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Epta Enhances Beer @Beer & Food Attraction 2025 With Innovative Iarp Solutions



Epta renews its participation in Beer&Food Attraction, the leading international trade fair for the variegated ecosystem of the Out of Home industry, for which the Group presents a complete range of Iarp branded solutions dedicated to the preservation of the taste of beer and its distinctive qualities.

The three-day trade fair will be held from 16 to 18 February at the Rimini expo centre and confirms itself as a must-attend event for all players of the sector, called to discover the most recent trends of the market. The event also offers the opportunity to become part of an active and relevant community, fostering endless networking opportunities.

Considering the success of the 2024 edition, which recorded a 23% increase in entries, this year the event will also host a rich schedule of championships, talks, demos, and workshops, held by authoritative experts inside the different themed arenas. A packed calendar of meetings which are joined by the International Horeca Meeting, organized by Italgrob and Italian Exhibition Group, the BBTech Expo and the Mixology Circus: professional events geared to providing a unique overview of the entire supply chain and of its development potential.

Iarp: design and technology

Stand 193 – Pavilion C3 located in the same exhibition area as the IHM- International HoReCa Meeting, will showcase a selection of the most innovative showcases by Iarp. Always highly flexible, customizable, sustainable, and efficient, they are ideal for enhancing the taste and qualities of both industrial and craft beer.

An example is the vertical positive temperature Glee 42 of the Cool Emotions line. It is the symbol of excellence of Made in Italy and proves ideal for the restaurant, bar and supermarket channels, thanks to its flexibility. In line with the claim Look Inside, which encourages consumers to discover a world of freshness inside Iarp showcases, the model stands out for its LED lighting that enhances the natural pigmentation of labels and for its sleek, minimalist design, offering extensive aesthetic customization options—a perfect blend of functionality and elegance.

Furthermore, the solution exhibited at the Fair features connectivity with LineON, the digital solution of EptaService dedicated to plug-ins.

Glee 42 is joined by the Still Slim cabinet: a compact model for a minimum footprint which merges a high internal load capacity with maximum visibility of the products, obtained thanks to a double vertical lighting with switch and full glass doors. The range dedicated to the Beverage sector is completed by Counter 50 Glass, with a full glass hinged door and a temperature from 0°C to 7°C practically managed through the thermostat, the Back Bar model with adjustable chrome shelves, ideal for the preservation of cans, and the Promoter exhibitor, suited to all kinds of promotions.

Not just beer: the Epta stand also hosts the Bordeaux and Coral cabinets of the Winity family, designed to protect the taste of the finest wines in wine bars and specialised shops, thanks to wood shelves and to a design united to technology with digital control.

Large models offer undeniable benefits, recognized and appreciated internationally. During the Fair, many Bitter 42 showcases will also be displayed by other exhibitors, confirming the trust that industry professionals place in Epta. The company is a benchmark for selecting and co-designing high-performance showcases that combine energy efficiency and sustainability. This approach allows for transforming customer challenges into tangible growth opportunities, generating value for the entire supply chain.

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