

And it's just the beginning.



Full Olive  
Experience

Verona  
2>4 March  
2025





VERONA 2-4 MARCH 2025

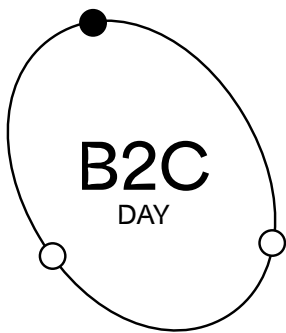
THE INTERNATIONAL EXHIBITION FOR THE OLIVE OIL SECTOR



# 2025: A BRAND NEW EDITION

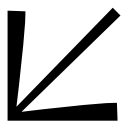
SOL 2025 - a consolidated Veronafiere event - continues to evolve into the international landmark for vegetable oils. This vertical event embraces the world of olive oils with specific attention to the most advanced technologies in the supply chain.

Inasmuch, **SOL2EXPO** is the annual event bringing together producers, experts, buyers and innovators from around the world to explore the future of vegetable oils. A unique, full-immersion experience focusing on olive oil, sustainability and product excellence.



Sunday 2  
March

Open to the general public, with events and cooking shows.



## Three days of training, events and innovation

An impressive agenda of business, cultural and entertainment events:



Monday 3 / Tuesday 4  
March

Two days exclusively for sector operators, buyers, importers and supply chain professionals.



# THE WORLD OF OLIVE OIL GETS TOGETHER IN VERONA

## Target visitors

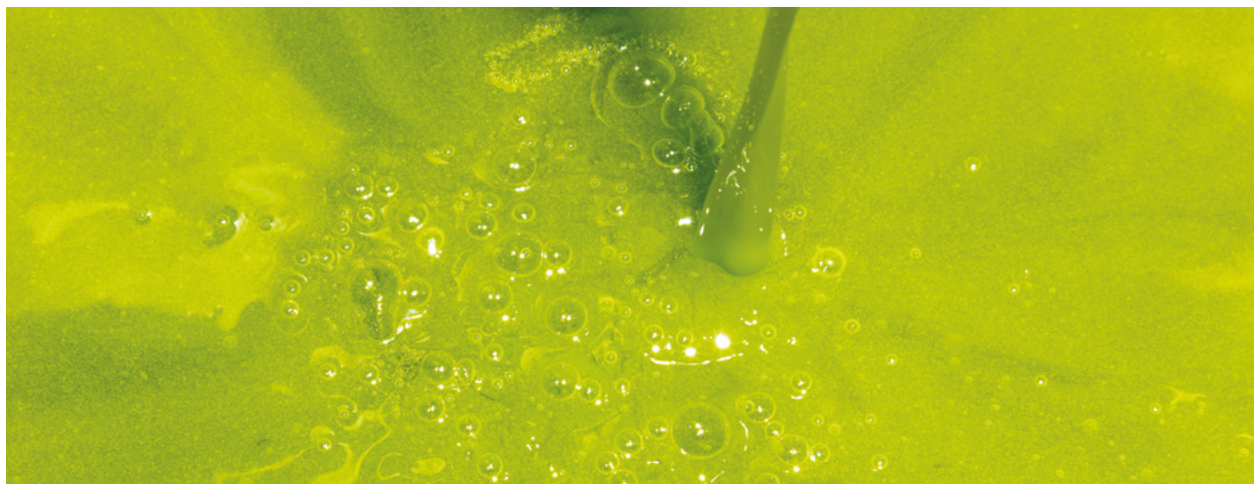
National and international HoReCa & Super HoReCa channels, national & international Retail Chains and Organised Distribution; and even exhibitors themselves.

## Target exhibitors

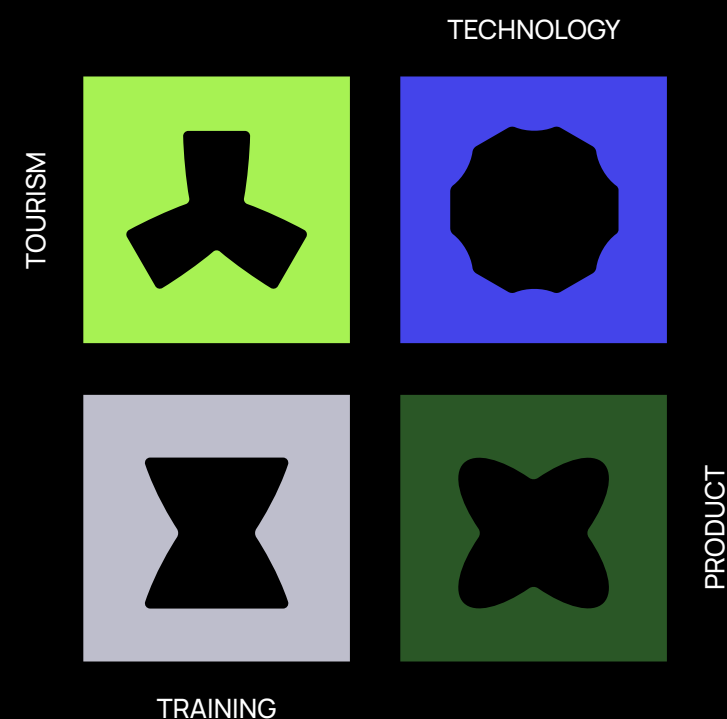
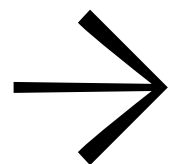
Producers of virgin and extra virgin olive oils and by-products, special seed oils, olive oil-based cosmetics, equipment for the supply chain, from harvesting to production, labelling and packaging, with a special focus on re-using olive-oil by-products.

