



THE
**FINE
DRINKING**
EXPERIENCE
SHOW

**15 – 17
FEBRUARY 2026**

RIMINI EXPO
CENTRE, ITALY



ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

TOGETHER WITH

**BEER
FOOD**
ATTRACTION



MIXOLOGY ATTRACTION

THE FINE DRINKING EXPERIENCE SHOW

The new event that enhances and redefines the **beverage soul of Beer&Food Attraction**, turning it into a standalone experience: more engaging, more contemporary, more sensorial.

For three days, thousands of professionals come together in an immersive setting where taste takes center stage: **new products, cutting-edge techniques, and creative experimentation.**

Amid **top-tier brands, live shows, and educational moments**, Mixology Attraction becomes the ideal place to stay up to date, get inspired, and catch the trends shaping the future of the beverage world.



BEER&FOOD ATTRACTION

THE CONTEXT

Beer&Food Attraction is the event that brings together the most comprehensive national and international range of **beers, drinks, food and trends** for the **Out of Home** in a single event.

A hub to detect **trends** and **evolutions** in the sector, a source of inspiration that gives value to the experience.

3 days dedicated exclusively to sector professionals, in Rimini from Sunday 15 to Tuesday 17 February 2026, together with **Mixology Attraction**, **BBTech expo**, and the **International Horeca Meeting**, organised by Italgrob.

Data refer to Beer&Food
Attraction 2025

43,634

PROFESSIONAL
OPERATORS

+5%

COMPARED TO 2024
EDITION

82

COUNTRIES
OF ORIGIN

TOP 5 COUNTRIES OF ORIGIN

(EXCLUDING ITALY)

1. GERMANY
2. GREAT BRITAIN
3. BELGIUM
4. SPAIN
5. FRANCE

VISITATORI

ACTIVITY SECTORS

47%

PUBBLICI ESERCIZI

64% RESTAURANTS / BARS /
PIZZERIAS / WINE BARS /
COCKTAIL BAR

25% PUBS - BREW PUBS /
BEER SHOPS

6% FRANCHISING / RESTAURANT
CHAINS / CATERING COMPANIES

5% HOTELS

5%

**ASSOCIATIONS,
INSTITUTION AND PRESS**

12%

PRODUCERS

22%

DISTRIBUTION

41% DRINK WHOLESALERS

31% AGENTS

13% FOODSERVICE
WHOLESALERS / CASH&CARRY

8% IMPORT - EXPORT/
PURCHASING GROUPS

4% GDO

2% FOODSERVICE
TECHNOLOGIES

14%

SERVICES

PROFILE

50%

DECISION MAKERS

55% PURCHASING / SALES /
MARKETING MANAGERS

40% CEO / MANAGING
DIRECTORS

5% F&B MANAGER /
PUBLICAN

50%

INFLUENCERS

36% CONSULTANTS

40% BARMEN / BARTENDERS

20% CHEFS / PIZZA MAKERS

10% BEER SOMMERLIER

6% TECHNICIANS /
INSTALLERS

5% BREWMASTER

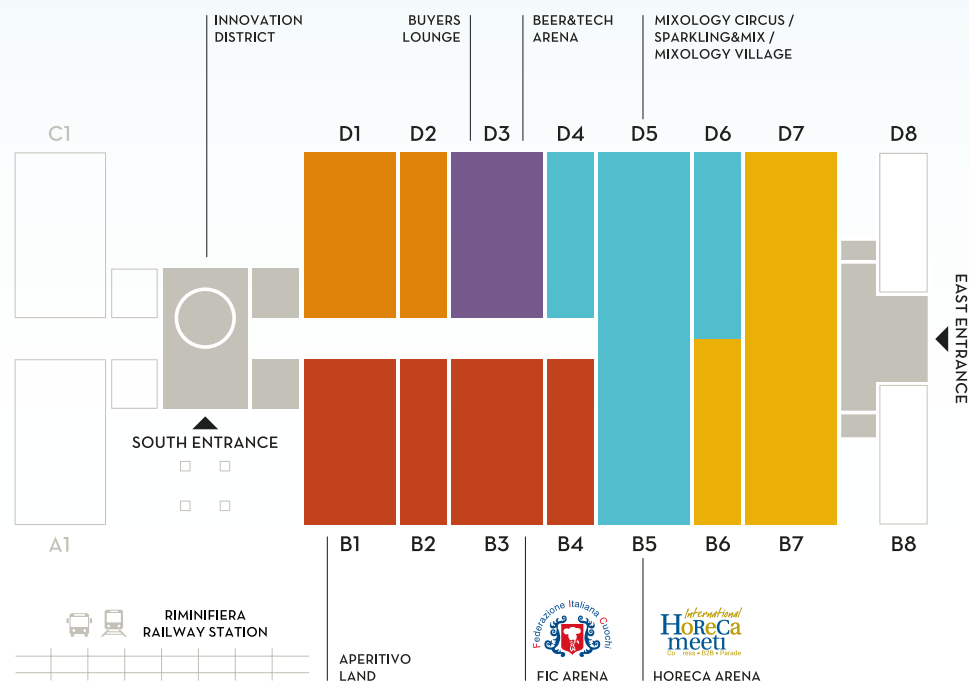
LAYOUT 2026

Mixology Attraction embraces the beverage & bar industry in all its facets.

