



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

Press Release

SOCIAL ROLE OF F&B AND CUSTOMER EXPERIENCE TAKE PRIDE OF PLACE ON SECOND MAPIC FOOD MENU

F&B brands to promote new concepts to attract the hungry consumer to retail destinations



Paris, 4 March, 2019 – The second edition of [MAPIC Food](#) has chosen the social function of F&B and consumers' innovative and emotional experiences as its central theme.

Taking place in Milan, May 8-9, in parallel with the International Food Week, MAPIC Food will provide F&B and retail real estate specialists with the opportunity to focus on how food and beverage are turning retail destinations into lifestyle venues and social hubs and the challenges facing the sector.

"MAPIC Food will highlight the key values that a Food & Beverage concept needs today and what kind of experience people want with food. Under the banner 'Food: The Social Glue of the Digital Era,' industry experts will discuss new food formats, how to get the right F&B mix in retail outlets, what drives landlords and owners in their F&B choices and what food and retail destinations will look like in the future. These important questions come at a time when identifying and servicing the latest initiatives, fads and long-term consumer food trends has become increasingly complex for F&B operators. These are the essential ingredients for success in today's F&B sector," notes MAPIC Food Deputy Director Francesco Pupillo.

The F&B 'experience' is now considered a key element in reinforcing the attractiveness of retail destinations and will be the subject of a major MAPIC Food conference discussion on May 9.

One of the main questions facing landlords and owners is the F&B mix they offer clients at a time when consumer tastes are changing at breakneck speed. Recent developments include the growing demand for vegan food in the US and UK. Similarly, food allergens and ethical and environmental awareness are rising at the same time as consumers show an increasing willingness to embrace new world foods, fusion offers and even consider insects as a new lean protein source.

According to **Manuela Borella**, Manifesto Innovation Accelerator General Manager, Danone, the F&B community need a global approach to meeting client expectations. *"If we know that there are global trends on everything from the environment to nutrition to labelling, then we have to know how to adapt to this. The first thing I would stress is the need to connect to the trends locally because global trends are not always adopted the same way in each country. For example, veganism is very big in the UK, but not so much Western Europe. In France, organic is very important to consumers."*

MAPIC Food's central theme will also take an in-depth look at digital's impact on future food and retail destinations. Discussions will range from the impact of online-driven food delivery to the use of digital data in F&B marketing strategies.

Marco Beolchi, retail food specialist, believes that physical and social media communities will play a growing role in driving F&B innovation and creating loyalty around brands. He says that F&B specialists *"Will have to be increasingly guided by ideas and interactions with consumers, turning them into contributors. Those who follow a brand need to feel a sense of real belonging to the brand community and to perceive that they are playing an active role that generates new ideas and products, based on real-time feedback from buyers. This is how the community will become not only a customer but also the biggest asset of the brand."*

MAPIC Food is expected to be attended by some 2,000 delegates, including 400 food service retailers and 200 shopping mall, travel facility and master franchise managers drawn from 50 countries.

Check out the latest MAPIC Food conference [programme](#)

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