



Event Recap

THE EUROPEAN PIZZA & PASTA SHOW

13-15 NOVEMBER 2019 - Olympia London

“...it’s our pleasure to be involved, once again it was a great show”
- Jestic Ltd

The 4th edition of EPPS 2019 organised by IPR Events London Ltd in association with PAPA – Pizza, Pasta and Italian Food Association (UK) and supported by Visit Britain and Pizza Senza Frontiere, attracted over 3600 buyers and NPD teams from the UK and Europe, representing largest retailers, wholesalers, pizzerias, Italian restaurants, bars, pubs, hotels, catering companies and family run businesses.

EPPS 2019 IN NUMBERS:

Total Registered 6385

Unique Buyers 2444

Total Attendance 3651

WEBSITE

(1 January 2019 – 26 November 2019)

Users 28,788

Sessions 37,999

Page views Page Views 146,599

TWITTER

(1 January 2019 – 26 November 2019)

409 posts

356.5K Impressions

INSTAGRAM (13 -19 November 2019)

36.2 K Impressions

FACEBOOK

(03 June 2019 – 27 November 2019)

470.7K Reach

570.7K Impressions

14.9K Engagements

This year was special for EPPS team, considering the strong focus on live cooking and the highest number of pizza and pasta chefs involved with the event. More than 300 chefs attended the show for exclusive master classes held by top chefs Tony Gemignani, Marco Fuso, Enzo Oliveri, Giuseppe Cutraro, Alessandro Conduro, Davide Civitiello, Antonio Sorrentino and many others.

EPPS 2019 was packed with inspiring content. While European Pizza Acrobatics, Championships and live cooking sessions were running on one stage, the second stage was welcoming industry guests, including industry legend Ian



Tony Gemignani at EPPS 2019



Enzo Oliveri, Marco Fuso and Giuseppe Cutraro at EPPS 2019



Neill, CEO of Hush Huche and K10 restaurants, Jim Winship, director of PAPA Association, Randy Leibowitz of PepsiCo, Kirill Vyrypaev - Head of Dodo Pizza EMEA, Thom and James Elliot, founders of Pizza Pilgrims and many more.



The list of selected EPPS 2019 buyers includes businesses from the UK and EU, Ireland, Russia, Ukraine, Thailand, United States of America, Canada, China, Mongolia, Turkey and many more, 44% of which were represented by CEOs and principal decision makers, 24% by export/account managers and 13% by NPDs and chefs.

The show reached an audience of more than 500K users across social media platforms and EPPS official website.



Once again, we would like to thank all our sponsors for their active support and for providing top ingredients for EPPS live cooking sessions and competitions: Molino Caputo, Jestic, GI Metal, Fossa Mala, Latteria Soligo, Compagnia Alimentare Italiana, Steriltom, Italicatessen and Kimbo.



The work on the next, 2020 edition of the European Pizza & Pasta Show, is in full swing. Apart from bringing together our loyal exhibitors, the event is set to expand with a broader

variety of beverages, bakery, gelato, coffee and specialty food producers and suppliers. And, as always, EPPS 2020 traditional Cooking Stages will offer new exciting challenges for pizza and pasta chefs and a platform for industry live discussions and networking.

EPPS 2019 earned positive feedback from many exhibitors and guests. Here’s what some of them are saying:

Italicatessen

“We are very happy and proud about the result achieved during the European Pizza And Pasta Show. We really couldn’t have asked for more for our first event in London!!”

Delitalia

“We’ve had the most fantastic three days seeing our existing customers and potential new customers, we’ve eaten the most amazing breads, focaccia, pinsa and pizza.”

Smart Pizza

“Three intense days that brought together all the professionals of Italian gastronomy. A big thank you to all the people met, beautiful exchanges of which will be born beautiful partnerships”

Tony Gemignani

“...Thank you again for a great event..”

We will be looking forward to welcoming our exhibitors and guests at our next pizza and pasta industry reunion which will take place on 11-12 November 2020 at ExCeL London!

