

THE NEW TRENDS
IN THE WORDS OF THE
BLOGGERS OF BeMyHost

SIC
AN UNMISSABLE OPPORTUNITY
TO KNOW THE MARKET

EVENTS
THE APPOINTMENTS
FOR PROFESSIONALS



International Hospitality Exhibition
23_27.10.2015 fieramilano



MILANO 2015



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HOST & COFFEE, HOSPITALITY MEETS BUSINESS

Trends and novelties
from roasters and producers

SIC – International Coffee Exhibition



A supersized version of Host

Coffee is the big star of the show once again for this 39th edition with **four dedicated pavilions** and more than **500 participating companies**, 30% of whom are from 31 foreign countries. This includes new participants from **Singapore, Cyprus and Norway**. As always, top players as well as small up-and-coming companies will be present.

Host's figures are truly amazing

Beyond coffee, at Host, there will be the entire HoReCa and retail worlds:

1,900 companies, 40% from abroad -

1,500 selected top international buyers from **60 countries**, who will meet with exhibitors via the **Expo Matching Program** and **56,800 dedicated appointments** -

more than 140,000 professional visitors are expected.

The **top 5 countries** represented are: Germany, France, Spain, the U.S.A. and Switzerland.

3 macro areas dedicated to: **Food Service Equipment and Bread Pizza Pasta, Furniture and Tableware**, while the world of **Coffee** will be offered alongside **Tea** as well as **Bar, Coffee machines, Vending and Gelato and Pastry**

Host is to last **5 days**, from **Oct. 23rd through Oct. 27th**, at Fieramilano in Rho, during the final days of EXPO Milano.



WHAT'S NEW IN THE WAY OF COFFEE AROUND THE WORLD, IN THE WORDS OF THE BeMyHost BLOGGERS.



n observatory over a world that is increasingly globalized, with updates on the latest trends from the five continents, posted by our 16 BeMyHost journalists/bloggers (www.host.fieramilano.it/en/News-blog) who hail from 16 different countries.

A thousand different versions of coffee have conquered the world

● Never in the history of mankind have we consumed so much coffee. That's the claim of **Nelson Carvalheiro**, Host Ambassador for Spain and Portugal. Whether it's a deep-rooted habit or a new custom that has become a status symbol, coffee has entered every culture, together with all its blends and the different ways of making coffee. Not only cappuccino and espresso, but also the coffee drunk in Northern climes, Arabic and Turkish coffee: everyone likes trying out new variations on the coffee theme.

Artisanal coffee roasters, the high priests of quality

● **Luciana Bianchi** from Brazil has written about the secret world of artisanal coffee roasters, an ever-more widespread category. These coffee lovers and connoisseurs have only one aim in life: to achieve the 'perfect roast'. The final decision is made by panels of experts at tasting sessions, held continuously in Panama, Peru, Bolivia and Brazil.

United Arab Emirates: from tradition to hi-tech

● In Arabic countries, the coffee tradition is very old indeed, as we hear from **Judy Sebastian**. The most prestigious coffee beans from all over the world are imported here. And tradition mingles with modernity. One example of this is Costa's Marlow 200 automatic coffee

vending-machine at Dubai Airport, developed with Intel, Microsoft and Atomhawk and designed by Pininfarina 'to satisfy the five senses of coffee-lovers'. And, if you have one at home, you can tell the machine to make a coffee from your smartphone.

Japan, coffee boutiques are opening their doors

● In the country where a whole ceremony has evolved around the drinking of tea, coffee bars have arrived at last. But, true to Japanese style, design features highly. Like the Omotesando Koffee chain, we are told by **Melinda Joe**, or the venues opened by American coffee-roasting company Blue Bottle, where long queues form daily. In Tokyo, vending-machines are popping up in the train and metro stations with 'hints for the consumer' and practical, user-friendly touch-screens. Some of them even offer 'American coffee'.

