% of our exhibition space, projecting a 20-30% growth over our 2024 event. Following last year’s impressive turnout of 24,000 visitors, we’re confident in achieving even stronger numbers this time around.”





**The outdoor cooking sector continues to show remarkable growth.** Market analysis from Mordor Intelligence reveals that Italy's outdoor cooking industry reached approximately €118 million in 2024, with projected annual growth of 4.69%, targeting €150 million by 2029. These figures reflect the growing enthusiasm among consumers for outdoor cooking and barbecue culture.

The exhibition is divided into four key areas—Equipment, Fuel, Meat, and Food & Beverage—giving attendees comprehensive access to cutting-edge cooking techniques, diverse meat selections, emerging technologies, and innovative outdoor kitchen designs from leading manufacturers.

Visitors can look forward to an extensive program featuring over **14 live cooking demonstrations and 30 masterclasses**, designed for everyone from novices to seasoned grill masters. Highlight events include:

- The Authentic Mexican Taco
- B.O.B. (The Battle of the Burgers)
- Sausages of the World
- The Art of Brisket

All events require advance online booking and paid admission.

The 2025 edition will showcase an impressive lineup of talent, including renowned pitmasters and Michelin-starred chefs.

Notable personalities include **Marco Agostini**, a specialist in grilling and smoking techniques, and **Davide Bigarella**, known for his unconventional approach to traditional cooking.

The popular **BBQ Expo Master's Challenge** returns in 2025, featuring 30 teams competing across classic barbecue categories: chicken, pork ribs, pork (Boston Butt), and brisket.

Beyond trophies and prizes, competitors will earn points toward the TOY Europe (Team of the Year) 2025 rankings, sanctioned by the Kansas City Barbeque Society (KCBS), the world's largest barbecue competition organization.

For tickets and complete event information, visit **bbqexpo.it**

# HORECA

EXPOFORUM

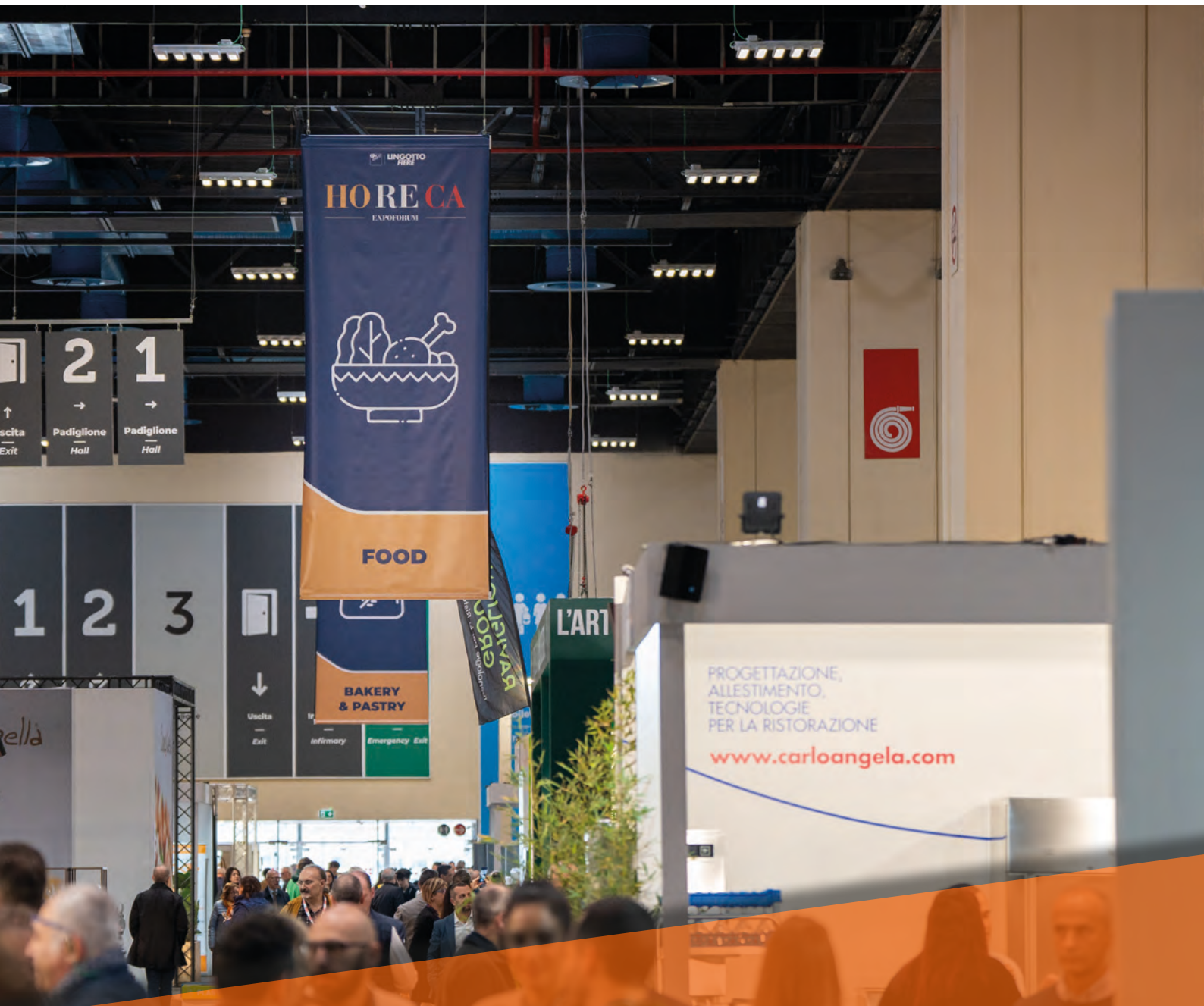
## THE HORECA. SUPPLY CHAIN GATHERS IN TURIN

A unique platform combining training, networking, and business opportunities for professionals in the restaurant and hospitality industries: from March 16 to 18, 2025, Horeca Expoforum returns to Torino Lingotto Fiere.

Now in its second edition, the event has already become a benchmark for the Ho.Re.Ca. (Hotellerie, Restaurant, and Catering) supply chain, which in Italy includes approximately 332,000 companies in the food service sector alone.

With over 200 exhibitors and more than 13,000 square meters of exhibition space, the event will provide growth and learning opportunities for restaurateurs, hoteliers, and buyers. Among its strengths is the rich schedule of over 100 events organized in collaboration with leading national associations for pastry, cuisine, pizza, and coffee. Highlights include original activities such as Latte





FROM MARCH 16 TO 18, 2025

Horeca ExpoForum returns to Torino Lingotto Fiere



Art, Cupping, and Coffee Sensory Analysis, celebrating emerging talents and culinary skills through masterclasses, workshops, tastings, talks, and prestigious competitions.

Thanks to a B2B meeting agenda, attendees can establish strategic partnerships, identify new collaboration opportunities, and stay updated on key trends in areas such as mixology, sweet and savoury products, coffee, professional equipment, furniture, and digital solutions.

"Horeca Expoforum is a concrete opportunity to gain tools, contacts, and ideas to innovate and grow in an increasingly competitive market," says Gábor Ganczer, CEO of GL events Italia.

### Why Turin?

The choice of Turin as the venue is no coincidence: the city, a hub for major sports, cultural, and scientific events, offers an ideal setting for this exhibition.

With its growing tourism sector and rich gastronomic heritage, Piedmont stands out as one of the most promising regions in Italy for Ho.Re.Ca. operators.

### How to Participate

Attendance is free for visitors upon registration on HORECA EXPO, the event's official website, available from January 2025

Visit:  
[horecaexpo.it](http://horecaexpo.it)



# HORECA

EXPOFORUM



*SALONE DELLA  
RISTORAZIONE  
PROFESSIONALE*



# 16-18

# MARZO 2025

## LINGOTTO FIERE, TORINO



@horecaexpoforum



LINGOTTO  
FIERE

horecaexpo.it

**INQUADRA IL QR  
E SCOPRI L'EVENTO!**



## YOUR NEW RECEPTION, AVAILABLE 24/7

BACH is the ideal solution to optimize self-service check-in and check-out processes. It acts as support for traditional reception services or enables completely staff-less 24/7 operations. With BACH, your guests enjoy reduced waiting times and unlimited service hours while maintaining privacy and security.

