

TUTTOFOOD INTERNATIONAL FOOD EXHIBITION **MILANO** MAY 5 | 8 MAGGIO. 2025

PRESS RELEASE

TUTTOFOOD 2025 and Mixology Experience signs a new collaboration

A special encounter between food excellence and the art of mixology

Milan, October 7, 2024 – **TUTTOFOOD 2025**, the international rendezvous for the agri-food community, scheduled for May 5-8, 2025, at Rho Fieramilano, and organized by Fiere di Parma (specifically by the Cibus team), will for the first time host Mixology Experience—Italy’s leading event in the world of cocktails, bar culture, and bartending.

The integration of Mixology Experience, which already boasts three successful editions held in Milan with over 450 exhibitors and around 18,000 attendees, marks a decisive step towards an integrated, comprehensive, and innovative food & beverage offering at the show, uniquely combining the expertise of TUTTOFOOD and Mixology Experience. This collaboration creates synergies that highlight the strong connection between food culture and the art of mixology, addressing the growing demand for quality and creativity in the HoReCa sector.

“We are thrilled to have Luca Pirola and his team on board for TUTTOFOOD and Cibus,” **Antonio Cellie**, CEO of Fiere di Parma, says. “The market demand for expanding the Beverage and Mixology sections at our events made it easy for us to reach an agreement. National and international distributors (in both on- and off-trade) have long been looking for a leading, all-encompassing event in Italy for the Food & Beverage industry with a clear B2B and global profile. Additionally, our recent partnership with KoelnMesse has made the integrated TUTTOFOOD, Cibus, and Anuga platform the world’s leading agri-food exhibition offering. This allows exhibitors to optimize their investments in trade shows and events.”

At TUTTOFOOD 2025, Mixology Experience will manage a dedicated area, conceived as the centerpiece of the “Beverage” pavilion. Attendees will have the opportunity to participate in exclusive masterclasses led by some of the world’s top bartenders, explore new mixology techniques, and taste cocktails crafted with both innovative and traditional high-quality ingredients. This dedicated area will also serve as an ideal meeting point for industry professionals interested in discovering the latest trends and forging new business partnerships in a lively and dynamic environment.

A variety of initiatives are also scheduled for TUTTOFOOD Week (May 3-8). A 7-day program of activities (Mixology Week) will offer tastings, evening events, and a packed calendar of initiatives across Milan’s rooftops, restaurants, cocktail bars, hotels, and more, creating a true fusion between the worlds of food and mixology.

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“Integrating Mixology Experience into TUTTOFOOD represents a fantastic opportunity to showcase the modernity of the hospitality industry. By blending food and beverage, this collaboration aims to create the largest national and global platform for inspiration and professional exchange in the sector,” comments **Luca Pirola**, creator of Mixology Experience and founder of Bartender.it, the market leader in trade events since 2009. “After three years, the 2025 edition of Mixology Experience has found the perfect setting to further strengthen its position as the B2B leading event, creating new opportunities for professionals, companies, and brands across the entire supply chain. We were looking for a multiplier of contacts (for both our exhibitors and us) and a trade show platform visited by thousands of national and international buyers. The integrated proposal we received Fiere di Parma about TUTTOFOOD 2025 seemed like the perfect opportunity to seize. **The integration of beverages and food will allow buyers, distributors, importers, decision-makers, stakeholders, and industry professionals to experience a 360-degree journey**, discovering the very latest trends and the most innovative solutions in both products and services, while building exclusive business relationships within the prestigious international setting of Rho Fieramilano.”

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