



Genoa, March 17, 2025

Press release:

EUROFLORA 2025: CIRFOOD RETAIL TO MANAGE FOOD AND BEVERAGE OPERATIONS

Dedicated food & beverage areas, local dishes, quality, and a strong focus on sustainability

The beauty, colors, and fragrances of **Euroflora – the 13th International Flower and Ornamental Plant Exhibition**, the only Italian event among the **European floralies recognized by AIPH – International Association of Horticultural Producers** – will grace Genoa from **April 24th to May 4th**. This event is evolving, taking a 360° view of floriculture, starting from production excellence and encompassing landscape architecture, environmental sustainability, conscious tourism, and the world of research.

Within the former fair district, now transformed into the **Waterfront di Levante** thanks to a significant urban redevelopment project designed by **Renzo Piano**, there will be dedicated catering spaces managed by **CIRFOOD Retail**, the sole concessionaire identified by **Porto Antico di Genova SPA**.

CIRFOOD, a leading Italian group in collective and commercial catering, previously the sole catering service provider at Expo 2015, will offer a rich food & beverage selection. This offering combines local and traditional flavors with the importance of bringing taste, quality, and dynamism to one of the most followed Ligurian events internationally.

Specifically, **15 refreshment points are planned**, divided into three strategic areas: dedicated catering spaces in **Piazzale Kennedy**, the **Marina**, and the **Blue Pavilion – Jean Nouvel**, where it will be possible to enjoy breakfasts, lunches, aperitifs, and afternoon snacks.

Among the typical local Ligurian products, visitors can savor the delicacies of the Focaccia di Recco IGP Consortium, Pra' Pesto, pasta, trofie, and pansotto from Sori by Pastificio Novella, focaccias from Panificio Tossini, and fried anchovies and panissa from Camugin. To conclude, Amaro Camatti from Sangallo Distilleria delle Cinque Terre.

The offering will be completed by some of **CIRFOOD Group's retail brands**: Antica Focacceria S. Francesco, the Popular Sicilian Cuisine since 1834, Poormanger, Quelli delle Patate (stuffed potatoes) since 2011, and RITA, Italian Restaurant since 2001. Finally, thanks to partnerships signed by CIRFOOD Retail specifically for this event, Campari and Camatti will provide the aperitif offerings. A tailor-made food and wine experience for Euroflora 2025 will cater to all different dietary needs: vegetarian, vegan, and gluten-free options will be available.

CIRFOOD shares with Euroflora 2025 a strong focus on **environmental sustainability**, adhering to the City of Genoa's guidelines for sustainable events, which Euroflora has endorsed. All

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materials used for catering during the event will be **recycled, recyclable, and have a low impact on the planet.**

Furthermore, each refreshment point will have dedicated spaces for proper waste disposal, allowing all visitors to support CIRFOOD Retail and Euroflora 2025 in the important common commitment to proper separate waste collection.

The CIRFOOD Group will employ **over 150 people for the event**, most of whom will come from the Ligurian region. Highly qualified and trained staff will meet consumer needs with quality and attention, aiming to ensure a pleasant experience for all event attendees.

How will the food areas be divided?

Piazzale Kennedy:

- Two Cafeterias (snack bars)
- Focacceria Tossini (Genoese focaccias and savory pies)

Marina:

- Poormanger (stuffed potatoes)
- Antica Focacceria S. Francesco (Palermo street food)
- Pasta Levante (Ligurian pasta point, trofie with pesto and pansotti with walnut sauce)
- Pizza Ponente (Ligurian pizza point)
- Focaccia di Recco IGP Consortium
- Camugin (fried anchovies and panissa)
- Coffee and Ice Cream Point

Blue Pavilion:

- Ground Floor:
 - RITA Pizza
 - RITA Café
- Second Floor:
 - Bar Exit
- Sea Terrace:
 - Campari Drink Station
 - Camatti Drink Station

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