



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

Press release

UNIQUE FOOD CONCEPTS AND LEADING FRANCHISES PARTNERS TO ATTEND MAPIC FOOD & BEVERAGE

Paris, May 3, 2018 – MAPIC Food & Beverage will provide a host of opportunities for both new and established food and beverage brands, allowing them to meet with key industry developers, franchise partners, F&B and travel operators who can assist them in growing their business on an international scale.

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

Franchise partners, F&B and travel operators that cover vast territories around the world will attend MAPIC Food & Beverage. Among them are **Amrest** (with a portfolio including KFC, Burger King and Starbucks), **Azadea**, **Blackwood** and **Harper Dennis Hobbs** (Fortnum & Mason, Hotel Chocolat, Waitrose, Whole Foods and Millie's Cookies), the South American group **Civitano** and **Multifranquicias** and from the Far East **Valiram Group**, **East West Hospitality Group** and **CAA Global Brands** (whose portfolio includes, Coca-Cola, Hershey's, Stella Artois and The Cheesecake Factory).

MAPIC Food & Beverage will also host some of the world's leading operators and landlords with delegations from all over Europe (**Union Investment**, **Westfield**, **INTU**), the Middle East (**United Developers/Place Vendome**), Iran (**Iran Mall**), India (**Allied Investments and Housing Private Limited**), from Asia (**CP Group**, **Capitaland**, **Capital Holdings**), and Latin America (**Inmuebles Panamericana S.A**).

Amongst the travel operators to attend MAPIC Food & Beverage in May are London Stansted, Manchester Airport, Geneva Airport, Rome Airport, Milan Airport as well as SNCF Retail & Connections, and Grandi Stazioni.

MAPIC Food & Beverage is set to become one of the most important events for food and beverage. Just weeks ahead of its inaugural edition, almost all the exhibition space has been taken, which allows for 38 exhibitors to showcase their concepts.

Both established and young brands have confirmed their presence at the first edition of MAPIC Food & Beverage, including the leading UK group **Casual Dining Group**, owner of several esteemed brands such as **Cafe Rouge**, **Bella Italia**, **Las Iguanas**, **Oriel** and **Belgo**.

A wide range of food concepts will be presented by Italian players this year. Among them are **Doppio Malto – Brewery & Restaurant**, an integrated food and retail format from the Doppio Malto brewing company which remains one of the leading Italian concepts related to craft beer. With beautiful layout and decor, including the kitchen being in the heart of the brewery setting, customers can enjoy grilled meats, fresh beef burgers and handcrafted beer.

MAPIC Food & Beverage will also welcome a toasteria concept named **Capatoast**. Hailing from Italy, Capatoast has resurrected the toast trend with a relatively simple strategy: high-quality ingredients that include their specialty bread made without ethyl alcohol.

Nordsee promises to cater for all those who like fish. The German company provides true fish lovers with fresh and delicious fish products in modern artisanal surroundings.

Other food and beverage brands that have confirmed their participation in the first ever MAPIC Food & Beverage are **Starbucks** and **Jamie Oliver Group** (UK), **Delifrance** and the **Le Duff Group** (France), **Coffee Fellows** and **What's Beef** (Germany), **UBER Eats**, **Foodation**, **Rinaldini Pastry**, **Caffè Napoli and Dante's** (Italy), **Pink Fish** (Norway), **Five Guys** (Netherlands), **Local Market Group** (Sweden), **CKE Restaurants** (US) and **Aura Lifestyle Group** (Middle East).

For an in-depth description of the key food concepts being presented at MAPIC Food & Beverage, please click [here](#).

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

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