From tradition to innovation, each exhibition area offers an immersive experience through **spirits, soft drinks, water, juices and syrups, wine, ready-to-drink products, and low/no alcohol beverages.**

THE THEMED AREAS

- MIXOLOGY CIRCUS
- SPARKLING&MIX
- MIXOLOGY VILLAGE



■ Spirits - Soft drinks / Water - Juices / Syrups - Wine - Ready to Drink - Low / No - Alcohol

■ Beers ■ Craft Beers ■ Food ■ BBTech

MIXOLOGY CIRCUS

Mixology Circus is the beating heart of Mixology Attraction, created in collaboration with **Samuele Ambrosi**.

A unique multisensory experience that celebrates mixology at its finest, showcasing **outstanding ingredients, cutting-edge techniques, and the most influential figures in the bar industry.**

The stars of this exclusive arena are **top bars and bartenders** from the national and international scene.

True masters of the mixing craft, they transform each cocktail into a work of art using the **products of sponsoring companies**—engaging the audience with passion and creativity.



FACTS & FIGURES

MIXOLOGY CIRCUS 2025

11

COCKTAIL BARS

15

BARTENDERS

39

SIGNATURE COCKTAILS

17

BRAND SPONSORS

18

MASTERCLASSES

31

SPEAKERS

MAIN BRAND SPONSOR

EXCLUSIVE SPONSORS



Bonollo 1908
ALTA DISTILLERIA

'Migliore Distilleria del Mondo'
NONINO
SPIRIT BRAND / DISTILLER OF THE YEAR 2019
by Wine Enthusiast

PREMIUM SPONSORS



FERNET-BRANCA

BASE SPONSORS



THE BARMASTER GIN



COCCHI



JACK DANIEL'S



BASE SPONSORS



WATCH THE
VIDEO OF LAST
EDITION



THE BARS

aguardiente
COCKTAILS & PUNCHES
TRUE SPIRITS

AGUARDIENTE
MARINA DI RAVENNA



DRINK KONG
ROMA



LA PUNTA
ROMA



QUANTOBASTA
LECCE



RITA'S TIKI ROOM
MILANO

Rumore

RUMORE
MILANO



BOSS HOGG
TREVISO



JERRY THOMAS
BAR ROOM
ROMA



L'ANTIQUARIO
NAPOLI

PARADISO

PARADISO
BARCELONA



ROMEO
VERONA



WHY BECOME A MIXOLOGY CIRCUS SPONSOR

BRAND POSITIONING

Mixology Circus attracts a **qualified audience of professional bartenders** with a keen eye for quality beverages – offering the perfect setting to showcase your products.

NETWORKING & PARTNERSHIPS

Becoming a sponsor gives you the opportunity to build **meaningful connections** and establish **strategic partnerships** with key players in the world of mixology.

REAL-TIME FEEDBACK

Thanks to “liquid to lips” tastings, you can receive **immediate, direct feedback** from consumers and strengthen the bond with your brand.

ONLINE VISIBILITY

Your brand will gain **exposure** across event-related websites, social media, and other digital platforms – boosting your **brand awareness** with a wider **online audience**.

ONSITE VISIBILITY

Your **products** will be used in cocktails prepared by bartenders at the four Mixology Circus bar stations. Your logo will also be prominently displayed within the event area.



PRESENT YOUR PRODUCTS AT ONE OF THE EXCLUSIVE BAR STATIONS INSIDE THE MIXOLOGY CIRCUS



MIXOLOGY CIRCUS SPONSOR PACKAGES

All packages are valid for the entire duration of the event, 3 days.



