



Final Press Release

**173,904 VISITORS AT SIGEP AND RHEX: a 20.1% increase.
FOR RIMINI FIERA A SUCCESS THAT WILL GO DOWN IN EXPO WORLD HISTORY**
A sensational leap in foreign visitor figures: +32%

**Business, fashions and trends the key players at Rimini Fiera, the “cool” showcase of artisan food products:
gelato, pastry, bread, coffee and catering.**

View the video <http://youtu.be/mbSsIMhHgZk>

Rimini, 22nd January 2014 - Reality has exceeded all expectations. Rimini Fiera kicks off 2014 with an extraordinarily positive sign for Italy's economy in a strategic sector with a very high export profile, with artisan gelato as a wonderful ambassador for Italian food worldwide.

An unprecedented success that confirms the world leadership of Rimini Fiera and the surrounding area in this sector and which once more, with facts and figures, spotlights it throughout the country and on international markets.

173,904 trade visitors (subject to certification: ISO 25639 international standard) attended the **35th SIGEP and RHEX Ristorazione**, with an increase that almost reached 30,000 units compared with 2013, when the biennial A.B.TECH Expo dedicated to bakery was held simultaneously with SIGEP.

There was therefore a **20.1% overall** increase in visitors - going against the international expo scenario's trends and featuring an even more substantial performance as far as the figures regarding foreign trade visitors (from five continents) were concerned, which rose to **34,646**: an increase of **32%**. Other significant figures: over **600** accredited journalists, **134 million** contacts reached with articles and reports by agencies, daily papers, radio and TV, web and trade press, as well as almost **300,000** visits to the Web site www.sigep.it in the last ten days. There was an exceptional audience for streaming coverage of the Pastry Arena (in Italian and English) and coffee Championships with **68,000** users connected during the five expo days, 23% of whom were abroad (in Argentine and France in particular). On the social networks: the reach on Facebook over the last week exceeded **2,200,000**, while there were over **100,000** mentions on Twitter.

Taking up the entire expo centre, SIGEP and RHEX hosted the proposals of a **thousand companies** occupying **110,000 m²** and the great expo days at Rimini Fiera featured the very latest trends, useful for orienting strategies for 2014 for the Italian-made food sector.

The expo event was inaugurated by **Flavio Zanonato**, Italy's Minister for Economic Development, who acknowledged that the Rimini Fiera days were *“an international showcase in which entrepreneurial culture manages to combine artisan tradition and innovation.”* Alongside, at the ribbon-cutting ceremony, Rimini's Mayor **Andrea Gnassi** and Rimini Fiera chairman **Lorenzo Cagnoni**, as well as the leaders of all the trade associations.

There was an excellent result for the new expo section, **Rimini Coffee Expo**, which confirmed the growth of a sector that SIGEP ensures an ideal setting, integrated with the other artisan product chains. An excellent prelude for **World of Coffee**, the world-level event that will also be held at Rimini Fiera, from June 10th to 12th.

Rimini Fiera chairman Lorenzo Cagnoni comments, “The figures speak for themselves – in these conditions, the expo plays its role perfectly, multiplying business, generating relations, nourishing companies' strategies with the contribution of the trends that emerge in the halls. We are ready to support and develop this growth rate with activities running all year round, with projects under way and new initiatives to be taken together with all players in the chain.”

Rimini Fiera business unit manager Patrizia Cecchi confirms, “To the exceptional results regarding visitors, we must add the success of the intuition of holding RHEX Ristorazione simultaneously with SIGEP, forming an expo proposal in perfect sync with the changes in business formats, where there are activities able to integrate different catering formats, when can even be changed in the course of the day. The satisfaction of participating companies for the business generated on the expo days urges us to continue in this direction, developing the event with content that targets innovation and internationalization.”

**The appointment with SIGEP is from January 17th to 21st 2015,
simultaneously with RHEX Ristorazione and the biennial A.B.TECH Expo**

All the press releases are in the Media Room of www.sigep.it and www.rhex.it

THE GREAT EVENTS AT SIGEP 2014

6th GELATO WORLD CUP - THE TITLE GOES TO FRANCE

A duel was expected between France and Italy and that's what there was. In the end, the French artisans got the upper hand, with the team guided by Elie Cazaussus and made up of Christophe Bouret, Benoit Lagache, Jean Christophe Vitte and Yazid Ichemrahen. Participation involved the development of the theme **the Universe of Leonardo Da Vinci** in tests for gelato, cuisine, ice sculpture and chocolate. Second place went to **Italy** (Manager Beppo Tonon, members Stefano Biasini, Massimo Carnio, Marco Martinelli and Luca Mazzotta) with the theme **Floral World**.

