



Official Announcement: Bellavita Expo acquires European Pizza & Pasta Show

The acquisition gives life to the largest event for the Ho.Re.Ca. sector in the UK and Europe.

Following the acquisition of European Pizza & Pasta Show by Bellavita Expo Ltd, the eighth edition of Bellavita Expo London, the largest trade show dedicated to Mediterranean Food & Beverage in the United Kingdom, joins the leading European event dedicated to pizza, pasta, and bakery, sharing the prestigious Olympia National Hall exhibition centre, located in the West Kensington district of London, on 22 and 23 June 2022.

Organised with the support of the business partners Vinitaly and Cibus, and in association with PAPA - The Pizza, Pasta & Italian Food Association, the two events will complement each other to create the largest trade show dedicated to food, drinks, and specialised equipment, representing a unique opportunity for the HoReCa and retail sectors of the UK and Europe.

In addition to producers of pasta, pizza, flour, ovens, pizza equipment, wine, condiments, cured meats, cheeses and food technologies, the fair will also expand its sectors to increase the presence of plant-based food and beverages and will launch License To Bake - Artisan Bakery and Food-Tech Show.

Confirmed the presence of the Ibérica Expo Spanish pavilion, as well as the European Pizza Championship and the highly anticipated activities that will involve the Academy stages through a programme of cooking shows, wine tastings and debates led by Michelin-starred chefs, top sommeliers, and key market players.

“This is an important and strategic acquisition. - states Aldo Mazzocco, CEO of Bellavita Expo Ltd. - It consolidates our leadership in the *out-of-home* market. In accordance with the management of Fiere di Parma and Veronafiere and having analysed the matter thoroughly with the stakeholders of the Foodservice sector in Europe, we have finalised an industrial plan for the relaunch of the industry. Over the next three years, EPPS aims to become the largest fair in Europe for the Foodservice sector”.



ABOUT BELLAVITA

Working in conjunction with its business partners Veronafiera - Vinitaly and Fiera di Parma - Cibus, Bellavita Expo is the leading B2B trade show dedicated to the promotion of Italian food and beverage products organising every year ten events organised in London, Hamburg, Warsaw, Parma, Toronto, Chicago, Mexico City, Bangkok, Riga and Amsterdam. For more information, please visit www.bellavita.com or email info@bellavita.com