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ROME BAR SHOW – INTERNATIONAL BAR & BEVERAGE TRADE SHOW FIRST EDITION

18. APRIL 2019



Rome is always worth a visit. The Eternal City, attracts hundreds of thousands of visitors with its ancient and beautiful attractions. The atmosphere is laid-back, the weather is nice, and apart from that, the first edition of "ROMA BAR SHOW" will be held in September. Save the date! I will – definitely!

In Rome, on **Monday 23 and Tuesday 24 September 2019**, at the Palazzo dei Congressi in Rome's EUR district (no. 1 Piazza John Kennedy), from 12:00 until 21:00, the first edition of "ROMA BAR SHOW" will be held, an international event exclusively dedicated to the beverage sector. The ROMA BAR SHOW project was born out of a need for the industry, its businesses and those working within it to meet and engage at an Italian event with international exposure, with the aim of raising the profile of the spirit industry and mixology in Italy.

The event aims to become the leading bar, beverage and hospitality sector exhibition in Italy. The **ROMA BAR SHOW** will be a reference point for professionals, a high-profile marketplace for doing quality business and discovering the latest industry innovations in terms of products, cocktails, trends, raw materials, equipment and semi-finished products.

Starting from this, its first edition, the **ROMA BAR SHOW** will boast a packed programme that will engage Rome in an intense line-up of master classes, talks and conferences, side-line and out-of-expo events dedicated to the trade and the consumer that will involve visitors and the city for the duration of the event.

Speakers will include industry professionals and international guests, who will share their experiences and knowledge on trends and industry innovations. The **ROMA BAR SHOW** will not only be an exhibition space, but rather a stage where new experiences can be tried first-hand through the stories of the participating brands.

Among the dedicated spaces are the evocative Le Terrazze of the Palazzo dei Congressi with its splendid views that embrace the entire city of Rome, the prestigious open-air theatre and the hanging gardens that complete the outdoor spaces where the exhibiting companies will recreate new spaces with a different feel. The event as a whole will be enriched by the participation of a prestigious pool of international bartenders.

Every year the **ROMA BAR SHOW COCKTAIL BAR** will pay tribute to a classic of Italian mixing. In its first edition **RBS** will celebrate the centenary of Negroni represented in the interpretations of Italy's foremost bartenders.

Special attention will be paid to the world of food, pairings, and the use of coffee in mixing through tastings and performances with highly innovative and artistic content.

The artistic management of the **ROMA BAR SHOW** will release further news in due course.

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