Poland was third, with a team formed by Aleksandra Sowa, Mariusz Buritta, Maciej Pieta and Michat Doroszkiewicz, who chose "**The elements**" as its theme. Eleven teams from five continents competed to win the World Cup: **Argentina, Australia, Brazil, Canada, France, Italy, Morocco, Mexico, Poland, Spain and the USA**. The competition was organized by Rimini Fiera – SIGEP and Gelato & Cultura

AMERICA'S CHER HARRIS WINS THE 2014 PASTRY QUEEN CONTEST

An American from Pennsylvania is 2014's Pastry Queen. **Cher Harris** beat ten opponents with her great regularity and strict observance of the rules. Behind her came Japan's **Tomomi Futakami** and **Laetitia Moreau** from France.

The contest's Honorary President was Master pastry chef Iginio Massari, whereas the president of the International panel of judges was Frédéric Cassel (chairman of Relais Dessert), who was asked by Rimini Fiera to sign the Book of Honour, to emphasize the exceptional presence of this great professional.

Pastry Queen, as well as the general ranking, also assigned awards to the best pastry chefs in the individual tests, who were as follows. Sugar sculpture: Laetitia Moreau - France; Workshop organization, tidiness and cleanliness: Tomomi Futakami - Japan, Chocolate cake: Tomomi Futakami - Japan; Plated dessert: Laetitia Moreau - France; Coffee Tiramisu Dessert: Irene Falcioni - Switzerland; Cream dessert: Tomomi Futakami - Japan.

COFFEE: GIACOMO VANNELLI WILL REPRESENT ITALY AT JUNE'S WORLD CHAMPIONSHIP AT RIMINI FIERA

In the context of SIGEP, alongside the expo area dedicated to coffee, numerous championships dedicated to baristas were held.

In particular, the **Italian Cafeteria Barista Championship**, which designated the Italian participant who will represent Italy at the World Barista Championship, an event scheduled from June 10th to 12th at Rimini Fiera during World of Coffee. The title was won by Giacomo Vannelli (Cortona, Arezzo), 2nd was Eddy Righi (Rimini) and 3rd Luca Mosconi (Leghorn).

The **LATTE ART** contest was won by Chiara Bergonzi (Piacenza), while the winner of **COFFEE IN GOOD SPIRITS** was Francesco Corona (Matelica, Macerata). The ranking for the **AFFOGATO AL CAFFÈ** contest was as follows:

1st Manuel Sakay (Forte dei Marmi), 2nd Lucilla Peconi (Piacenza), 3rd Ivan Valle (Verona).

COPPA ITALIA CAKE DESIGN AND THE BUDDY VALASTRO AND VALERIA MARINI SHOWS

The cake design zone was an extraordinarily busy area.

From inauguration day, with the overwhelming success of Buddy Valastro, the "Cake Boss" who attracted the attention of all the visitors to SIGEP. The Cake Design area also had live coverage by national broadcaster Rai 2's program "Quelli che il Calcio", during which showgirl Valeria Marini and her mother made a cake.

For the competitive part, **Paolo Santilli** and **Valentina Urbini**, both from Rome, won the **Coppa Italia for Cake Design**, organized by **Conpait** (Italian Confectioners Confederation). The Coppa Italia for Cake design was also original as far as the method used to select the fifteen finalists was concerned: they were chosen by means of a contest on the Web organized by **GlamourItalianCakes**. In the Rimini finals, contestants had to make their creations, dedicating them to a very precise theme: The Italian Renaissance. The figure of Leonardo da Vinci occurred to many of them.

Second place went to the couple formed by **Sebastiano Musolino** of Reggio Calabria and **Fatima Lucchese**, born in Abruzzo, but resident in Trento; **Laura Saporiti** and **Roberto Albanese** from Parma came third.

