



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

Press release

MAPIC FOOD & BEVERAGE TO SERVE UP KEY CONTENT ON FOOD TECH AND TRAVEL RETAIL

Paris, April 12, 2018 – As part of its conference programme, the first edition of MAPIC Food & Beverage will be targeting two key subjects within the F&B sector: foodtech and travel retail.

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

Many digital solutions are emerging in the Foodservice industry – more than 300 start-ups in France for example have been identified in the foodservice industry only, proposing both front and back office solutions. Now more than ever, digital is in demand by consumers, hence why more and more foodservice professionals are implementing digital solutions to their F&B concepts. Until recently, market players had been applying these digital solutions according to opportunities, without building a strategy around them. It is for this reason that a masterclass at MAPIC Food & Beverage will be focused around foodtech from a strategic point of view.

“Foodtech: How Food Players and Shopping Malls Use Digital Solutions to Enhance the Customer Experience?” (Wednesday May 23, 17h00), will explore the nature of foodtech and its relationship with connected shopping centres, connected food retailers and connected consumers. It will also look at how best to drive human experiences in a digital world with a snapshot portrait of the Millennials generation. François Blouin, Founder & CEO of Food Service Vision will moderate the session, whose speakers include Mustafa Aslandag, Founder of What’s Beef?!; Jérémy Cazalas, VP Sales & Marketing of AWADAC; Maude Chatelain, Consultant of Food Service Vision and Ghislain Rouëssé, CEO & Co-Founder of Billee.

Airports, train and metro stations, cruise terminals...transit zones welcome millions of passengers eager for new food concepts and experiences. Amongst those travel operators already confirmed to attend MAPIC Food & Beverage in May are Milan Airport, Manchester Airport, Geneva Airport, Rome Airport, as well as SNCF Retail & Connections and Grandi Stazioni.

“Travel Retail: How to Turn Transit Zones into Food Destinations?” (Thursday May 14, 12h00) will be another not to miss conference session which will discuss how to turn travelers into loyal shoppers? Gourmet or fast-food restaurants? Take-away or table

service? What are the new concepts which represent a key element to create new experiences for travelers? What is the best way to establish the basis of cooperation between food service players and landlords?

Co-organized by Retail&Food and moderated by the magazine's Editor in Chief Andrea Aiello, the session will welcome Lucio Rossetto, CEO Italy of Lagardère Travel Retail; William Luis, Asset Manager, Retail & Connections (SNCF Group) and Nick Schapira International Strategy & Development Director of Jamie Oliver Restaurant Group as speakers.

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

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