

THIRD EDITION
11 - 14 APRIL 2026
FIERE DI PARMA



THE FLAME IS SPREADING



BBQ EXPO
THE EXPO

ITALY'S ONLY OUTDOOR COOKING TRADE FAIR.

BBQ Expo is the Italian trade fair dedicated to the passion for BBQ, and the **third edition** is even bigger. After two successful editions, the fair is now even bigger and has moved to the prestigious **Fiere di Parma** to put on an even more ambitious event.

A **unique event for Italy with an international calling** where you can buy products, discover the secrets of the best pitmasters and try out fantastic dishes. Everything in a single fair with a dedicated area hosting over 300 brands that will show off their **equipment, accessories, fuels and food&beverage**: from the A of Apron to the Z of Zest.

Organised by





BBQ EXPO
NEWS

TWO EVENTS, A SINGLE EXPERIENCE.

From this year, **BBQ Expo** will be held alongside **Butcher Show**, the new B2B trade fair for the meat and butchery industry. Together they will give life to a unique event in Europe that combines outdoor cooking and the professional world of meat and butchery. **One ticket for two complementary events** that will attract buyers, restaurateurs, processors, distributors and Ho.Re.Ca. operators, amplifying the audience and opportunities. For exhibitors it means **greater visibility, targeted contacts and new business opportunities** in a rich and well-profiled context. Exhibiting at BBQ Expo gives brands a chance to become part of an original trade fair model that helps exhibitors stand out and grow in the market.



BUTCHER + **BBQ EXPO**
SHOW

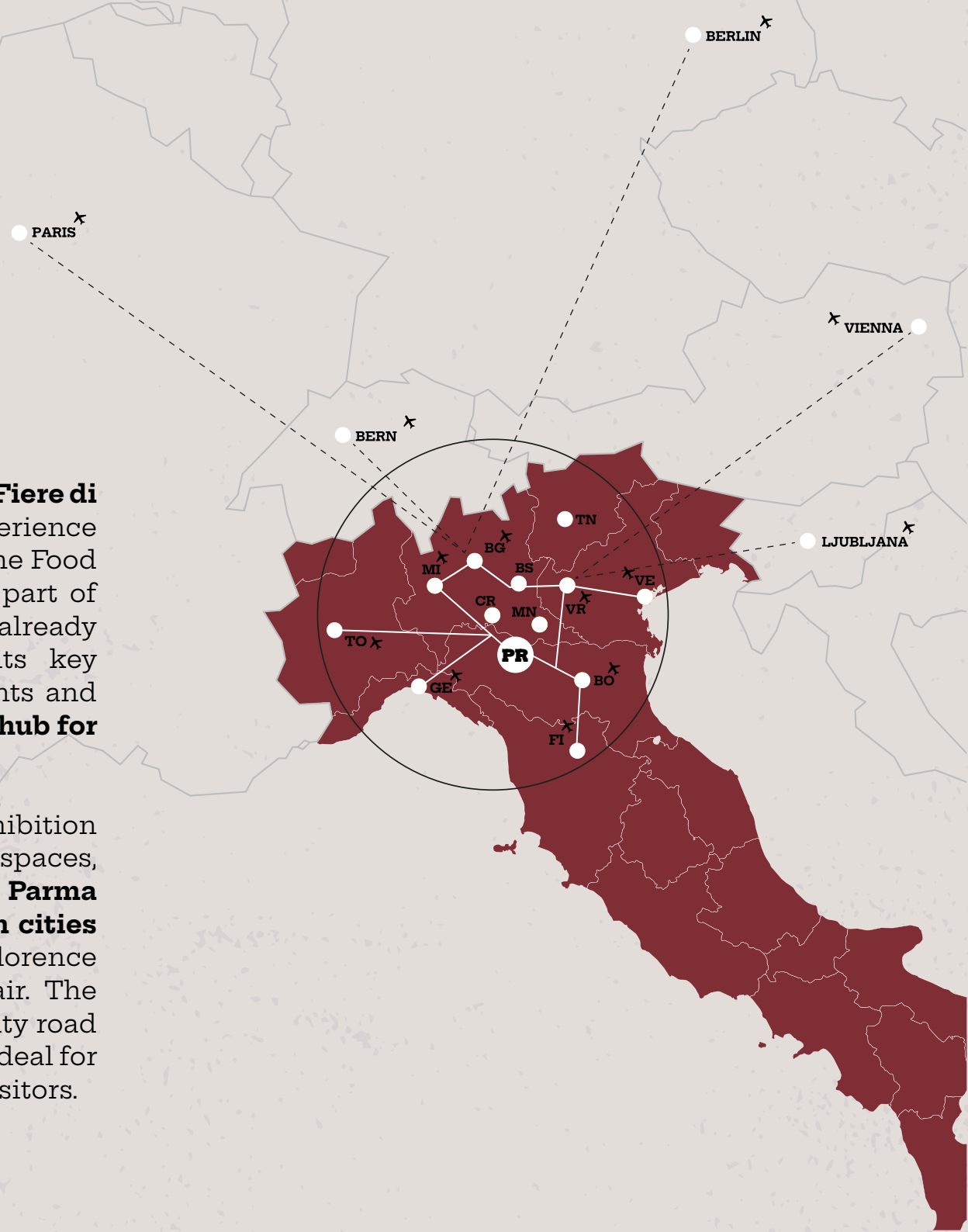


BBQ EXPO
THE VENUE

A FIERY LOCATION.