Several special prizes were also awarded: **Ivana Guddo** and the couple formed by Valentina **Graniero** and **Tommaso Molara** tied for the **Pasticceria Internazionale** award. **Martina Presta** and **Maria Cristina Hellmann** won the prize for the best development of the set theme, whereas the award for the best cleanliness and organization was won by **Anna Virgilio** and **Giovanni Mangione**.

STAR OF CHOCOLATE

Roberto Cantolacqua Ripani (32), from Tolentino (Macerata), won the first edition of the "**Star of Chocolate**" contest, which was held during **SIGEP**, Rimini Fiera's world-leading event for artisan confectionery. Second place went to **Carmelo Sciampagna** from Palermo, while **Stefan Krueger** from Merano came third. The panel of judges at the "**Star of Chocolate**" was chaired by **Ernst Knam**, the star of TV show Bake Off Italia and Eliseo **Tonti** was honorary president.

FUNCTIONAL GELATO

This is gelato that can contribute to solving troubles with our organism and was proposed by the **Maestros of Italian Gelato-making Association** with the project “**Eating (Gelato) is good for your health! Functional Gelato in modern nutrition**”. The Maestros of Gelato Making showed how professional gelato makers have such in-depth knowledge of the materials used for the day-to-day production of gelato that its production can grow, with the preparation of “functional gelato”. It is still tasty gelato, but becomes an ally of man's health, thanks to the carefully studied balanced addition of elements such as fibre, probiotic and prebiotic products, officinal herbs, honey or royal jelly

GELATO AS A FOOD FOR PREVENTION

Following a cooperation agreement between the Umberto Veronesi Foundation and the artisan gelato production chain, SIGEP hosted the presentation of a research project on the relationship between nutrition and DNA, led by Dr. Elena Dogliotti of the Umberto Veronesi Foundation, which had a considerable number of participants: AIIPA, ACOMAG, ArtGlacé, CNA Alimentare, Cogel-Fipe, Confartigianato, GA, Maestros of Italian Gelato-making and SIGEP took part enthusiastically, along with the magazine PuntolT.

MARCH 24th - EUROPEAN ARTISAN GELATO DAY

The flavour “Stracciatella d'Europa” (*European stracciatella*) will distinguish the second European artisan gelato day, scheduled for 24th March 2014. This was announced at a morning press conference held at SIGEP by Artglacé – Confédération des Associations des Artisans Glaciers de la Communauté Européenne.

ITALIAN SENIOR PASTRY CHAMPIONSHIP

Emmanuele Forcone was elected as the new Italian Senior Pastry Champion at the contest held [at SIGEP](#) with the patronage of **Accademia Maestri Pasticceri** (*Academy of Italian Master Pastry Chefs*), **Conpait** and **Relais Dessert**. The championship also had the aim of selecting the team that will represent Italy at the **Coupe du monde della Pâtisserie** in Lyon in 2015.

As well as **Emmanuele Forcone** (sugar), in Lyon there will also be 24 year-old **Francesco Boccia** from Salerno for the chocolate test and (from Ciampino, Rome) **Fabrizio Donatone** for the ice test. A Press award went to **Riccardo De Petris**.

ITALIAN JUNIOR PASTRY CHAMPIONSHIP

Marco Serlini (20), from Rodengo-Saiano (Brescia) is the Italian Junior pastry Champion. Second place went to 18 year-old Mattia Cortinovis from Bergamo and Vincenzo Dallois from Barletta came 3rd. The contest's theme was the Winter Olympic Games and was illustrated via an artistic work in sugar and chocolate pastillage (Mattia Cortinovis won the prize for this test) and hazelnut-flavoured cream dessert (won by Lorenzo Marin, aged 20, from Conegliano Veneto). The prize for work zone organization and cleanliness went to Marco Serlini.

AT SIGEP A STATUE OF POPE FRANCIS – BUILT ENTIRELY FROM CHOCOLATE

A life-size sculpture of Pope Francis, all made from chocolate, was completed at SIGEP. The initiative, with charity aims, was realized by 20 participants attending courses held by the Accademia Maestri Cioccolatieri Italiani (*Academy of Italian Master Chocolatiers*), led by Mirco Della Vecchia and Paolo Moro. The participants in the course worked on the preparation of the chocolate with cacao from a small cooperative on Lake Atitlan, in Guatemala. Over the last two weeks, work began on the realization of the sculpture. The project's second phase will now begin, i.e. the distribution of chocolate (1.5 tons, the equivalent of the statue's weight) via Rome's Caritas organization.