In Russia the "geographical" frontiers of coffee are expanding

● Dark, 'Italian' roast, drunk before or during a meal, rarely afterwards: these were the characteristics of 'Russian-style' coffee. But here habits are changing, with the advent of new styles like the freshly roasted coffee of Northern Europe. So we are told by **Alena Melnikova**, who also writes to us about the spread of international chains, and a greater awareness about and focus on the product at new bars in Moscow and St Petersburg, a trend that is slowly entering the restaurant domain.



A THOUSAND DIFFERENT VARIATIONS OF COFFEE ON A STAGE WITH A GLOBAL DIMENSION

This year, the Host Coffee&Tea, Bar, Coffee Machines Vending macro-area will have more exhibition space, a sign that there is great interest from players in the sector. After all, SIC, Host's International Coffee Exhibition, which has always been an important benchmark for the world of coffee, is a unique opportunity for companies to raise their profile on the international market and to talk to and compare notes with fellow trade professionals and other players in the industry: producers, roasters, coffee-machine manufacturers, baristas and, right across the spectrum, with the whole sphere of HoReCa. Precisely because coffee consumption is expanding worldwide, now it's more crucial than ever before to recognize the trends seeping into the sector and to understand what old and new consumers want. But what exactly are the hottest topics of the moment? Some of the companies exhibiting at Host2015 give us their expert opinions.

Internationalization and globalization

● Nowadays coffee is a global product, and requires an international stage: "Host's natural vocation for the international scene has enabled us to make an excellent commercial return during the last two shows. For us, Host is an important showcase, especially this year, since we are involved in Expo Milano 2015 as a coffee partner," they tell us at **illycaffè**. As for **Danesi Caffè**, "Participating in Host is an unique, unbeatable way of promoting our company because it enables us to reach potential new clients among the public in a direct, natural way." According to **Gruppo Cimballi**, "Host is an important showcase where we can promote our new products and, at the same time, our commitment to brands, products and innovation. It also provides an ideal stage to which we can invite our clients from all over the globe."

Innovation and design

● "Innovation applies to a seasonal agricultural product like coffee. New plantations, new producers and growers, and changes in the climate and processing techniques lead to a raw material that is always different and with new characteristics to enjoy," the people at **Sandalj** explain. "Innovating means treading ground where no-one has been before to meet the so-called 'latent needs'. It's a very time-consuming process and, for that reason, needs to be truly geared to supplying added value to the market," they explain at **Nuova Simonelli**. Innovation coincides with design in table settings, we are assured by **Ancap**:

the company is heading towards global and across-the-board products, for private homes or hotels, which are eye-catching and compatible with the new devices, because "only new ideas can arouse the interest of consumers in the various global macro-areas." Innovation also means revisiting tradition in a modern take. This is the case of the Cuccuma, the old Neapolitan coffee machine, which **Kimbo** has reinterpreted thanks to the passion of international consumers for black coffee.

Storytelling and social network dynamics

● Nowadays, having a 'good product' simply isn't enough: being able to talk about it is fundamental. In first person, if possible, through courses but also through blogs, websites full of interesting material, and social networks that are kept constantly up to date with the latest news and interesting content. "Social Media Marketing enables us to communicate more directly with our customers in a less formal way," they tell us at **Caffè Diemme**.

Training is an increasingly crucial factor

● A fundamental way of conveying product characteristics is through courses, which "enable us to train people who themselves become the tools through which we can put our innovative ideas into practice," they say at **Caffè Diemme**. According to **CMA/Astoria** "Our customers are strategic partners with whom it's important to share our knowledge and our vision."





One of the great pluses of Host

is that, throughout the five days of the exhibition, there is a densely packed program of events: more than 400 appointments ranging from performances of various kinds to seminars, workshops, show-cooking demos and displays. The Bar/Coffee and Vending area is no exception, and will see the main stakeholders, baristas and trainers from all over the globe participating in sessions with a great international range, precious opportunities to make comparisons, learn new skills and access valuable information. Here are some of them.