The third edition of BBQ Expo will be held at **Fiere di Parma**, a venue with almost 80 years of experience in the trade fair sector and, specifically, in the Food & Beverage sector. BBQ Expo will become part of the **Fiere di Parma's** strategic project which already includes Cibus and TuttoFood among its key events, thus expanding its portfolio of events and reinforcing Parma's role as **an international hub for the global promotion of Made in Italy**.

With 135,000 square metres of covered exhibition space, modern halls and over 9,000 parking spaces, the venue offers high-level infrastructures. **Parma is strategically situated between the main cities in northern Italy** - Milan, Bologna, Brescia, Florence - and is easy to reach by road, rail and air. The exhibition centre is served by an efficient city road network and numerous means of transport: ideal for national and international exhibitors and visitors.





BBQ EXPO
VISITORS

KNOWLEDGEABLE VISITORS, WHO ARE WARMLY WELCOMED.

BBQ Expo targets both **sector professionals** - through its partnership with **Butcher Show** and a growing focus on gathering together **producers, distributors, buyers, importers, exporters and Ho.Re.Ca. operators** - and **consumers**, increasingly drawn to outdoor cooking and willing to invest in top-of-the-range products for their leisure time.

With this third edition, BBQ Expo reinforces its position as the benchmark event for the B2B market, confirming the days from Saturday to Tuesday and offering **even more space for business meetings and strategic networking opportunities**. Communication is multi-channel and highly targeted: online and offline, above and below the line, to reach a clearly profiled audience potentially interested in purchasing. This format maximises value for exhibitors and increases business opportunities.





BBQ EXPO
EXHIBITORS

TOP-LEVEL EXHIBITORS.



The **exhibitors** at BBQ Expo - from all over Italy and abroad - are **established professionals** in the outdoor cooking sector along with **up-and-coming ones** able to bring something new and interesting to the table.

Prestigious, top-level producers of **equipment, accessories, fuels and food & beverage**.

EQUIPMENT

Smokers
Outdoor furniture
Professional Ho.Re.Ca.
equipment
Barbecues
Braziers
Biomass stoves
Outdoor kitchens
Ovens
Pizza ovens
Fry tops
Roasters
Grills
Plancha grills - Plates

ACCESSORIES

Clothing
Firelighters
Igniters
Knives
Pizza peels and accessories
Lava stones
Cleaning products
Cutting boards
Thermometers
Cooking utensils

FUELS

Charcoal
Smoker chips
Wood
Pellets

FOOD & BEVERAGE

Beers Meat
Pizza toppings
Spirits
Food & beverage distributors
Pizza flours
Grilling cheeses
Hamburger cheeses
Oils and vinegars
Bakery products
Polenta
Rubs, Aromas and Spices
Sauces
Wines



BBQ EXPO
COURSES & EVENTS

COURSES AND EVENTS FOR ALL TASTES.

The full programme of courses and events is one of the crowd-pleasers of BBQ Expo. A **large stage** and two **equipped Academy areas** are used to spread the culture of outdoor cooking, with internationally renowned names and experts.

A real springboard to grow **your business on the European market**: become the star of special events and workshops , sharing your food culture and barbecue techniques with thousands of visitors. Present your products and services in a highly targeted and engaging context and create lasting relationships with **potential customers and business partners**.





BBQ EXPO
WHY EXHIBIT

SO MANY REASONS.



SPRING IS THE HOT TIME

The first warm days of the year are the best time to show off your new products and get your customers ready for the new outdoor cooking season



FULL ATTENTION TO A PROFILED AUDIENCE

Professionals and aficionados make their way to the Italian and international B2B and B2C event dedicated to BBQ



GROW YOUR BUSINESS

Forge new partnerships and grow your network



SELL DIRECTLY AT THE FAIR

Close sales and orders to recoup your investment in real time



PRESENT YOUR NEW PRODUCTS

Present your innovative products and know-how to the outdoor cooking market



STRATEGIC LOCATION

Parma is the **international hub for the promotion of Made in Italy** throughout the world and is strategically situated between the main cities in northern Italy - Milan, Bologna, Brescia, Florence



BBQ EXPO
OUTDOOR AREA

THE LIVING FLAME OF DISCOVERY.

In the **outdoor area** of BBQ Expo you will be able to **use your products** to their full potential, demonstrating how they really work. In this area you will be able to give your customers the chance to **test the product live**, with a living flame. A unique occasion to organise mini-courses, workshops and exciting show cooking events to offer a live experience, enriching your offer and giving value to your brand.

GET NOTICED

- ★ **MINI-COURSES**
- ★ **SHOW COOKING**
- ★ **LIVE PRODUCT TESTING**
- ★ **TASTINGS**





BBQ EXPO
COMMERCIAL OFFER

A MOUTH- WATERING PROPOSAL.

STAND AREA **INDOOR**

from 16 m² to 480 m²

STAND AREA **OUTDOOR**

from 35 m² to 400 m²

STAND **INDOOR + OUTDOOR**





WWW.BBQEXPO.IT

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