The BACH kiosk is ready to use after a simple installation and seamlessly integrates into any environment thanks to its elegant and contemporary design. It ensures resource efficiency while delivering an effective solution.





# READY TO USE

optimize self-service check-in and check-out processes

Manage everything through an intuitive interface: check-in/check-out, document scanning, payments, and more.

#### Key Benefits:

- 24/7 self-service operations
- Simple, fast, and secure check-in
- Easy check-out and payment
- Walk-in guest management
- Customizable features

#### Technical Features:

- 21-inch touch screen display
- Electronic payment device
- Identity document scanner
- Integrated room card dispenser
- Fiscal or courtesy receipt printer
- QR code reader

BACH is fully compatible with the most common PMS, locking systems, access control, and payment solutions.

Provide your guests with a seamless, innovative experience with BACH - the reception of the future.

Visit:  
[www.aitechitalia.com](http://www.aitechitalia.com)



RECEPTION **24/7**



INTEGRATED SYSTEMS  
FOR SELF CHECK-IN  
AND THE SELF CHECK OUT  
IN THE ACCOMMODATION FACILITIES

*Gulfood*

**30<sup>TH</sup>**  
EDITION

**17-21 FEB 2025**

DUBAI WORLD TRADE CENTRE

# BE PART OF THE NEXT FRONTIER IN FOOD

For over three decades, Gulfood has driven global food commerce — fueling innovation, collaboration, and the future of food. In 2025, it becomes the epicentre of a transforming food landscape. Be where the next era of food begins.



Register today at [gulfood.com](https://gulfood.com)

[f](#) [@](#) [in](#) [X](#) #GULFOOD

# QUEMME: LEADING INNOVATION IN HO.RE.CA EQUIPMENT

Quemme Food Service Equipment is a cutting-edge manufacturing company, born from the spin-off of an engineering firm located in the renowned "Packaging Valley."

With over thirty years of experience, the company excels in the design, production, and marketing of dynamic preparation machines. Thanks to the involvement of successful Bolognese entrepreneurs in the Ho.Re.Ca sector, Quemme has all the key elements to establish itself as a market leader.

The company offers products characterized by high reliability and advanced technological content, with the ambitious goal of becoming a leading manufacturer of dynamic preparation machinery and innovative solutions for the Ho.Re.Ca sector. These machines are intended for professional kitchens in restaurants, canteens, hospitals, barracks, and other communities, as well as for laboratories for food and bev-

erage preparation and small agri-food industries.

Aurea, a company part of the Ali Group and a renowned manufacturer of dynamic preparation equipment, has chosen Quemme Food Service Equipment as the exclusive distributor of its products. This prestigious assignment has been entrusted to Quemme in recognition of its constant commitment to improving food processing through the use of quality, robust, and safe machinery.

We are extremely proud of this new collaboration and determined to pursue, with your essential support, all the objectives agreed upon between our two companies.

Quemme is also a founding member of AloBlu Group, a network of leading Italian manufacturers in the kitchen equipment sector.

[www.quemme-fse.com](http://www.quemme-fse.com)



# AUREA

advanced food preparation equipment

È DISTRIBUITA IN ESCLUSIVA DA:  
WORLDWIDE SOLE DISTRIBUTION BY:  
ALABLU - QUEMME FSE S.r.l.



## MARKET LEADER

high reliability and advanced technological content

# spidocook™

## DESIGNS AND MANUFACTURES PROFESSIONAL COOKING PRODUCTS

Technology, design and performance come together in the continuous search for professional solutions for the world of modern catering, able to satisfy its constantly evolving needs.

Since 1993 our cooking systems have satisfied thousands of operators and professionals in their daily demand for quality professional solutions. Today, with sales and deliveries in over 60 countries worldwide, SpidoCook is a truly global partner for all operators that are looking for quality professional cooking solutions.







MODERN CATERING  
quality professional cooking solutions



The Spidocook™ products, 100% Made in Italy, are designed to make your daily work extremely simple and safe. Reliability, technology, ergonomics, compact dimensions are just some of the peculiarities of Spidocook™ products. The unique, modern and essential design is easily integrated into any environment.

The SPIDOCLASS™ glass-ceramic grills are perfect for fast food restaurants and can be a valuable tool in the kitchen. The glass ceramic contact grills can cook many products from sandwiches and focaccia to grilled meat or vegetables, providing excellent results.

The new glass-ceramic SPIDOFLAT™ griddles cook meat, fish and vegetables homogeneously. The flavours remain intact even if different foods are grilled in sequence. They are certainly safe in use

and easy to clean, giving obvious benefits in terms of energy savings and increased productivity.

The CALDOLUX™ Cook & Hold is a static oven for Low Temp Cooking (max 120°C) and Hold (max 100°C), with full cycle up to max 10+10 hrs. CALDOLUX™ use allows maximum return on investment, thanks to greater yield, energy efficiency, reduced labour and intelligent use of space.

The CALDOBAKE™ compact electric ovens for Pastry and Bakery are designed to meet the most ambitious quality and business challenges. There is no room for error in professional food service, and the CALDOBAKE ovens provide uniform baking without compromise and perfect texture and structure of the baked products.

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

# spidocook™

SPIDOGLOSS™

# XPRO

**HIGH SPEED, PERFECT COOKING  
AND REPEATABLE RESULTS.**

**COME AND DISCOVER IT**

**SIGEP 2025: Hall D2 - Stand 002 + 034 + 068**



**30** of experience  
1993 - 2023

We know just how important productivity, repeatable cooking results and ease of use are for fast catering. We aim to standardise every action, making it as rapid as possible while minimising the risks involved. The **Spidoglass XPRO** glass ceramic grill is the result of over **30 years of experience.**

# think:water Profine®

## THINK:WATER, THE ITALIAN SOLUTION FOR THE WATER OF THE FUTURE

*Think:water offers the highest-quality water treatment products, from home water filtration to Ho.Re.Ca. Systems.*

Headquartered in Italy, in Cittadella, in the heart of Veneto, Think:water is a clear example of Italian excellence in water treatment. Since 2005, it not only been producing advanced solutions to improve water quality, but does so with a focus on environmental sustainability. Whether it's home filtration or professional systems for the Ho.Re.Ca sector, Think:water is synonymous with innovation, performance and respect for the environment. Sustainability, in fact, is one of the main pillars of Think:water's corporate philosophy.

The entire production chain is designed to have a minimal environmental impact: from the selection of raw materials to the assembly of the final products, each phase of the production process is carefully monitored to ensure respect for the environment. Think:water is ISO 9001:2015 certified for quality and ISO 14001:2015 for environmental management; this proves its commitment to the use of sustainable production practices.





# ITALIAN EXCELLENCE IN WATER TREATMENT

innovative water treatment and filtration systems



Think:water is renowned for its innovative water treatment and filtration systems, such as reverse osmosis and selective carbon and resin filters.

These products guarantee superior quality water, free from impurities and ideal for various domestic and professional uses. The company produces the membranes and filters used in its systems internally, thus ensuring total quality control. Think:water membranes are a striking example of this, thanks to their biomimetic technology and strict quality standards.

#### Think: water revolutionises water treatment

The Think:water reverse osmosis systems reduce the use of detergents and brighteners in professional sectors, thus contributing to a reduction in waste and greater efficiency of machines.

Think:water, always attentive to the needs of the market, is constantly evolving, thanks to the

development of new technological solutions. At the Aquatech 2025 exhibition, Think:water will present a new osmosis line, called **SyncRO**, a name obtained from the fusion of the concepts of "synchrony" and "reverse osmosis". **Synchro** refers to the ability of this line to ensure precise management and monitoring of its performance, thus making communication between the various devices easier as well as optimising its system control. **RO** emphasises the osmotic process, i.e. the natural passage of water through membranes.

The name SyncRO conveys the ability and quality of these systems to treat water in an effective and consistent manner.

Designed to offer high performance despite its small dimensions, SyncRO will stand out for its unique design in the professional field, confirming Think:water's positioning as an innovator in

the sector. Thanks to the exclusive integration of Modbus technology, it will be possible to optimise control and communication between devices, thus making it even easier and more intuitive for the user.

The new SyncRO osmosis systems will be equipped with advanced sensors which monitor operation and performance in real time, ensuring maximum efficiency and ease of management for operators.

Moreover, thanks to the osmotic membranes produced directly in the Think:water plant with an exclusive modular technology, it will be possible to simplify maintenance, ensure the system's maximum quality and hygienic safety and significantly reduce intervention times.

