



PARMA.10|11 APRILE.2019

Press release

CIBUS COMES BACK TO PARMA (ITALY) ON APRIL 10 &11 -2019

***The best Made in Italy food products on show at “Cibus Connect”,
the smart edition of Cibus, every other year.***

(Parma, Feb.7-2019) – Cibus, the major professional Show for **authentic italian** food products comes back to Parma – Italy. On April 10&11- 2019 “Cibus Connect” - Cibus **smart edition** that runs every other year- returns with its simplified formula and lay out allowing a more efficient visiting experience. Organized by Fiere di Parma, in collaboration with Federalimentare (The Association of the Italian Food & Beverage Industries) Cibus Connect opens on the last day of Vinitaly - Verona’s wine show - allowing the international **food & wine** buyers to follow both capital trade shows.

Two exhibition halls, one dedicated to **grocery** and the other to **fresh products**, over 1000 food companies present the best *Made in Italy* food products: From pasta to canned tomatoes, oil and confectionery, coffee and seasonings, beverages , frozen foods and ready meals. Fresh products also will be on show: meat and cured meats, cheese, fresh and ultra fresh and gastronomy.

Cibus Connect booths will also offer **DOP italian products** so appreciated on all continents, **typical and regional products** chosen and promoted by the association Slow Food, healthy food products and hundreds of new products to be launched on the market in the next few months.

One of the characteristics of Cibus Connect’s success is the presence of **over 50 cooking stations** installed in both halls, with the participation of famous chefs who will cook the exhibitors’ products in tasty meals to offer **the buyers’s the best possible tastings**.

Concurrency with Verona’s wine show Vinitaly will bring to Parma -thanks to the collaboration with **ICE Agenzia**- hundreds of international top buyers who will have the opportunity to visit the production sites of the *Made in Italy* food products with their seat in in the Food Valley in the Parma region..

- *Attached, a picture of Cibus Connect 2017*

FOR PRESS INFORMATION: :

Ufficio Stampa Cibus
Fanini Ufficio Stampa
Tel 339 6668750 oppure 389 2443460
Sito Web: <http://www.cibus.it/>