



23 - 24 Mai 2018 - MiCo – Milano Congressi, Milan

Press release

MAPIC FOOD & BEVERAGE LAUNCHES AT A PIVOTAL MOMENT FOR THE INDUSTRY

Paris, March 12, 2018 – Reed MIDEM, organiser of MAPIC, MAPIC Italy, MAPIC Russia, MAPIC China Summit and MAPIC India, will launch the first MAPIC Food & Beverage in May 2018.

The new two-day event will be held in Milan, Italy on 23-24 May 2018 at MiCo – Milano Congressi.

Food and Beverage has become a key factor in enhancing the customer experience within retail destinations. With the e-commerce revolution dramatically transforming the positioning of shopping malls as leisure destinations, today food halls are a stimulus and a nucleus to bring the local community together and to turn retail spaces into an exciting environment where people can eat, meet, shop and work. For retail destinations, it is now essential to gather the right mix of F&B retailers to continue to be attractive.

"The MAPIC F&B event is important at this time of large scale food and beverage development within the shopping centre industry. F&B is a perfect place maker, but it is really important to know what the latest trends are, and when to say "we have the right amount" of food and to exchange ideas and plans for the future. MAPIC F&B Milan will provide that platform for discussion," explains Jonathan Doughty, Global Head of Food Services at ECE Projektmanagement.

In contrast to the MAPIC in Cannes, retailers will be the exhibitors and real estate professionals will come as visitors. MAPIC Food & Beverage will be a unique, international and powerful business platform. It will offer an exhibition area where international F&B retailers can showcase their concept to international real estate professionals looking at expanding their foodservice retail mix in shopping centers, transit zones, high-streets and outlets.

Major retail operators and master franchise companies will be present at MAPIC Food & Beverage, including **Amrest, Azadea, Blackwood, Iran Mall, Rosinter, CAA Global Brands and Harper Dennis Hobbs**. Retailers already confirmed to attend are **Jamie Oliver Restaurant Group, KFC, Starbucks Coffee Company, Rex Caf, Rocket Restaurant, Flunch, Hardee's, Heavenly Desserts, Pink Fish, La Place and Mama Burger**.

Food halls as the new fashion

One of the major industry trends to be explored during MAPIC Food & Beverage, will be that of food halls. In a **recent white paper commissioned by MAPIC Food & Beverage**, its author, food influencer **Stephane Keulian** explains, "*Millennials appreciate hanging out and socialising in [food halls] since they are potentially a playground for everything they want. According to a recent Cushman & Wakefield survey, the **growth of food halls in the US has increased by 700% since 2010** and the company expects the number of food halls to exceed 200 by 2019, about double the number of open food halls in 2016. And there are more in the development pipeline. As strong as recent growth has been, it is only just the beginning.*"

Stephane Keulian will be moderating a main panel session during MAPIC Food & Beverage entitled **Food Halls: The New Flagship Retail Model?** The session will explore the key components to creating an attractive food hall, such as location, space, clustering and concepts. Fast food chains, local artisans, restaurants, butcher shops, boutiques... what is the best combination? Authenticity, tradition, local products: how to turn department stores & shopping malls into food destinations & develop retail tourism? Among the confirmed speakers for this panel session is **Andrea Rasca, Founder, of Mercato Metropolitano**.

Mercato Metropolitano is a concept which is reflecting some of the news trends of the F&B industry. Its aim is to raise awareness about sustainability, environmental, economic and social aspects of the community. Located in a southeastern Borough of London, it is described as a movement which revolves around individuals: small-scale farmers, local producers and members of the local community and provides an experience that goes beyond eating. This includes: learning about how food is grown – in the on-site urban garden, finding out more about the wide ranging producers through live demonstrations and events, enjoying music, art exhibitions, and other kinds of live performances by undiscovered artists, watching specially curated films and cultural programs in the on-site arts centre/cinema, looking after physical well-being in their fitness studio, providing affordable workspace and social space for the emerging entrepreneurial community and getting involved with local community groups.

Didier Souillat, CEO, Time Out Market, Tiziana Primori, Managing Director, FICO Eataly World will also feature on the panel.

More information on MAPIC Food & Beverage on the website www.mapic-foodandbeverage.com

About Reed MIDEM:

Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the retail real estate sector. www.reedmidem.com

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For more information, please contact:

My-Lan CAO – Press Director

Tel.: +33 (0)1 79 71 95 44

mylan.cao@reedmidem.com

Jessica Whyte - Press Manager

Tel: +33 (0) 1 79 71 95 46

jessica.whyte@reedmidem.com