This revolutionary innovation from both a technological and design point of view consolidates Think:water as the reference point for cutting-edge solutions in water treatment, consequently setting a new efficiency, design and sustainability standard in the professional sector.

Under the Profine® brand, Think:water produces carbon filters of natural origin, derived from coconuts, extruded in blocks for greater effectiveness and compactness. These filters are particularly popular due to their ability to improve the quality of drinking water, making it safer and more enjoyable to drink. The company has also developed a series of products for the vending sector, coffee and ice machines, demonstrating a unique versatility in the market.

In 2025, Think:water will expand its Profine® range by introducing new specific filters for the removal of heavy metals.

The new Profine® Platinum filter addresses the growing demand for heavy metal filtration, a critical issue for activities that require specific solutions to reduce contaminants, often transported into drinking water by obsolete plumbing systems.

The cause of this contamination does not lie in our treatment stations, but in the pipes that carry water to our taps. This is where the new Prof-

ine® Platinum filter line comes in. The Profine® filter fully complies with the high-quality standards established by Italian legislation for drinking water treatment systems. Many laboratory tests have been carried out in Think:water's R&D and Quality Control departments, strictly complying with European protocols such as UNI EN 14898:2006 and NSF/ANSI 58.

These products show Think:water's commitment to creating solutions that aim at improving water quality as well as reducing environmental impact.

The mission of the company is to be a leading player in a new environmental paradigm, while constantly investing in innovations that bring tangible benefits to both people and the environment.

Think:water's vision includes a future where water treatment becomes standard practice across all industries, thus contributing to our planet's sustainability.

### **Think:water advanced solutions for the hydraulic sector**

Think:water is the ideal partner for all companies operating in the plumbing and heating sector that wish to guarantee safe and efficient systems, compliant with the regulations in force.

Thanks to a consolidated network of over 40 agents located in the entire Italian territory, Think:water offers widespread and timely support to its customers, providing high-quality products and tailor-made solutions.

Thanks to its many years of experience in the sector and a strong propensity for innovation, Think:water stands out for its technologically advanced solutions, designed to prevent the proliferation of Legionella in plumbing systems.

The product range includes dosing panels, water treatment stations and filtration systems that ensure safe water, thus minimising the risk of contamination.

Think:water is not a simple product supplier: it is a 360-degree partner. It offers specialised training to its technical personnel, as well as assistance on regulatory standards, with the aim of support-

ing companies in the management and maintenance of its systems. Relying on Think:water means choosing safety, quality and innovation, guaranteeing maximum protection and efficiency for every type of plumbing system.

### The heart of innovation: the think:water plant

In recent years, Think:water has experienced significant growth.

From 2020 to 2022, the company's net revenues have increased by an average of 30% annually, confirming a solid trend of reliability towards its customers.

Furthermore, the company has launched a three-year development plan that includes further investments in innovation and sustainability, with the goal of consolidating its leading position in the water treatment sector.

Think:water is equipped with a cutting-edge 6,000 square metre production plant, where 7,000 osmosis, 200,000 filters and 70,000 membranes are manufactured every year.

The production follows strict standards of quality and sustainability, guaranteeing excellent products.

The Think:water membranes, for example, are manufactured following the latest technologies and undergo qualitative tests to ensure high performance.

The company also uses automated extrusion processes for the production of Profine coil blocks, ensuring consistent quality and reduced environmental impact.

Every stage of production, from the selection of coconut-derived carbon to the final quality tests, is carefully monitored to ensure that each filter meets the highest standards.

### Our vision

Think:water aspires to a future where water treatment becomes fundamentally and universally used, not only to improve the quality of life of people, but also to ensure a more sustainable planet.

The company envisions a world where every drop of water is valorised, used responsibly and returned to the environment in better conditions.

Driven by innovation and its passion for sustainability, Think:water aims to be a pioneer in redefining industry standards, by promoting technologies and solutions that make water treatment accessible, efficient and respectful of natural resources.

Think:water's is not limited to solving the problems of the present, but also looks to the future, inspiring a new culture of conscious consumption and environmental protection.

Water, a precious and vital resource, is at the centre of all Think:water's activities: innovating to improve the quality of water means actively contributing to the reaching of a healthier global ecosystem, where people, communities and companies work together to build a sustainable balance between technology and nature.

Visit:  
[www.thinkwater.com](http://www.thinkwater.com)

**think:water**  
**Profine®**



## “FROM BEAN TO CUP: HOW BLOCKCHAIN IS REVOLUTIONIZING THE COFFEE INDUSTRY”

Coffee, a beverage that has been a daily companion to millions for centuries, is now at the center of a technological transformation that impacts the entire production chain.

**B**lockchain, often associated with cryptocurrencies, is proving to be a crucial tool for ensuring transparency, traceability, and sustainability in coffee production—a sector characterized by a complexity that encompasses growers, exporters, roasters, and consumers.

Blockchain is essentially an immutable and shared digital ledger that enables tracking every stage of a process.

Applied to coffee, it allows the journey of the bean to be followed from plant to cup, recording essential information such as geographic origin, cultivation techniques, processing methods, and transportation conditions. This approach not only provides greater transparency for the end consumer but also adds value to small-scale farmers, often disadvantaged by an opaque supply chain dominated by large intermediaries.

Thanks to blockchain, producers can demonstrate the authenticity and quality of their coffee, highlighting sustainable agricultural practices



By the editorial staff



## COTEFA: ITALIAN EXCELLENCE IN DESIGN AND INTERNATIONAL PROJECTS

In 1974 Ing. Enzo Ragni founded the Cotefa Ingegneri & Architetti studio in Brescia. The studio was part of the construction of 34 major retail malls in 45 years and specialised in design and project management.

CEO Ing. Andrea Casarino and Avv. Elisa Ragni represent the second generation for Cotefa. The studio's 15 professionals, Andrea and Elisa have maintained Cotefa's traditional strengths while improving retail design, construction management and safety and site management.

Cotefa's expertise and enthusiasm also allow it to expand into the international arena. In March 2016 Cotefa began working in the United Arab Emirates where it started an active collaboration with a local partner.





EXPERTISE AND ENTHUSIASM  
specialised in design and project management

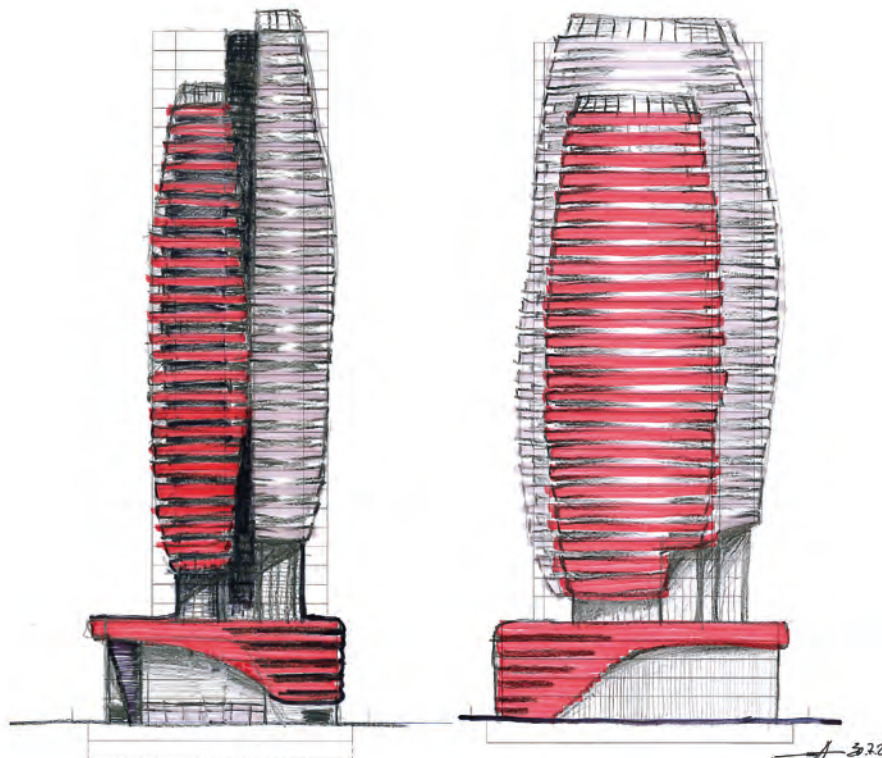


This experience developed Cotefa's ability to adapt and organise internationally which can be put into practice in the Gulf countries while respecting top Italian design skills. As in China, the design of the Creative Design Space has showcased Italian architecture with reconstruction down to the smallest

detail respecting materials and giving visitors the gift of Italian design and beauty!