SISTEMA SIGEP

The project was launched at the expo and accompanies exhibiting companies on their internationalization process, an activity to be carried out with innovative means and precise knowledge, from information on foreign countries to research for ideal locations, and including the identification of the necessary financial facilities. SISTEMA SIGEP (SIGEP System) is a permanent platform at companies' disposal and its participants are Unioncamere, IBB Consulting, SACE, ModeFinance, Sistema Gelato, Sistema Riscossioni and SIGEP.

BAKERY: AGREEMENT SIGNED

During SIGEP, the president of Club Arti & Mestieri Fausto Rivola, vice president Piero Paolo Genghini and Maurizio Beccafichi, director of Perugia's Università dei Saperi, signed an agreement intended to finalize bakery training courses, organize events and workshops all over Italy and realize professional training activities.

BAKERY: THE BAKER'S ART AND WORK VOUCHERS

Italia Lavoro, in collaboration with Club Arti & Mestieri held some meetings – hosted by Paola Rampini, head of the LoA project – in order to inform on how to use and pay ancillary work by means of Work Vouchers, which, even without a written contract, guarantee INPS social security and INAIL insurance coverage for short-term occasional work.

COMUNICANDO AWARD

Traditional appointment with the Comunicando Award, promoted by puntoIT magazine and dedicated to advertising. **The results were as follows.** Winner: Comprital for the campaign “Naturalmente imbattibili”; Best graphic design: Babbi for the campaign “Happy Hour Mix”; Best original creative idea: Domogel for the publicity “Gioca... con gusto”; Best copy: Nutman for “Il gelato farcito di Sicilia”; Best visuals: Isa for “Da 50 anni ascoltiamo le vostre richieste. E quelle della natura”; chosen by *puntoIT* readers: Mec3 for “Hello Kitty”; “The sweetest website award”: Fabbri 1905. Ambassadors of communication: Giancarlo Timballo and Roberto Rinaldini

CONTEST – “A THOUSAND IDEAS FOR A NEW FLAVOUR” AND “BEST PISTACHIO-FLAVOURED GELATO”

Great participation in the traditional contests organized by **SIGA Association of Italian Gelato Makers**. The final results were as follows. **Best pistachio-flavoured ice cream:** 1st Giovanni Lasagna from Hamburg; 2nd Salvatore Tripodi from the company Caffarel; 3rd Cremeria Rossi of Milan.

A thousand ideas for a new flavour The Gelato of the year: 1st Casa del gelato di Galligani Roberto from Albenga (Savona) with the flavour “Etrusco”; 2nd Gelateria Ultimo Kilometro di Paolo Fornaciari from Buggiano (Pistoia) with the flavour “Mamma Mia”; 3rd Gelateria Bibò di D’Agostino Pietro from Pescara with the flavour “Tartufo Bibò”.

The Association also assigned Carpigiani the **Paolo Bellavista Award**, established by the Association’s Executive Committee and Paolo Bellavista, for twenty years editor-in-chief of the magazine *Gelatiere Italiano*, *Il Pasticciere Italiano* and other artisan food and beverage magazines, who recently passed away.

Lastly, the **Gelato Maker of the Year Award** went to National Executive and Committee member and owner of Rome’s historical Ornelli gelato parlour, **Adalberto Ornelli**.

DECOR CHALLENGE

A creative contest in which gelato is transformed into art. The Decor Challenge event was organized on the Orion stand, a Clabo Group brand. Contestants were the best master gelato artisans from all over Italy, who were judged by a panel of trade journalists and experts. Antonio Mezzalana (Gelateria Golosi di Natura, Gazzo Padovano – Padua) and Jennifer Boero (Gelateria Gelatiamo di Cairo Montenotte - Savons) are the two gelato artisans who tied with the highest votes. Tubs of gelato were prepared and decorated as works to be admired. “Pistaccio 2.0” and “Vacanze Romane” were the flavours that won the competition.

