

Press release

## **TRADE FAIRS, CONSORZIO BIRRA ITALIANA BECOMES NEW PARTNER OF SIMEI 2026**

(Milan, 3 June 2026) **Sime**i accelerates its focus on beer and seals a new partnership with the **Consorzio Birra Italiana** – the Italian Beer Consortium, the leading national association for agricultural producers, malthouses and independent breweries, which will officially join the programme of the 31st edition of the event, scheduled from **17 to 20 November 2026** at **Fiera Milano Rho**. Among the new features, the launch of the new Italian Beer Contest and an exhibition showcase entirely dedicated to made-in-Italy hops that will boost the traditional product areas dedicated to wine, beer, oil and spirits of the Unione Italiana Vini's biennial exhibition.

For the CEO of Unione Italiana Vini Servizi, Paolo Castelletti: "This new partnership consolidates the role of the event as an international reference point for technological innovation at the service of the beverage industry. SIMEI is an increasingly integrated space, attentive to sustainability and market development, ready to respond to the growing need of companies to diversify their production offer."

"SIMEI is the ideal showcase to highlight the incredible qualitative evolution that the Italian brewing sector is currently experiencing" said Teo Musso, president of the Consorzio Birra Italiana. Today, the sector is increasingly looking toward quality, innovation and the promotion of local raw materials—a focus that deserves recognition and this fair provides the perfect technological assist to create new connections and give further momentum to growth."

One of the events featuring at the fair is the new Italian Beer Contest, a contest open to all small independent breweries – under the scrutiny of a jury of experts in the sector, tasters and journalists led by the Union of Beer Tasters – which aims to promote production excellence and reward the craftsmanship of Italian brewers and agricultural producers. With 19 awards to be won, the competition selects the best 100% Italian beer entries (top and bottom fermentation) made with a prevalence of Italian malt and hops, alongside the special F.I.L.O. (Italian Hops and Barley supply chain for the brewing sector) award. The awards ceremony is due to take place in the afternoon of 18 November. Also scheduled for Wednesday is the conference on the cultivation of hops in Italy, where Professor Tommaso Ganino of the University of Parma will be leading a round table of experts in the field to analyse the state of the art in the sector, with a foray into the progress of the F.I.L.O. research project headed by the University of Udine and Sant'Anna of Pisa.

Organised by the Unione Italiana Vini, SIMEI is the biennial international exhibition dedicated to the best technology applied to machines for oenology and bottling. For over 60 years, it has been the reference event for the entire supply chain, with innovative solutions and proposals throughout the production process. Alongside the debut of Bevertech, the new project dedicated to the world of Liquid Food & Beverage and the partnership with the Consorzio Birra Italiana, the 2026 edition will also enjoy the renewed collaboration with both the Oleoteca di Olio Officina (the observatory on the world of olive oils) led by Luigi Caricato for the oil sector, and Distillo, the fair dedicated to equipment for micro-distilleries that will celebrate its fourth edition at the fair. The Innovation Challenge is also confirmed, the competition that honours the sector's most significant technological innovations.

For information and details for participation in the contest: [segreteria@consorziobirraitaliana.it](mailto:segreteria@consorziobirraitaliana.it)

[Photos SIMEI 2024](#)