Last, in 2018 Cotefa was awarded the Unesco prize for Scalo (Milan) and Creativo (China).

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





and rare varieties that might otherwise go unnoticed. This tool also provides protection against fraud, a recurring issue in the coffee market, where blending beans from different origins is a widespread practice.

Another fundamental aspect is quality control. By integrating blockchain into modern coffee processing machinery, such as smart roasters and automated analysis systems, every detail of the production process can be recorded. Parameters like temperature, roasting time, and humidity can be monitored and shared in real-time, ensuring consistent quality and an enhanced consumer experience.

Digital traceability also finds application at points of sale, where packaged coffee or beverages served at cafés can be accompanied by a QR code. Scanning the code allows

customers to access all the information about the product's supply chain, uncovering not only the story behind their coffee but also the producers' commitment to sustainability and local communities. This direct connection between producer and consumer builds a relationship of trust that goes beyond a simple purchase, transforming into a form of awareness and active participation.

Blockchain, however, is not just a marketing tool. It is changing how producers interact with the market, offering opportunities to negotiate fairer prices and access financing based on verifiable data. In this context, the technology acts as a strategic ally, making the coffee supply chain more equitable and inclusive, with benefits extending to all stakeholders.

This digital revolution also addresses growing consumer concerns about the environmental and social impact of coffee. The adoption of blockchain is often accompanied by sustainability policies, such as reducing waste and optimizing logistics. Moreover, many producers are investing in regenerative farming systems to improve soil fertility and combat the effects of climate change, documenting and sharing these advancements through technology.

In an era where transparency has become an indispensable value, coffee demonstrates how innovation and tradition can coexist harmoniously. Thanks to blockchain, every cup of coffee can tell an authentic story of places, people, and conscious choices. A story that goes beyond taste, encouraging reflection on the importance of more responsible and informed consumption.





## Dynamic company with an Italian heritage

A dynamic company based in Italy, Ambiance Italia is the distribution brand of ILCAP SRL. It operates successfully throughout Italy and the rest of the world, thanks to a large collection consisting of chairs, stools, tables and accessories, designed to furnish environments with an original and contemporary style.

For Ambiance Italia, quality is an indispensable value, the products are carefully selected and checked at every stage of the production process.

One of the company's strengths is to constantly adapt to the changing market and customer demands.

Attention to detail, materials and design is fundamental in order to offer the best Made in Italy products.

What distinguishes Ambiance Italia is the ability to interpret and find solutions to different needs: it all begins with the scrupulous search for the best materials, ensuring a high-quality standard.

From the home, to the restaurant, to the hotel, this company is able to make every environment the protagonist, thanks to the collections that are always in line with the latest trends and thanks to



espresso beverages

**Caffe Latte**  
A smooth, light, creamy latte with steamed milk, topped with a dusting of cocoa powder.

**Caffe Mocha**  
A smooth, light, creamy latte with steamed milk, topped with a dusting of cocoa powder.

**Vanilla Latte**  
Iced Vanilla Latte  
Iced Caramel Macchiato

**ESPRESSO** 3.50

ICED ESPRESSO | CARAMEL MACCHIATO

Chocolate & Caramel Swirl Javiva

**CAPPUCCINO**  
This coffee-forward classic has just the right amount of milk to make it a perfect espresso and milk drink. It's a perfect espresso and milk drink, with the right amount of milk and providing a smooth texture.

**Havana Cappuccino**  
Sweet, bold, and lightly spiced, our Havana Cappuccino begins with hand-picked espresso. Frothy and sweetened condensed milk. They're mixed together before being topped with creamy steamed milk and a dusting of cinnamon.

(ICED HAVANA CAPPUCCINO)

**White Chocolate Mocha**  
Iced White Chocolate Mocha  
calle con panna

**CAFFE MACCHIATO**

**CARAMEL LATTE**  
Iced Caramel Latte

**COFFEE OF THE DAY**  
This coffee-forward classic has just the right amount of milk to make it a perfect espresso and milk drink. It's a perfect espresso and milk drink, with the right amount of milk and providing a smooth texture.

**Food**  
Café au Lait  
MOCHA JAVIVA  
Caramel Javiva  
Light Caramel Javiva

Coffee

**ESPRESSO** 2.50  
**CAPPUCCINO** 3.50  
**FLAT WHITE** 3.50  
**MOCHA** 3.50

**CORTADO** 2.50  
**DRIIP COFFEE** 3.50  
**MACCHIATO** 3.50  
**AMERICANO** 3.50

Breakfast

**CROISSANT** 1.50  
**FRENCH TOAST** 2.50  
**SALMON PANINI** 2.75  
**EGG BENEDICT** 3.50



# ORIGINAL AND MODERN STYLISHNESS

attention to detail, materials and design, offering excellent products Made in Italy



The possible customization of the products starting from the materials, finishes, dimensions and shapes.

From wishes to concrete projects: this is Ambiance Italia. Europe, the United States, Asia, North Africa, the Middle East: these are just some of the countries in which the company

has established itself, proudly representing Made in Italy to the rest of the world. Never forgetting the wonderful country of origin: the company is also proud to be present throughout Italy. Ambiance Italia incorporates environmental sustainability into its business objectives, made possible thanks to the installation and use of renewable sources.





The photovoltaic panels cover the tops of the two different locations: Santa Maria La Longa (UD) and Premariacco (UD).

An investment that has resulted in reduction on two fronts: emission reduction and cost reduction. In fact, the critical period that Italy and the rest of the world are facing does not go unnoticed.

The costs of energy and raw materials are constantly increasing and have strong impact on the entire world market.

Nonetheless, Ambiance Italia, going against the trend, has made a big investment in various machineries to optimize production and an investment aimed at creating a showroom.

The latter with the aim of inviting and welcoming its customers, and ensuring that they can touch the inimitable Made in Italy.

It is essential for the Friulian company to establish a relationship with its customers that can be fulfilled in a lasting, continuous, loyal and trusting relationship.

[www.ambianceitalia.it](http://www.ambianceitalia.it)

# FRESCURA

associato **casaitalia** Distribuzione S.P.A.



*Be different... Be Le Nouveau Coq*

## BE DIFFERENT... BE LE NOUVEAU COQ

Frescura Sp.A. is a commercial company that has been engaged in wholesale sales of products for the hotel and restaurant industry (Ho.Re.Ca.), household goods, home products, gift items, garden products, and toys, for over 80 years. In 2014, it successfully ventured into the field of professional hotel supplies, creating its own personalized brand, Le Nouveau Coq.

The Le Nouveau Coq brand is a trademark created to fulfill the desires of those seeking uniqueness, class, and originality, and to enhance the magical creations of chefs, restaurateurs, and catering agencies who want to stand out. What they need is not just a dish, a salad bowl, or a coffee cup, but a form of Art; Art with a capital letter because it should be understood as a perception, a sensation, an emotion transmitted through all the objects that make up a table, but above all, a special harmony created between food and Le Nouveau Coq items.

Within the assortment, you will find items in porcelain, melamine, glass, and much more; all designed to create magic at the table and meet the needs of the Ho.Re.Ca. professional world.





# LE NOUVEAU COQ

uniqueness, class and originality



Le Nouveau Coq specializes in high-quality porcelain and melamine, both white and colored. Behind this company is a team dedicated to studying all the latest trends and gathering information from their customers to recreate what is of most interest to them. There are studies of original as well as classic shapes, studies of unusual and classic colors, for a mix and match that leaves nothing to be desired.

Here are the words of the purchasing manager of Frescura Sp.A.: "The main satisfaction for our Le Nouveau Coq brand is to say yes, we did it, we are





present in the Ho.Re.Ca. world, and our product is well-received. We are satisfied with our brand and what it has become over time, thanks to the hard work that goes into even creating a simple pasta bowl.”

In 2025, Frescura S.p.a. will be present at the Host Fair for the sixth edition with its Le Nouveau Coq brand and all the innovations for the following year.

