



**May 8 &9, 2019– MiCo Milano Congressi- Milan**

**Press Release**  
**#MAPICfood**

**The world famous Danish culinary entrepreneur Claus MEYER,  
to speak at the opening of MAPIC FOOD 2019**

*An appetizing food retail tour, a 2-day conference programme with expert testimonials & inspirational personalities, an exhibition area with more than 200 international food concepts to discover. Here is the mouth-watering menu of the MAPIC FOOD 2019.*



**Paris, April 9<sup>th</sup> 2019** – The world-famous Chef Claus Meyer has reinvented Nordic cuisine and made food a true philosophy of life. He is the co-founder of the [Noma](#) restaurant, with 2 stars in the Michelin guide, and the instigator of the New Nordic Cuisine philosophy. Held under the theme 'Innovative & Emotional Experiences', Chef Claus Meyer will deliver the opening keynote at the second edition of [MAPIC FOOD](#), at 12pm on 8<sup>th</sup> May.

For its second edition, MAPIC FOOD – held in Milan on 8<sup>th</sup> and 9<sup>th</sup> May and coinciding with Milan Food Week – will draw on the vision and insight of the most influential experts from the sector to examine the key trends set to transform food and retail destinations.

*"In a dramatically changing world, Food and Cuisine can be a way to gather people. Inspirational food and cooking can provide emotions, can also be considered as the 'new social glue' to allow people to connect differently than online - it can even be a vehicle to reduce criminality and to fight poverty,"* **comments Chef Claus Meyer**. *"MAPIC FOOD is a very relevant event to rethink cooking, food and beverage in many aspects. I am more than happy to be part of the socializing, experiencing and disrupting momentum of this show."*

The second edition of MAPIC FOOD features an appetizing Food Retail Tour, a two-day conference programme with expert testimonials and inspirational personalities, an exhibition area with a multitude of innovative 'food concepts' to discover. The MAPIC 'Food Retail Tour', to be held on 7<sup>th</sup> May, is a tailor-made guided excursion of the most authentic yet disruptive Food & Beverage sites in Milan and is already about to be sold out. For more information and to register: [retail tour Milan](#) (limited seats available)

Moreover, there will be a two-day conference programme (May 8<sup>th</sup> and 9<sup>th</sup>), integrating keynotes, roundtables, masterclasses and presentations of international concepts. MAPIC FOOD's conferences will discuss the key trends and issues facing the sector and will feature an exclusive line-up of thought-leaders. The *"Coffee: the new black gold rush"* panel, to be held on 8<sup>th</sup> May at 10am, will provide the audience with an opportunity to acquaint themselves with new business strategies that are being developed for this market. It will feature **Olivier Fellous, General Manager** at [Alainducasse Café](#).

In addition, the impact of digital technology on future culinary and commercial destinations will be extensively examined at MAPIC FOOD this year. The discussions will range over multiple aspects, such as the impact of the food movement delivering ready-to-eat meals ordered online and the use of data in the marketing strategies of F&B operators. One of the experts joining the conversation is **Tim Brown, Vice President Global Sales & Consulting of Oracle Food & Beverage**. He will be featured on the panel *"Vision 2030: How will digital transform the food industry?"* to be held on 9<sup>th</sup> May at 2pm.

Another must-attend conference at this year's MAPIC FOOD: *"How to use food & beverage to optimize the attractiveness of commercial destinations"*. Panelists **Jack de Wet, Director of Development** for **Big Mama Group** and **Andrew Angeli, Head of Research & Strategy Europe, CBRE Global Investor**, will discuss the key factors for making a food concept attractive and profitable.

MAPIC FOOD is an international event dedicated to chains and operators of commercial catering. Some 2,000 participants from 50 countries are expected including restaurant operators, owners and managers of shopping centres and transit zones, master franchises, and more than 400 international food & beverage outlets including **Cigierre, Rinaldini** (IT), **Chicken Cottage** (UK), **Darden Restaurants** (USA), **Dean & David, Osteria** (GER), **Avocado Show** (NEL) and from France, **La Croissanterie, Planet Sushi and O'Tacos**.

Find out more about the event and download the full conference programme at [www.mapic-food.com](http://www.mapic-food.com)

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