

MILAN 24 – 26 MAY 2024

APERITIVO
FESTIVAL

Nhow Milan | Via Tortona, 35



Watch the Video of the 2023 edition!

Become a protagonist
in the **first festival** celebrating
Italy's most beloved ritual!



Aperitivo Festival is the event that aims to represent all the players in the Food & Beverage industry that have a strong point of contact with a deeply rooted and beloved Italian ritual, the Aperitivo, which is based on the culture of combining beverage products and culinary preparations.

56%

of Italians go out at least once a week for an Aperitivo

65%

of consumers are willing to pay more for a quality aperitif product

55%

of Italians expect gastronomic preparations in combination with beverages during the Aperitivo*.

An intrinsic part of the Italian lifestyle, the Aperitivo offers an unexplored positioning opportunity for brands and companies in the agri-food chain within a context that goes far beyond mere tasting. It is an experience that involves all the senses and that is also gaining popularity outside the Italian borders.

**data: CGQ by Nielsen - research conducted on a sample of 5000 consumers - October 2022z<>*



Make your brand a symbol of the Italian Aperitivo

Embrace a leading role in the first major project dedicated to spreading the culture of the Italian Aperitivo in Italy and around the world.

For the first time, Food and Beverage are staged in the context of the pairing culture within the most popular consumption occasion of the Italian lifestyle.

2 Great Opportunities



- the trademarked World Aperitivo Day, to be held again this year on 26 May
- an opportunity for brands and denominations to spread the use of their products in one of the most important occasions of the Italian lifestyle
- major engagement of venues and retail locations nationwide to promote the widespread appreciation of the Aperitivo experience, both in out-of-home and in-home settings
- initiatives involving the Italian market and a number of major international markets.
- the grand-scale celebration of the Aperitivo in the city that turned this drinking ritual into an institution
- a 3-day event focused on the end consumer with activities dedicated to professionals and the national and international trade press
- a big festival scheduled, for the second edition, at Nhow, in the heart of the Tortona area, the cradle of Design Week and the driving force behind Milan Fashion Week
- an experiential village will be set up presenting the pairing proposals of brands and consortia from the beverage and food sector

**Celebrate the
Italian lifestyle
with us.**

**Become a
Partner of
Aperitivo
Festival!**



Details of the Partnership Opportunity:

1. Exposure and Visibility:

Present your brand to an international audience passionate about the ritual of Aperitivo, a symbol of the Italian lifestyle.

2. Direct interaction:

Actively participate in the event with customised exhibition spaces and tasting sessions.

3. Network:

Join the World Aperitivo Day community, the first international day dedicated to Italy's favourite ritual, celebrated by hundreds of venues worldwide.

4. Promotion and Marketing:

Participate in a major digital campaign on a national scale and beyond, activating new opportunities for product positioning.

5. Public Involvement:

Engage the audience through interactive and memorable Aperitivo-related activities.

6. Customised Options:

We are flexible in creating partnership packages tailored to your needs.

**Join us in celebrating the Italian lifestyle and the
Aperitivo, a ritual beloved all over the world
Don't miss this unique partnership opportunity to be
part of the first event that celebrates the best of Italy
and its lifestyle!**



**Learn more about partnership opportunities
in World Aperitivo Day
and Aperitivo Festival**



**Go to the
general presentation**





Thank you

For information and inquiries:

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