FIPE: THERE’S A SHORTAGE OF QUALIFIED GELATO ARTISAN AND PASTRY CHEFS

At SIGEP, the appeal was made by FIPE Concommercio regarding the lack of specialized workers for the sector. The entrepreneurs in this type of activity are part of the 47% of Italian employers whose companies are hit by the difficulty in finding qualified employees, according to the recent McKinsey report.

During 2013, 13% of the planned recruitment was not carried out and no less than 600 jobs for qualified staffed remained vacant. In fact, in 2013, the shortage was worse than 2012, passing from 8.6 to 12.5%.

ALESSANDRO BORGHESE ASSIGNED THE AWARD FOR “PINK” PIZZA

Alessandro Borghese – the chef hosting several television shows, including *Junior Masterchef*, also came to Rimini Fiera’s SIGEP, the event dedicated artisan confectionery which ran until Wednesday simultaneously with Rhex, the expo on catering and eating out. Borghese was chairman of the panel of judges at contest “La pizza in rosa” (*Pink pizza*), dedicated exclusively to lady pizza cooks and organized by *Ristorazione Italiana Magazine* along with the *Pizza Cook Academy*.

GREAT EVENTS AT RHEX RISTORAZIONE 2014

FOOD FACTOR

Great success for FOOD FACTOR, the extraordinary Show cooking event with award-winning chefs organized by specialist monthly *La Madia Travelfood* in collaboration with *Accademia Nazionale Italcuochi*, chaired by Master chef Gianfranco Vissani. Every day, award-winning chefs, key players of Italian cuisine, were featured in demo seminars focussed on the combination of haute cuisine with *low-cost* menu and the best use of frozen and fresh products. Key players at the event included the companies that, by means of show cooking, have highlighted their products (from food to seafood, pasta to extra virgin olive oil, tomato products to all the other agri-food products), spreading their knowledge and use.

SEI + UNO

Excellent success for the wine-tasting seminar hosted by Claudia Bondi, wine-consultant and owner of Perle&Perlage and 2013 Champagne Ambassador for Italy.

During her presentation, in the context of Sei+Uno in the Divino Lounge section, she compared six spumante wines classic method (Donnafugata Brut, Marcalberto "Brut Nature" (sulphite-free), Dorigati "Methius" Brut Riserva, Felsina "Millesimato 2009", Cà Rugate "Amedeo" Lessini Durello Reserve DOC, Umani Ronchi "Metodo Classico" Extra-Brut) and a champagne - Drappier "Brut Nature" (sulphite-free). She explained, "Italy is famous above all for great red wines, but, in reality, we're able to make excellent sparkling wines: it is sufficient to consider that the first Gancia spumante dates back to 1865. The market is heading in this direction also because they are wines that have great possibilities for matching with the latest cuisine."

She was assigned the title of Champagne Ambassador last year by a panel of wine experts and journalists. The Tuscan wine consultant represented Italy at the contest's European finals, which were held in Epernay.

MICRO-BREWERIES ASK FOR LOWER EXCISE DUTY

Italian craft micro-breweries are asking for a revision of excise duty on beer: this was discussed at a **UnionBirrai** conference during **RHEX**, the event Rimini Fiera dedicated to eating out and catering.

From October 2013 to date, excise duty has risen from 2.35 to 2.70 euros. With two more increases, in March 2014 and January 2015, it will reach 3.04, with an overall increase of 29.4 percent.

UnionBirrai - an organization whose members include approximately 600 small breweries - also requests some further simplification: such as the introduction a coefficient for wort yield, in order that companies do not also pay excise duty on the losses, and removing the obligation of exclusive conditioning of the beer produced on-site.

THE PIZZA AREA CONTESTS

Organized by **NIP - NAZIONALE ITALIANA PIZZAIOLI**, numerous crowded contests were held. These are the results: Miss Tagliatella: Lucilla Orioli (San Marino); New pizza cooks: Gaetano Solitro (Bellaria); Gluten-free: Vito Desiante (Bellaria); Kamut Pizza: Vito Desiante (Bellaria) and Robbie Pezzuol (Rimini); Diet Pizza: Samuele Rizza (Vicenza); Dessert Pizza: Luan Sherifi and Gianni Di Lella; Classic round pizza: Marina Barnabei (Teramo); Speed contest: Basilio Pintori (Bergamo).