This International Fair is important for expanding this brand worldwide. The current market includes Italy, Germany, Belgium, Croatia, and many other European countries. Our desire is to create new business opportunities worldwide.

For further information, please contact us at:  
[horeca@frescura.it](mailto:horeca@frescura.it)



# 23 TO 25 FEBRUARY 2025, AT BOLOGNAFIERE, THE 4<sup>TH</sup> EDITION OF SLOW WINE FAIR

THE INTERNATIONAL FAIR  
OF GOOD, CLEAN AND FAIR WINE

From Sunday 23 to Tuesday 25 February 2025, the Slow Wine Fair, the only international fair dedicated to good, clean and fair wine, returns to BolognaFiere for the 4<sup>th</sup> edition.

Organised by BolognaFiere with the artistic direction of Slow Food, the Slow Wine Fair promotes wines from sustainable agriculture.

About 1,000 wineries are expected, more than 50% of which are organic or biodynamic or in conversion, and 300 buyers, thanks to the support of ITA-Agency and the Ministry of Foreign Affairs, and the unprecedented simultaneousness with SANA Food, BolognaFiere's new format on healthy eating away from home.

Numbers, therefore, up compared to the Slow Wine Fair 2024, whose success was decreed by 12,000 visitors, 70% of whom were Horeca operators, distributors and importers, more than 140 international producers and 5,300 labels, representing all Italian regions and 26 countries around the world.





# SLOW WINE FAIR 4<sup>TH</sup> EDITION

The only international fair dedicated to good, clean and fair wine



The selection of wineries meets the requirements set out in the Slow Food Manifesto for good, clean and fair wine, the Slow Wine Guide and the assessments of a tasting commission.

Masterclasses, guided tastings exploring the Italian and international wine scene, and conferences are back. Main theme 2025, the sustainability of the wine supply chain.

More space for Spirits and Mixology, for the first time flanked by ciders, in the area of the 5<sup>th</sup> Fiera dell'Amaro d'Italia by Amaratoteca and ANADI, while sustainability partners exhibit innovative technologies, plants, equipment and services for the sustainable wine supply chain.

And if the Wine Retail Awards for Terroir and Slow Spirit, assigned every year to the venues that best enhance the wines of the competing categories, is extended to the best selection of bitters, another new entry concerns Specialty Coffee: at BolognaFiere, some of the best roasters of the Slow Food Coffee Coalition international network.

Slow Wine Fair is a b2b event aimed at Horeca and large-scale retail trade professionals interested in high-quality wines, but on Sunday 23<sup>rd</sup> the doors are also open to wine lovers.

BolognaFiere, 23-25 February 2025  
[slowinefair.slowfood.it/en/](http://slowinefair.slowfood.it/en/)





## “HORECA AND THE EUDR FOR FOREST PROTECTION”



by Elisa Crotti

The implementation of the EU Regulation on Deforestation-Free Products has been postponed by 12 months, allowing time to gradually adapt to a series of obligations aimed at reducing the impact of our activities on the planet's precious forests. Among constraints and opportunities, one certainty emerges: the regulation fully embodies the sentiment of industry customers, who are increasingly attentive to sustainability and eager to reduce their environmental footprint, even while on vacation.

Awareness of sustainability and the fight against climate change has become a guiding light in turbulent times. The HoReCa sector is moving in this direction, on the one hand making choices aimed at reducing environmental impact and waste, and on the other, aligning with European directives and regulations that impose new challenges.

One of these challenges is tied to the recent adoption of the EU Regulation on Deforestation-Free Products (EUDR). Officially introduced in 2023, the regulation aims to ensure that products entering the European market are not linked to deforestation or forest degradation. For the hospitality and catering sectors, adapting to this regulation entails not only obligations but also opportunities for evolution and differentiation in an increasingly environmentally conscious market.



## latest news

An interesting survey by Booking.com's Sustainable Travel Report highlights the focus on sustainable hospitality. Based on a sample of 30,000 people from 32 countries, the report reveals that 78% of travelers intend to stay in eco-friendly accommodations, while 27% actively seek information on a property's sustainability before booking.

Among those developing awareness of their stay's sustainability, 34% aim to minimize their environmental impact, 29% view sustainability as an opportunity for a deeper connection with the territory and local communities, and 26% believe that sustainable accommodations have a better impact on the environment and a more positive relationship with local populations. Simply put, sustainability is seen as an advantageous distinguishing feature, and the EUDR regulation reinforces this direction.

### What does the EUDR regulate?

The EUDR, effective since June 2023, is designed to reduce the impact of European imports on global deforestation by limiting access to the EU market for products that contribute to forest destruction. It targets commodities like cocoa, palm oil, beef, soy, coffee, and wood—materials often associated with

agricultural practices that cause deforestation and environmental degradation. The relevance to the HoReCa sector is evident. For example, coffee is a central element of hospitality services, with Italy's love for coffee reflected in an average annual consumption of 4.5 kilograms per capita, primarily enjoyed in bars. It's an undeniable cornerstone of Italian hospitality.

### Obligations for the HoReCa sector

For restaurateurs, hotel managers, and HoReCa operators, the regulation imposes new requirements. Food and non-food products entering Europe must be traceable to their origin, with a particular focus on the geolocation of the lands they come from. Suppliers must provide concrete proof that their activities are not linked to deforestation. Selecting compliant suppliers is not only a necessity to avoid reputational risks but also a crucial business practice.

### Key obligations for operators include:

- **Due diligence:** Demonstrating that products are not linked to deforestation or forest degradation and comply with the country of origin's legislation.



- **Traceability:** Possessing detailed information, including geolocation data of production lands.
- **Continuous monitoring:** Member states are responsible for ensuring compliance through inspections and audits.

### Why is it mandatory?

The regulation is directly applicable across all EU member states, requiring no national transposition as it is an EU directive. Its binding nature ensures a uniform approach to environmental sustainability and forest protection, leaving no room for interpretation or discretionary applications. Non-compliance can lead to severe penalties, including fines proportionate to the value of non-compliant products and company turnover. For HoReCa operators, the first responsibility is ensuring that purchased and used products are not only legal under the country of origin's regulations but also certified as "deforestation-free."

### A constant commitment

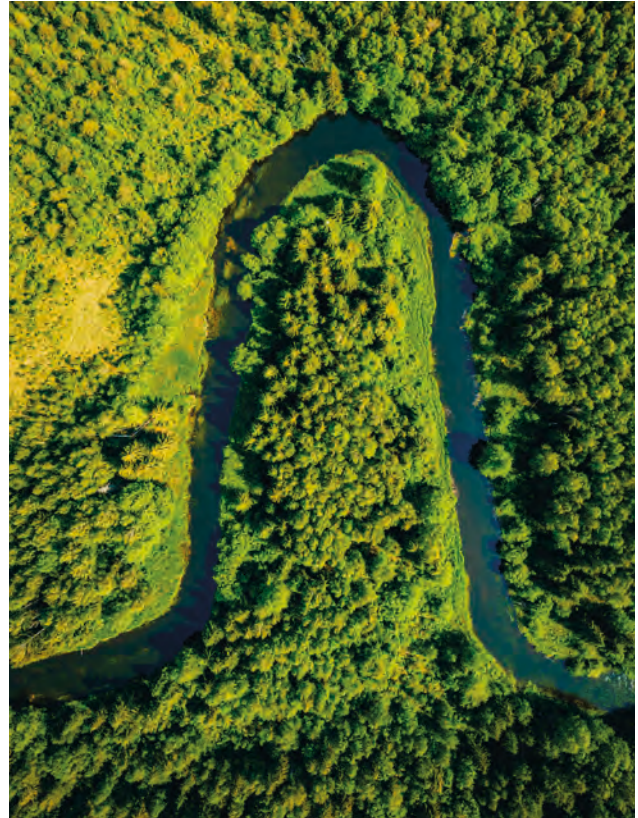
Adapting to this regulation requires a commitment to transparency and traceability throughout the supply chain. Suppliers of both food and non-food products must guarantee, through documentation and certifications, that their production is not linked to deforestation. Sustainability certifications like the RSPO (Roundtable on Sustainable Palm Oil) for palm oil or Fair Trade for agricultural products will become increasingly essential for restaurants and hotels seeking compliance.

### Economic impacts and cost management

The regulation may lead to increased operational costs for HoReCa operators. Choosing certified suppliers and ensuring product traceability may result in higher prices for certain raw materials. However, the long-term benefits include reduced risk of legal penalties and enhanced corporate image as a responsible and sustainable player.