The WCE All Stars are shining even more brightly

● All-Stars: What it takes to be Great is the program that WCE, World Coffee Events, will bring to Host2015 to attract professionals in the sector from all over the world. Champions and finalists from important international competitions will be taking part in interviews, offering demonstrations and exchanging experiences because, as Cindy Ludviksen of WCE says, "We can learn a lot by sharing stories of success and achievement."

Going into greater depth with SCAE

● At this edition of Host, SCAE, the Speciality Coffee Association of Europe, and its professionals will be making in-depth contributions in the form of seminars, courses and tastings.

Enjoy the Table with ALTOGA

● ALTOGA, the Association of Lombardy coffee-roasters, coffee importers and food wholesalers, will be at Host to promote Enjoy the Table, an event in which coffee roasters will talk to the world of table settings and representatives of ART, Art of the Table and Gifts association.

Sustainability, from processes to the end product

● One topic we can't get away from these days is sustainability: sustainability of the product, the resources and the processes we employ. 'Green' coffee machines can reduce energy consumption by up to 40/50%. **Wega** is focusing on detergents which don't contain phosphates and packaging that is 100% recyclable. The company has also taken action with regard to its corporate processes, implementing automatic shut-down and anti-dispersion systems, separating waste for recycling, and water purification and recycling systems. It also holds annual courses for its employees lasting 150 hours to train them how to use different sources of energy. **Nuova Simonelli** is thinking about machines that safeguard the barista's psychological and physical well-being, it recycles 98% of its old products and has a new factory which is self-sufficient in terms of energy.

User-friendly, interactive and high-performance

● A huge vote of thanks goes to technology. Digital technology, for example, means that machines can communicate and become interactive, speeding up communication between the company and its customers, and making it possible to save and analyze operating data. Hi-tech goes arm-in-arm with being user-friendly as **Rancilio Group** explains. "The aim of innovation is to give the barista the chance to concentrate purely on his core business, without wasting time, energy and brainpower on working out how to interact with the various controls and actually "pilot" the coffee machine." The user-friendly

factor is fundamental but **CMA/Astoria** is of the opinion that "the trend in favor of automation can co-exist with a high level of professional skill and the future of the latter does not necessarily have to restrict itself to particular market niches." According to **Caffè Corsini**, "increasingly, there will be a clear distinction between on-the-ball professionals who know what they are doing, and the coffee pod and capsule market. On the one hand, professionalism and the trendiest venues, culture and innovation and, on the other, the domestic segment and the sale of other technologies."

Dalla Corte says: "All over the world, more attention is being paid to the quality of what's in the cup and, therefore, to the kind of equipment that ensures constant quality". And, thanks to technology, after the world, coffee has conquered new horizons with **Lavazza** and its ISSpresso machine, 'piloted' by Italy's first female astronaut, Samantha Cristoforetti, on the International Space Station: the first woman barista in space!

The "terroirs" of coffee and micro-roasters

● "People these days are much more aware about what they are drinking. That's why, for a long time now, we have been expanding our range with special, certified varieties of coffee, and we have tried to accompany this by offering courses on tasting, roasting and information about the raw material," people from **Imperator** explain. According to **La Marzocco**, "the most significant trend that is emerging in the coffee sector is micro-roasting, which used to be a niche practice and is now a global trend, with the roasting of green coffee beans as the need arises."

(((BOOK YOUR VISIT)))

How can you take part in Host?

On the website <http://www.host.fieramilano.it/en/pre-registration> you can buy a ticket or pre-register and reserve a ticket at a reduced price. **For as little as 48 Euros**, you can visit both Host and Expo Milano, the two big highlights of the year, which are being staged only a few hundred meters away from each other.

Are you coming by car?

Then remember to book your parking space, because, while Host is on, during the last days of EXPO, parking will be much in demand and the number of spaces is limited.