

## **MARCA FRESH: A SUCCESSFUL SECOND EDITION AWAITS**

### **Great interest for the format dedicated to sustainable innovation in the fruit and vegetable sector**

Just over one month away from opening, **MARCA FRESH**, the concept by MarcabyBolognaFiere designed to make the fresh produce compartment the protagonist of the Private Label world, is almost sold out. There has been intense participation and interest from companies involved in the production of fruit and vegetables, ready to showcase the most innovative projects in terms of sustainability and meet with the leading groups in grocery retail that are participating at the event in ever greater numbers.

MARCA FRESH will be part of MarcabyBolognaFiere, scheduled for 19 and 20 January, the first major exhibition in the private label sector to return to an in-person format after almost two years of events held only in digital form. Among Europe's leading Private Label sector fairs, MarcabyBolognaFiere is the only one in Italy where dozens of large-grocery retail groups exhibit directly.

This second edition of **MARCA FRESH** once again confirms its specialised, vertical approach aimed at fostering discussion between operators in the production, distribution and services sectors on a topic of great importance: Sustainable Innovation.

*"MARCA FRESH further enhances MarcabyBolognaFiere's exhibition offer by focusing attention on the fresh produce sector,"* says Antonio Bruzzone, General Manager of BolognaFiere, *"with the aim of highlighting the most innovative experiences and, at the same time, responding to new consumer trends, which are also increasingly attentive to themes of sustainability, to which MARCA FRESH 2022 will give great prominence through its exhibition line up and a series of highly specialised in-depth discussions."*

### **Increased space and a broader programme of special events**

Compared to last year's edition, the exhibition space occupied by the companies at MARCA FRESH in pavilion 29 has doubled, enabling them to showcase a wider range of products and attract more visitors interested in fresh produce and fruit and vegetables.

A rich programme of **specialised seminars** dedicated to the sector and **presentations of successful case histories** will take place over the two days of the event in the **Piazza dei Freschi**, a specially equipped area within MARCA FRESH.

The programme of events will open with the workshop **Supporting the fruit and vegetable compartment: the commitment of Grocery Retail and Production** during which representatives of production and distribution will discuss the main findings of the trade and consumer survey carried out by SGMARKETING.

*"We are working on creating a memorable event that will turn the spotlight on the strategic role of fruit and vegetables, aware that our sector deserves occasions for in-depth analysis, sharing and networking that are essential to support the future of the category within a constantly evolving market,"* claims Salvo Garipoli, director of SGMARKETING.

**Innovation, experience and networking** are, in fact, the key words of this second MARCA FRESH event, dedicated to fruit and vegetables and aiming to combine business needs with in-depth analysis.

**MARCA FRESH**, in this sense, confirms its credentials as a specialist event for the world of fresh produce, an event capable of facilitating the meeting between producers and distributors by focusing on the needs of, and evolution in, food consumption.

Website: <http://marca.bolognafiere.it>.

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