



Press release

**TRADE FAIRS, SIMEI 2026 RETURNS TO FIERA MILANO FROM 17 TO 20 NOVEMBER  
INNOVATION AND TECHNOLOGY TAKE THE CENTRE STAGE AT THE TRADE FAIR FOR SOLUTIONS IN  
THE WINE AND BOTTLING SUPPLY CHAIN**

(Milan, 3 March 2026). Simeì, the two-yearly international trade fair dedicated to the best of technology applied to oenology and bottling machinery, returns to Fiera Milano from 17 to 20 November. Simeì has been the reference event for the entire supply chain for over 60 years, showcasing innovative solutions and proposals for the entire production process from the vineyard to the glass. Organised by the Unione Italiana Vini (Uiv), the event is now preparing for the 31st edition with its traditional product categories, from wine to beer, covering oil and spirits, and launching the bet on Liquid Food and beverages with Bevertech.

"In an increasingly complex and dynamic market scenario, SIMEI aims to strengthen its role as a strategic platform for innovation, with an increasingly marked focus on progress in terms of solutions and the rationalisation of processes – CEO of Unione Italiana Vini Servizi, Paolo Castelletti, emphasised –. It is a sector where Italy boasts recognised excellence, capable of identifying concrete and expendable solutions for sectors that are experiencing critical moments. In this sense, in addition to facilitating business opportunities, the event is designed as a strategic moment of meeting and discussion for all the actors in the supply chain, national and international. In particular – Castelletti concluded –, featuring an even more advanced format for partnerships and content strategy, we aim to engage companies that choose to scale and diversify their product range by leveraging growing technological integration".

The debut of Bevertech is accompanied by the collaboration with "L'Oleoteca di Olio Officina" by Luigi Caricato, while the new partnership is celebrated with the Consorzio Birra Italiana for the brewing sector. The partnership with Distillo, the fair dedicated to equipment for micro-distilleries, has also been renewed. Distillo will be staging its fourth edition at Simeì, with whom a first CONFERENCE will be held leading up to the event, scheduled for Tuesday, 28 April at Cantine Astoria (Crevada – TV, at 14.30), dedicated to "Tourism in distilleries and liquor factories: challenges and opportunities for hospitality". The event, organised by Distillo in collaboration with SIMEI and the Unione Italiana Vini, aims to offer an opportunity for discussion for operators in the



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sector, the specialised press, producers and professionals looking to tap into the potential of experiential travel linked to the distilling industry."

Finally, the appointment with the traditional Innovation Challenge, the competition that rewards technological innovations in the sector, has also been confirmed.

*With 578 companies and brands on show, more than 30,000 square metres of exhibition space and foreign delegations from 32 nations (data from the 2024 edition), SIMEI is the international reference exhibition for oenology and bottling machinery. Now in its 31st edition, the event organised by the Unione Italiana Vini (Uiv) highlights the latest trends and technological breakthroughs across the wine supply chain and the beverage industry in all its phases, with a focus on wine, liquid food, oil, beer and spirits. The 2024 edition registered over 33,000 professional visitors from 90 countries.*

For information and reservations at the conference on 28 April: [info@distillerie.it](mailto:info@distillerie.it)

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