### Opportunities for the HoReCa sector

Despite the obligations, the EUDR offers significant opportunities. Compliance represents a chance for restaurateurs and hoteliers to stand out in a competitive market. As consumers grow increasingly sensitive to environmental choices, they are likely to be drawn to establishments promoting sustainable practices. With experiential tourism becoming a major trend, adopting a "deforestation-free" approach can be a powerful marketing tool, enhancing reputation and building loyalty among conscious customers.



Moreover, the regulation stimulates innovation. Sustainable alternatives—such as certified palm oils, low-impact meat supply chains, or products based on non-deforestation-linked ingredients—open new horizons for the HoReCa sector, addressing the growing demand for sustainability.

### When does it start?

The deforestation regulation has been in force since June 29, 2023, and its provisions must be implemented by December 30, 2024. However, the European Council has approved the Commission's proposal to postpone the application date by one year. Consequently, obligations under this regulation will become binding from December 30, 2025, for large operators and traders, and from June 30, 2026, for micro and small enterprises.

The EUDR regulation represents a significant challenge for the HoReCa sector but also a major opportunity. By complying with these directives, restaurateurs and hoteliers will not only contribute to global forest protection but also enhance their competitiveness, presenting themselves as responsible and environmentally conscious businesses. For the future, integrating more sustainable practices will become increasingly necessary, and those who seize these opportunities will be ready to meet the demands of an evolving, more aware, and increasingly discerning market.



# The Italian-Speaking waiter robot revolutionizing hospitality

Warm Srl, a prominent Italian company specializing in the development and commercialization of advanced robots, is revolutionizing the restaurant and hospitality sectors with one of its most advanced innovations: BOB, the Italian-speaking waiter robot.

Designed to assist human staff, BOB was conceived to perform repetitive and monotonous tasks, such as transporting dishes and goods, to improve service efficiency and increase customer satisfaction. Besides these functionalities, BOB also serves as a marketing tool thanks to its ability to interact with customers and display promotional content.

In a period characterized by staff shortages, having a waiter robot like BOB is becoming increasingly valuable. Using BOB saves time and energy, avoiding assigning tedious and repetitive tasks to specialized employees. The robot thus becomes an indispensable ally for staff, speeding up the transportation of dishes and goods, allowing staff to propose new initiatives to customers, and overall improving the service offered.

Not only does BOB attract new customers with its innovative appearance, but it also contributes to the company's marketing with its voice and the videos it can display. This makes it ideal not only for restaurants but also for events and catering, where it can serve as a waiter, serving food and attracting attention.

The robot is perfect for performing repetitive actions, such as transporting dishes to and from the kitchen, and it can serve at the table fully autonomously. Thanks to its ability to memorize the positions of tables and key points in the venue, BOB can autonomously decide the shortest route to reach them, carrying up to four trays and a maximum load of 40 kg per trip.

Another distinctive aspect of BOB is its ability to interact with customers, significantly increasing customer satisfaction. Robots like BOB can work non-stop, ensuring quick and certain completion times for assigned tasks without the need for breaks. This translates to faster service and greater customer satisfaction, which can contribute to increased revenue for the business.

The robot is equipped with a 360° microphone, consisting of six circular microphones positioned on the top, ensuring optimal performance even in noisy environments. Thanks to shock absorbers and stabilizers, BOB can move on various types of surfaces without risking the destabilization of the transported goods.

For those who wish to experience BOB's extraordinary capabilities, Warm Srl offers the opportunity for a free trial in their venue. Contacting BOB Robotics is the first step to revolutionizing service in the restaurant and hospitality sectors, integrating innovation and efficiency with this extraordinary waiter robot.

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



# BOB, THE ITALIAN-SPEAKING WAITER ROBOT

The first step to revolutionizing service in the restaurant and hospitality sectors



## Lyon biscuit The original taste

LYON BISCUIT from 1935, unequalled pastrycook know-how

The pastrycook Comez -La Basquaise settles in the suburbs of Paris in 1925. It is already specialized in items for ice-cream makers and waffle producers. In 1930, the Comez brothers got the idea to give a cone-shape to the usual flat waffle pastry. Still very innovative, they will rapidly pass from the moulded cone to the waffle cone. Their know-how will be awarded by the winner prize at the colonial exhibition in 1931. They will settle in Lyon area in 1980 getting into partnership with Lyon Biscuit. Both companies are now a must in today's market.

In 1985, the two brands company is finally called LYON BISCUIT and gets into new premises in Clérieux, in the Drôme area. It will acquire a specific production tool that will ensure an unrivalled quality biscuit. In 1987, it develops the new concept of the ready to fill waffle cup.





# UNEQUALLED PASTRYCOOK

specialized in items for ice-cream makers and waffle producers

Since then, very anxious to satisfy its customers, the company will develop a large range of cones, ice-cream pastry that will meet the market expectation and energize the ice-cream makers, restaurant owners and pastrycooks sales.

### LYON BISCUIT, the real taste

A sweet and vanilla flavour, slightly praline-flavoured and crunchy.

LYON BISCUIT is very involved in developing the quality of the flavor and the taste of its cones, waffle cups and biscuits. In order to develop this gustative aspect, LYON BISCUIT works with homemade recipes and strictly selects raw materials to guarantee the quality:

- No hydrogenated fat
- No allergenic ingredients
- IFS and BRC certification, ensuring that the products are «healthy food»
- No GMO guarantee

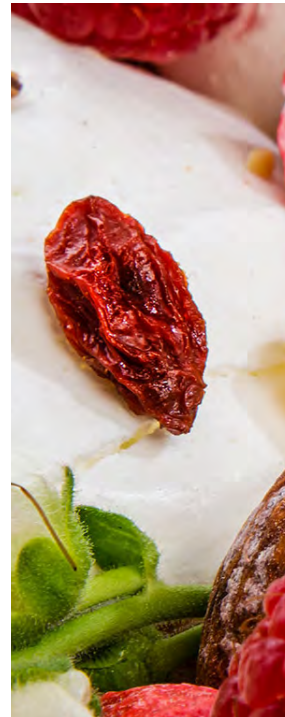
LYON BISCUIT, the real taste that will accompany your ice-cream flavour So that you can enjoy your ice-cream up to the end.

### LYON BISCUIT, each ice-cream gets its own cone!

Home-made, traditional, Italian ice-cream, served with spoon, spatule or with machine, LYON BISCUIT proposes a cone for each texture. A cone that will allow you to make your best ice-cream right away.

Thanks to its experience and its clients' one too, LYON BISCUIT can advise you on what to choose and help you select the most suitable range of products according to your projects.

- Rolled up or moulded cones, small , large, extra-large, slender
- Sweetened or chocolate coating cups,
- Timbale-shaped waffle cups,
- Side biscuits ...







LYON BISCUIT enhances the quality of your ice-cream in accordance with the customer's need.

**LYON BISCUIT: dynamic and creative just for you!**

With its own R&D office, LYON BISCUIT develops a special relationship with its customers as the company can meet their expectations but also regularly suggest them new products.

Thus, ESAL has the leadership in the coating technique. LYON BISCUIT has combined high gustative coating recipes and a unique making process control in order to develop waffle cups and cones with smooth, regular and quality coating in a large range of flavours.

**Available coating flavours:**

Chocolate, toffee, lemon, berries, coffee, orange.

Settled in the south of France, between Lyon and Marseille, among orchards and vineyards, LYON BISCUIT committed itself to respect economic sustainable development by creating a special relationship with its close by suppliers. Cette décision participe à sa dynamique en répondant à des objectifs de qualité et de réactivité.

This decision contributes to its dynamic in meeting the objectives of quality and reactivity.

[www.lyonbiscuit.fr](http://www.lyonbiscuit.fr)



## BRISTOT: A LEGACY OF QUALITY COFFEE

Bristot was born in 1919 in Belluno, at the foothills of the Dolomites, conceived by Domenico Bristot. His entrepreneurial spirit made him one of the pioneers in the coffee world, applying his knowledge in a land of mountain people, resilient workers who learned to coexist with the harshness of their territory. In 1989, Bristot transformed the business into Procaffé and acquired several historical brands deeply rooted in the region: Breda, Dorsola, and Testa Rossa. Since 2000, Procaffé has been part of the international Wedl-GmbH group based in Innsbruck. The mission is to serve the best possible espresso to customers, with utmost attention to the supply chain.