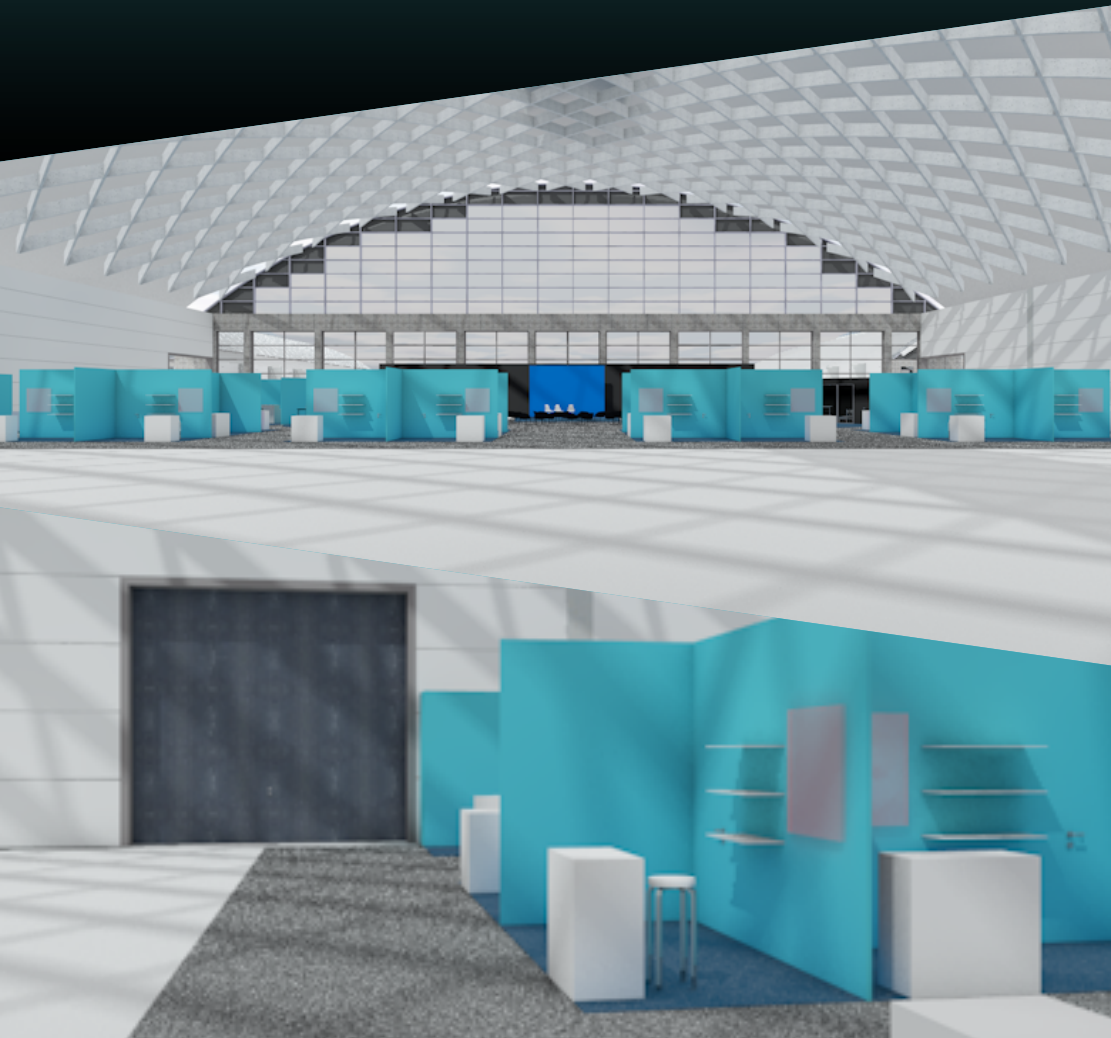
MIXOLOGY
ATTRACTION

SPONSOR PACKAGES	BASIC	EXCLUSIVE
PRODUCT SPONSORSHIP	1 reference per day featured in a cocktail (for non-exclusive products).	Category exclusivity across all bars using the product in their cocktails: - sparkling wines - vermouth - sodas - gin - bitters - syrups
MASTERCLASS		✓
ON-SITE VISIBILITY	✓	✓
SPONSOR VIDEO SPOT (broadcast during the event)		✓
LOGO ON LEDWALL (during the event)	✓	✓
LOGO ON WEBSITE	✓	✓
SOCIAL MEDIA VISIBILITY (pre/post event)		✓
SOCIAL MEDIA VISIBILITY (during the event)	✓	✓
LOGO IN 1 DEDICATED NEWSLETTER (pre-event)	✓	✓
MIXOLOGY BOOK (logo + adv)	✓	✓
VIDEO INTERVIEW FOR SOCIAL MEDIA PUBLICATION		✓
PRESS RELEASE VISIBILITY	✓	✓
PACKAGE	2,000 €	8,000 €
MASTERCLASS INTEGRATION	800 €	

MIXOLOGY VILLAGE

The **Mixology Village** is the exhibition area of Mixology Attraction where participating companies can spotlight their **most prestigious and distinctive spirit labels**, offering visitors a unique opportunity to explore, taste, and discover the essence of each expression.

Bar tools and equipment for bartenders and mixologists complete the exhibition offering.



SPARKLING & MIX

Sparkling & Mix is the exhibition space within Mixology Attraction dedicated to showcasing **sparkling wine** as a creative ingredient in mixology. Located at the heart of the beverage area, this themed section shines a spotlight on a rapidly evolving segment – where **sparkling wines, Champagne, Prosecco, and fizzy**

wines take center stage in the culture of mixed drinks.

An opportunity for producers to connect directly with **bartenders, buyers, and horeca professionals** in search of new inspiration.





FOR MORE INFORMATION

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