

SECOND EDITION
29 MARCH - 01 APRIL 2025
BRIXIA FORUM

BBOQ

• EXPO •
OUTDOOR COOKING
★

BIGGER. BETTER. HOTTER!



BBQ EXPO
THE EXPO

ITALY'S ONLY OUTDOOR COOKING TRADE FAIR.

An even hotter **second edition**. BBQ Expo is the Italian trade fair dedicated to your passion for BBQ and outdoor cooking. An exclusive event in Italy, to be held in Brescia from 29 March to 1 April 2025. At BBQ Expo you can exhibit and **showcase your company** in an area dedicated totally to outdoor cooking: from **A** for apron to **Z** for zest.

BBQ Expo is the **ideal showcase** to win over a vast audience of **food enthusiasts and professionals**. Due to opportunity to directly sell products. For its strategic location, in the heart of the Milan-Venice trade route. Due to widespread marketing and communication support available throughout the country. Furthermore, for the closed number of **exhibitors, selected** based on the principle of fair competition.





BBQ EXPO THE VENUE

THE VENUE IS A FIERY LOCATION.

BBQ Expo is held at the **Brescia** exhibition centre, in the heart of an area with the **highest average per capita income in Italy**. Over 20 million inhabitants create a unique catchment area and a vast potential audience able to create 43% of Italy's GDP.

An **ideal position with a strong international appeal**, thanks to the links with the nearby airports of Bergamo-Orio al Serio (first in Italy for low-cost airlines) and Verona. Excellent destinations for foreign exhibitors and visitors.

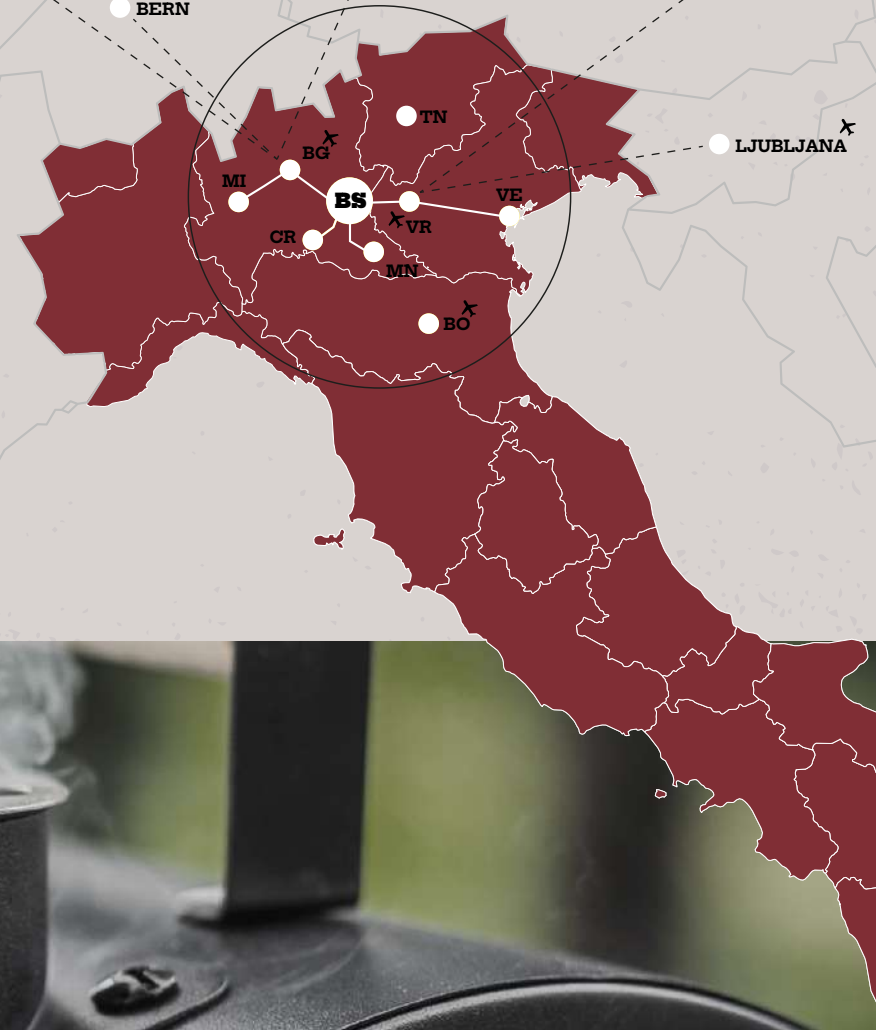
PARIS ✈

BERN ✈

BERLIN ✈

VIENNA ✈

LJUBLJANA ✈





BBQ EXPO
VISITORS

A WARMLY WELCOMED EAGER AUDIENCE.

BBQ Expo has been conceived and created to meet the needs of a vast public of visitors interested in the world of outdoor cooking that goes beyond the concept of merely grilling. A world dedicated to **consumers** increasingly willing to invest a **large budget in their leisure time** and attracted by the skills of professional brands.

Important new features have been introduced in this second edition: the exhibition itself has been extended from Saturday to Tuesday, with even more space for B2B. The **Ho.Re.Ca.** industry, **distributors**, butchers, etc. have also joined the show. And a public that has been carefully selected: **targeted above the line online communication**, alongside **offline** and below the line advertising, guarantees perfectly profiled visitors, thus increasing sales opportunities.





BBQ EXPO EXHIBITORS

TOP-LEVEL EXHIBITORS.

The **exhibitors** at BBQ Expo - from all over Italy and abroad - are **affirmed outdoor-cooking professionals**, along with **up-and-coming ones** who will bring to the table something new and interesting.

High-profile manufacturers, with proven experience on equipment, accessories, fuels and food & co. Furthermore, in this second edition, the important **debut of the pizza sector**, another side of cooking outdoor with friends and family.



EQUIPMENT

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

FUELS

- Charcoal
- Pellets
- Smoker chips
- Wood

ACCESSORIES

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

FOOD & CO.

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

★ New in 2025



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 fully 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 Italian 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 develop long-lasting relationships with **potential customers and business partners**.





BBQ EXPO
WHY EXHIBIT

THERE ARE SO MANY REASONS.



SPRING IS THE HOT TIME

The first warm days of the year is 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

Aficionados or curious onlookers make their way to Italy's only B2C and B2B 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 general public



STRATEGIC LOCATION

The exhibition centre is on the Milan/Venice motorway and is served by the Bergamo - Orio al Serio and Verona airports



BBQ EXPO OUTDOOR AREA

THE LIVING FLAME OF THE DISCOVERY.

In the BBQ Expo **outdoor area** you can put **your products** to work at their full potential, demonstrating how they really work. In this area you will be able to give your customers the chance to **test the fully functioning products**, also with a burning flame. A unique occasion to organise mini-courses, workshops and exciting show cooking to offer a live experience, enhancing your offer and giving value to your brand.

GET NOTICED

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





BBQ EXPO
COMMERCIAL OFFER

A MOUTH- WATERING PROPOSAL.

STAND AREA INDOOR

from 16 m² to 224 m²

STAND AREA OUTDOOR

from 35 m² to 200 m²

STAND INDOOR + OUTDOOR



BBO



• EXPO •
OUTDOOR COOKING
★

ORGANISED BY



www.areafiera.com