The company's buyers regularly visit coffee plantations in Central and South America, Africa, and Asia to select beans for the blends. Coffee quality is ensured through five control phases in the purchasing process. Over time, Procaffé has established a comprehensive certification system, including ISO 9001, 45001, FSSC 22000, Organic, Rainforest, Halal, and FSC.

The roasting facility demonstrates a roasted coffee performance of around 5,000 tons per year. The core business in the Ho.Re.Ca. channel spans approximately 65 countries worldwide, accounting for 65% of the volume, showcasing a strong international presence. In addition to Ho.Re.Ca. and Retail channels, performance extends to Vending, e-commerce, and liquid coffee for B2B.

Over the years, Procaffé has built an international network of Academies with a team of 30 trainers and a central headquarters in Belluno certified as an SCA Premier Training Campus.

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

**WHATEVER YOU DO,  
DO IT WITH PASSION.**



**THE BEST ESPRESSO**

The core business in the HoRe.Co.

## “BARS AND RESTAURANTS: SUSTAINABILITY AND DIGITALIZATION AS KEYS TO THE FUTURE”

The restaurant industry, from bars to fine dining establishments, is undergoing a transformation where sustainability and digitalization are no longer mere trends but essential strategies.

**T**oday's customers, increasingly informed and conscious, demand a transparent and responsible approach that extends not only to ingredient selection but also to processes and technologies used to deliver innovative, high-quality experiences.

Sustainability begins with sourcing raw materials. Local and seasonal ingredients not only guarantee freshness and flavor but also reduce the environmental impact of transportation. Many restaurants are adopting the “farm-to-table” philosophy, collaborating with small producers and farmers to craft menus that celebrate regional heritage. In bars, there is a resurgence of artisanal cocktails made with fresh herbs and fruits, often grown on-site.

Another pillar of sustainability is waste management. From systems for composting organic waste to digital platforms that optimize inventory and predict demand, innovative solutions are significantly



By the editorial staff





reducing the environmental footprint of the sector. Some restaurants are even introducing “anti-waste” menus, utilizing ingredients that would otherwise be discarded to create creative and sustainable dishes.

Digitalization is equally vital for improving efficiency and the customer experience. Digital menus, accessible via QR codes, not only eliminate the need for printed versions but also offer remarkable flexibility, enabling real-time updates on specials, allergens, and availability. In bars, pre-ordering applications allow customers to customize their drinks and reduce waiting times, enhancing overall satisfaction.

Payment methods are becoming increasingly smart as well. Solutions like digital wallets and contactless payments have become standard, offering greater convenience for both customers and operators. Simultaneously, data analytics from these systems help restaurateurs better understand customer preferences and optimize their services.

Atmosphere plays a crucial role too. Smart lighting and remotely controllable audio systems enable the creation of dynamic, personalized environments that adapt to different times of the day. At the same time, digital displays for communicating offers and promotions reduce the need for printed materials, aligning with sustainability goals.

For bars and restaurants, the future lies in balancing technology, ethics, and creativity. Those who successfully integrate sustainability and digitalization in an authentic and innovative way will not only gain a competitive edge but also take on a leadership role in an industry increasingly oriented toward change.

# CAFFÈ **TRUCILLO**

## SPECIALT

THE SPECIALTY COFFEE BORN FROM  
THE NEW HIPPOCRATICA ROASTERY  
BY CAFFÈ TRUCILLO

The new line of single-origin 100% Arabica coffees for the horeca sector: green coffee selected during Antonia Trucillo's plantation trips, artisan roasting in the newly created micro-roastery in Salerno, aimed at bringing the profound culture of coffee to venues committed to its promotion.

From the 1300 meters of Alta Mogiana in the São Paulo State of Brazil, to the 1600 meters of Marcala - Montecillo in Honduras, and the 1800 meters of Atitlan in Guatemala. From the high altitudes of South American coffee-producing countries to the peaks of quality that Caffè Trucillo manages to deliver in every cup with the new SpecialT collection, a perfect synthesis of the uniqueness of specialty coffee and Trucillo's expertise in coffee quality.





# SINGLE-ORIGIN 100% ARABICA COFFEES

a story of dedication, authenticity, and passion  
that only the combination of specialty and Trucillo can deliver



The mission of the Salerno-based roastery, with nearly 75 years of experience, is to extract the best from the finest origins and uphold a promise of quality from plantation to cup, which only a profound knowledge and all-encompassing experience of coffee can ensure. This means not only producing high-quality coffee but, above all, spreading its value and culture—a goal passionately and determinedly pursued by the entire company team.

In the name of the new line, the “T” – the initial of the family name leading the roastery for three generations – merges with the essence of “special” coffee, a raw material of extraordinary potential, selected directly by Antonia Trucillo, Q Grader and Head of Coffee Sourcing at the company, during her frequent trips among farmers. In 10 years since joining the company, she has completed 14 trips to 11 countries across 3 continents—Central and South America, Africa, and Asia—covering a total of approximately 250,000 kilometers. It is this knowledge, combined with expertise in roasting and every meticulous phase of the process, that allows the potential of the origin to be preserved and expressed to the highest levels in the cup, ensuring even the most demanding and sophisticated customers an exceptional and unique sensory experience.

Trucillo’s SpecialT coffees are among the first products born from the micro-roastery that Antonia Trucillo decided to establish at the modern headquarters of the family roastery in Salerno.

Named “Hippocratica Roastery”—in honor of the Campania city, which in the Middle Ages hosted Europe’s first and most important medical institution—it produces only 20 kilos of coffee per hour, with a meticulous process of setting the roasting curve and profile, personally managed by Antonia Trucillo and her team.

SpecialT varieties are produced to order and available in 1000g and 250g packs, for tasting at the bar or experimenting at home with specialty coffee, embarking on a unique journey that begins with anticipation and culminates in an unparalleled result. Every cup tells a story of dedication, authenticity, and passion that only the combination of specialty and Trucillo can deliver.

[www.trucillo.it](http://www.trucillo.it)





## “ BREAKFAST AS AN EXPERIENCE: TRENDS AND INNOVATIONS FOR HOTELS AND FARM STAYS ”

Breakfast, once considered a routine service in hotels and farm stays, has now become a crucial moment to win over guests and stand out in the hospitality market.



by [Walter Konrad](#)

**W**ith travelers increasingly focused on quality and personalized experiences, breakfast has evolved into not just a chance to satisfy taste buds but also an opportunity to create a memorable impression that influences reviews and loyalty.

One of the most notable trends is the focus on organic and healthy offerings. Fresh fruit, artisanal yogurt, freshly baked bread, and pastries made with wholegrain flours and local ingredients are highly sought after. Farm stays, in particular, can leverage this trend to showcase their zero-kilometer products, while hotels can partner with local suppliers to enrich their buffets with authentic and seasonal flavors.





Personalization is equally important. Many guests now demand options catering to specific dietary needs, such as gluten-free, vegan, or low-carb choices. Incorporating tailored menus not only meets these needs but also demonstrates care and attention to individual guests. Technologies such as next-generation coffee machines offering a wide range of customizable hot beverages or self-service stations for fresh juices and smoothies are transforming the guest experience, making it more interactive and fulfilling.

Sustainability is another key factor. Reducing food waste has become a priority for many establishments, with solutions like smart portioning and applications to redistribute surplus food. At the same time, eco-friendly packaging is essential, especially for grab-and-go formats. Compostable or reusable containers not only reduce environmental impact but also enhance brand perception among guests.

The role of technology in breakfast management cannot be overlooked. Advanced software can monitor guest preferences and optimize inventory, reducing costs while ensuring fresh offerings. Additionally, digital systems allowing guests to pre-order their breakfast from their devices enhance service efficiency and minimize waste.

In a competitive context, breakfast is much more than just a meal: it's an opportunity to tell a story, create connections, and offer a tailored experience that highlights the identity of the establishment. Investing in innovation, quality, and personalization is the key to transforming this moment into a distinctive feature of modern hospitality.

## **HORECA EXPO ALGERIA**

06-09/01/2025

**ALGERIA**

Trade event about hospitality and hotel industry.

---

## **MARCA**

15-16/01/2025

**BOLOGNA**

European trade fairs for the private label industry and the International supermarket label exhibition.

