



Joint Press Release

TRADE FAIRS, DISTILLO LANDS AT SIMEI 2024: TOGETHER AT FIERA MILANO FROM 12 TO 15 NOVEMBER

THE PARTNERSHIP BETWEEN THE 30TH INTERNATIONAL WINEMAKING AND BOTTLING MACHINERY FAIR AND THE FAIR DEDICATED TO ARTISAN DISTILLATION HAS BEEN ANNOUNCED

(Milan, 24 January 2024). SIMEI is enhanced with new themes and content thanks to the partnership with Distillo, a trade fair dedicated to micro-distillery equipment that will hold its third edition at the International Winemaking and Bottling Machinery Exhibition, scheduled from 12 to 15 November at Fiera Milano.

"We are celebrating our 30th edition with the entry of a growing and strategic event for an increasingly interesting product sector – commented Paolo Castelletti, administration manager of the Unione Italiana Vini, which organises the event –. Distillo brings a new conference area and top-level content to Fiera Milano, a partnership that we believe SIMEI can use with a view to business development and networking, broadening its scope to the entire beverage technology sector".

For Claudio Riva and Davide Terziotti, owners of Craft Distilling and co-founders of Distillo: "After two editions that enabled us to assess the distillation market, in particular with the 2023 edition that showed how the sector is now mature and attractive for traders and future foreign distillers too, we thought that the natural progression was to find a partner. A partner that was not only a leader in international trade fairs, but one with great skills in the sector that would also be able to support the development of the market". Organised by Craft Distilling, the first micro-distillery consulting company in Italy, Distillo debuted in 2022. It is now the reference event for the entire Mediterranean area for the world of artisanal distillation, a growing phenomenon of particular interest in the world of beverages.

60 years after its debut, SIMEI represents the leading event for machinery for winemaking and the bottling of beverages. With over 30,000 attendees registered in the 2022 edition, the fair is increasingly the reference event for a crucial sector – with a high technological and internationalisation rate – of the Made in Italy brand worth more than 3 billion euros, a moment for analysis and exchange on the state of the art and sector policies.

SIMEI: <https://www.simei.it/> - [link to SIMEI 2022](#) photos – Logos

Distillo: <https://www.distillo.it/> - [link to the 2023](#) press folder – Logos