

**FOR IMMEDIATE RELEASE**

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## **BAR & RESTAURANT EXPO 2024 INTRODUCES BRAND-NEW ACTIVATION - THE ITALIAN APERITIVO SHOWCASE**

*Register to attend Bar & Restaurant Expo 2024 [here](#)*

**LAS VEGAS** – [Bar & Restaurant Expo](#), returning to the Las Vegas Convention Center **March 18-20, 2024**, has partnered with the **Italian Trade Agency** to bring an exciting new experience to this year's expo floor, the **Italian Aperitivo Showcase**. This activation will present the very best of Italian Aperitivo. Delivering the ultimate tasting experience, attendees will learn how various industry-leading Italian beverage brands can aid in elevating their offerings one sip at a time.

### ***Italian Aperitivo Showcase Featured Brands:***

- Lucano 189 4 S.R.L.
- Mancino Vermouth S.R.L.
- CASONI FABBRICAZIONE LIQUORI S.P.A.
- NUOVE DISTILLERIE VINCENZI S.R.L.
- PALLINI S.P.A.
- STREGA ALBERTI BENEVENTO S.P.A.
- DISTILLERIA NARDINI S.P.A.
- PAESANO S.R.L.
- GIULIO COCCHI SPUMANTI S.R.L. SIGLABILE G.C.S. S.R.L.
- DISTILLERIA F.LLI CAFFO S.R.L.

"The Italian Trade Agency is excited to bring its inaugural Italian Pavilion to the 2024 Bar & Restaurant Expo, its first delegation of Italian Spirits brands to this event" said Erica Di Giovancarlo, Italian Trade Commissioner and Executive Director for the United States. "We are eager to expand our activities supporting the Italian Spirits industry to the West Coast, and our presence at this year's show will continue to promote the world-renowned concept of the Aperitivo Italiano among American bars, clubs, retailers, and restaurants - and, ultimately, consumers."

"Thanks to the Italian Trade Agency for hosting this exciting new beverage experience at Bar & Restaurant Expo," said Tim McLucas, Vice President of Bar & Restaurant Group. "The strong demand for Italian products, flavor profiles and beverage expertise, creates fresh new ideas and opportunities for operators in North America to deliver a truly unique guest experience, and optimize their profitability. We are excited to offer attendees a true taste of Italy."

Those interested in attending or exhibiting at the 2024 Bar & Restaurant Expo can visit [www.barandrestaurantexpo.com](http://www.barandrestaurantexpo.com) for more information and press can register [here](#). Bar & Restaurant Expo is a trade event and not open to the general public. Stay connected with Bar & Restaurant Expo on [Facebook](#), [LinkedIn](#) and [Instagram](#).

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#### **About Bar & Restaurant Expo**

Bar & Restaurant Expo has continued to evolve and mirror the fast-paced, trend-setting nature of the hospitality industry. The event has been providing the specific tools that bar and restaurant owners, operators, and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry. The Bar & Restaurant Group is part of the Questex Travel & Hospitality Division and also produces [World Tea News](#), [World Tea Academy](#), as well as [Bar & Restaurant Expo](#), [Bar & Restaurant News](#), and [Vibe Conference](#).

#### **About Questex**

**Questex helps people live better and longer.** Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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