---

## **SIGEP**

18-22/01/2025

**RIMINI**

Fair for the artisan production of ice-cream, pastry, confectionery and bakery.

---

## **SIRHA**

23-27/01/2025

**LYON**

Fair for bakery, pastry, food service, hospitality and packaging industries.

---

## **HOSPITALITY**

03-06/02/2025

**RIVA DEL GARDA**

Italian trade fair dedicated to the horeca channel.

---

## **BEER&FOOD ATTRACTION**

16-18/02/2025

**RIMINI**

Fair for to specialty beers, artisan beers, food&beverage for the horeca channel.

---

## **GULFOOD**

17-21/02/2025

**DUBAI**

Fair for food and hospitality.

---

## **THAIFEX HOREC ASIA**

05-07/03/2025

**THAILAND**

Trade event about hospitality and hotel industry.

---

## **HORECA EXPOFORUM**

16-18/03/2025

**TORINO**

Trade event about hospitality and hotel industry.

---

## **INTERNORGA**

14-18/03/2025

**HAMBURG**

Fair for the hotel, restaurant, catering, baking and confectionery industry.

---

## **GASTROPAN**

27-29/03/2025

**ROMANIA**

Trade event about bakery, confectionery and horeca industry.

---

## **HOTEL & HOSPITALITY EXPO SAUDI ARABIA**

08-10/04/2025

**RIYAD**

Trade event about hospitality and hotel industry.

---

## **CRAFT BEER CHINA**

15-17/04/2025

**SHANGAI**

International network of B2B events for the beverage industry.

---

## **TUTTOFOOD**

05-08/05/2025

**MILANO**

International B2B show to food&beverage.

---

## **SIAL CHINA**

19-21/05/2025

**SHANGAI**

Asia's largest food international exhibition.

---

## **THE HOTEL SHOW**

27-29/05/2025

**DUBAI**

Trade event about hospitality  
and hotel industry.

---

## **MIFB**

30/07-01/08/2025

**KUALA LUMPUR**

The largest food&beverage focused trade event.

---

## **ANUGA**

04-08/10/2025

**COLOGNE**

Fair for food&beverage, packing,  
bakery, pastry.

---

## **HOST**

17-21/10/2025

**MILANO**

Show for bakery, fresh pasta, pizza industry.

---

## **HOSTILITY QATAR**

28-30/10/2025

**DOHA**

Fair on hospitality, food&beverage.

---

## **GULFHOST**

04-06/11/2025

**DUBAI**

Complete hospitality equipment sourcing expo.

---

## **SIAL INTERFOOD**

12-15/11/2025

**JAKARTA**

Fair on technologies for food&beverage  
and food products.

---

## **HOSTELCO**

23-26/03/2026

**BARCELONA**

International meeting.

---

## **ALIMENTEC**

09-12/06/2026

**BOGOTÀ**

Fair on the beverage and HoReCa industry.

---

## **SIAL**

17-21/10/2026

**PARIS**

Asia's largest food international exhibition.

---

## **CIBUS**

04-07/05/2027

**PARMA**

International food exhibition.

---



# WE'VE TALKED ABOUT...



## AB MAURI ITALY SPA SOCIETÀ BENEFIT

55

Via Milano, 42  
27045 Costeggio - PV - Italy

## ANNA PALUCCI ARCHITETTO

20/23

Via Angelo Berardi, 24  
00177 Roma  
Italy

## ARETA SRL

I COV-3-52/54

Zona Industriale  
Via per Grottaglie Km. 3  
72021 Francavilla Fontana - BR - Italy

## ARIR

86/88

Strada Montrucchio, 23  
14010 Antignano - AT  
Italy

## BAZZACCO SRL

2-96/98

Viale Europa, 53  
35018 San Martino di Lupari - PD - Italy

## BERGADER ITALIA SRL

62/65

Via Monte Baldo, 14/F Loc. Calzoni  
37060 Villafranca di Verona - VR - Italy

## BETA ELECTRONICS SRL

A SOCIO UNICO - IOTICONTROLLO

24/27

Corso Milano, 180  
28883 Gravellona Toce - VB - Italy

## BOLOGNA FIERE SPA

I COV-124/126

P.zza Costituzione, 6  
40128 Bologna - Italy

## CAPITANI SRL

I COV-13/15

Piazza IV Novembre, 1  
22043 Solbiate con Cagno - CO  
Italy

## COTEFA SRL

112/114

Via Cefalonia n. 70  
25124 Brescia  
Italy

## D.I.S. SRL

DISTILLERS & DISTRIBUTORS

70/73

Viale Martiri Benedicte, 51  
15069 Serravalle Scrivia - AL  
Italy

## DUBAI WORLD TRADE CENTRE

DWTC

99

P.O. Box 9292  
Dubai - U.A.E - United Arab Emirates

## FIORENTINI

FIRENZE SPA

I COV

Località Belvedere 26/26A  
53034 Colle di Val d'Elsa - SI  
Italy

## FRESCURA SPA

120/123

Via A.Volta, 11  
35030 Sarmeola di Rubano - PD  
Italy

## HD SRL

28/30

Via Aurelio Saffi, 34  
20123 Milano  
Italy

## ILEM BAKERY SRL

16/19

Viale del Lavoro, 30  
37030 Colognola Ai Colli - VR  
Italy

## L.S. FACTORY SRL

38/41

Via Mahatma Gandhi, 9  
20851 Lissone - MB  
Italy

# WE'VE TALKED ABOUT...



## LINGOTTO FIERE

92/95

Via Nizza, 294  
10126 Torino - Italy

## LYON BISCUIT

132/135

195 A Impasse de l'industrie  
26260 Clerieux  
France

## MANIFATTURA

### PORCELLANE SARONNO SRL

I COV-1-46/48

Via Varese 2/H  
21047 Saronno - VA  
Italy

## MEDSOL SRL

50-51

Viale A.Olivetti, 37  
Zona A.S.I.  
70056 Molfetta - BA - Italy

## MUNDI RISO SRL

42/45

Via Camillo De Rossi, 14 1  
3100 Vercelli - VC - Italy

## PRIM ITALIA SRL

56-57-59

Via P. da Volpedo 56/G  
20092 Cinisello Balsamo - MI - Italy

## PROCAFFÈ SPA

136-137

Via Tiziano Vecellio, 73  
32100 Belluno - BL - Italy

## PUCCIPLAST SPA

I COV-5-74/76

Strada Alessandria, 9  
15044 Quargnento - AL  
Italy

## QUEMME FSE SRL

100-101

Via Monaldo Calari, 1  
40069 Zola Predosa - BO  
Italy

## RIVA DEL GARDA

### FIERECONGRESSI SPA

34/37

Parco Lido  
38066 Riva del Garda - TN  
Italy

## ROSSI & PARTNERS

### SOC.COOP A.R.L.

78/81

Via Massimo D'Antona 3-5  
Zona Industriale Talacchio  
61022 Vallefoglia - PU - Italy

## SCALIGERA AUTOMAZIONI SRL

77

Via R. Spineta, 1243  
37050 Vallese - VR  
Italy

## SIFIM SRL

I COV-82/85

Via Ignazio Silone, 3  
60035 Jesi - AN - Italy

## SPIDOCOOK SRL

I COV-102/105

Via dell'Artigianato, 2  
35010 Vigodarzere - PD - Italy

## TENTAZIONI PUGLIESI SRL

89

SP Per Andria KM 2,00  
76125 Trani - BT - Italy

## THINK WATER SRL

106/110

Via delle Pezze, 35  
35013 Cittadella - PD - Italy

## WARM SRL

130-131

Via Salsa, 75  
31030 Carbonera - TV - Italy

## WINEEMOTION SPA

4

Strada di Sant'Appiano, 9/A  
50028 Barberino Tavernelle - FI  
Italy

# SHOW YOUR BUSINESS POTENTIAL

**15-16 Gennaio 2025**

**21ª EDIZIONE**

an event by



with the patronage of



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

## COMITATO TECNICO SCIENTIFICO





16 – 18  
FEBRUARY  
2025

RIMINI EXPO  
CENTRE, ITALY

THE  
**BEER &  
BEVERAGE**  
TECHNOLOGIES  
SHOW



[bbtechexpo.com](http://bbtechexpo.com)

ORGANIZED BY



CO-LOCATED WITH



IN COLLABORATION WITH



WITH THE PATRONAGE OF