## PARTNERS

MASAF, MIMIT and COI. Producer associations (olive growers and mills). Olive oil industry and trade associations. Professional agricultural associations. Machinery trade associations. Tasters' associations. The Academic world. Technical Sector Associations. ENIT. Olive Oil tourism associations. National and international press.



# FOUR STIMULATING THEME-BASED SCENARIOS



**SOL2EXPO** is the ideal chance to explore the entire olive oil supply chain: from producers to end consumers, with a special focus on technologies and production innovation. A unique platform to discuss wellness, nutraceuticals, the circular economy, tourism associated with olives and sustainability - all topics that reflect current issues and challenges.





OLIVE OIL TOURISM:  
LOCAL AREA STORY-TELLING

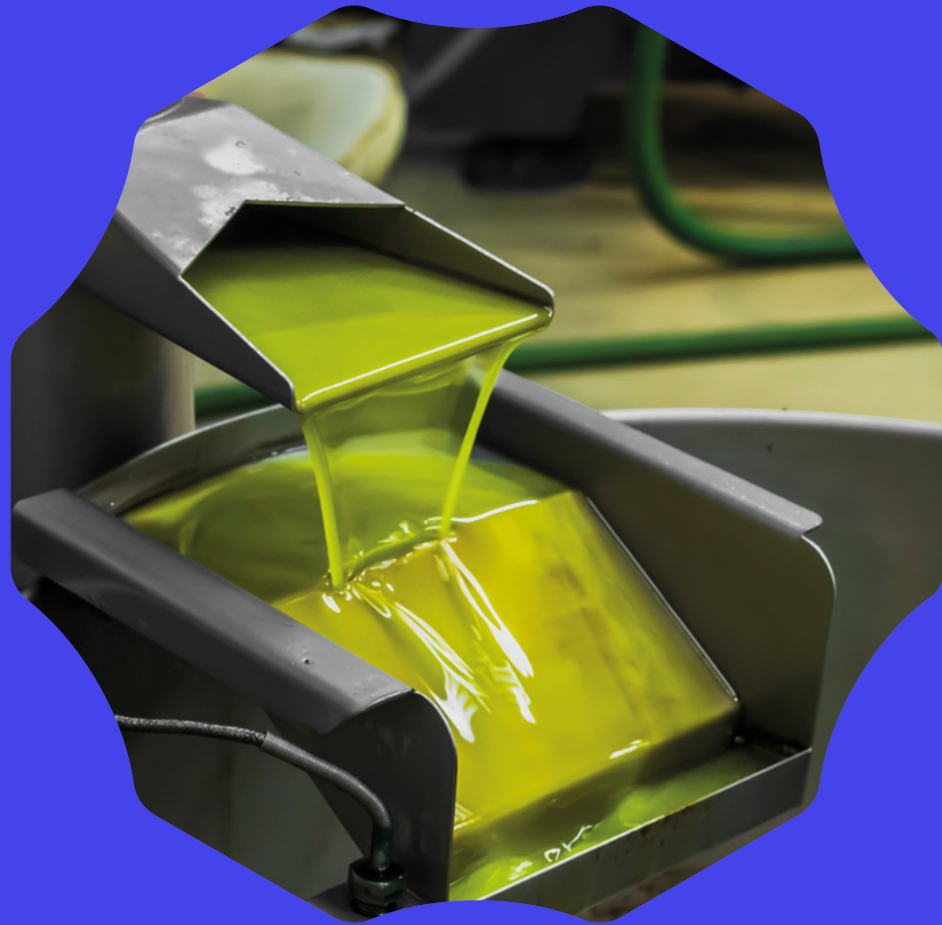


Another significant innovation for SOL 2025 is the emphasis on local tourism inspired by olive oil. Thanks to collaboration with ENIT and BTO, **SOL2EXPO** is a vital opportunity to promote the cultural and landscape heritage associated with olive oil production and highlight excellence in local areas.

01

TOURISM

AN ENTIRE SHOW HALL  
DEDICATED TO INNOVATION



The beating heart of the event is the SOL Innovation show hall where the latest production, processing and packaging technologies will be on display. Special attention will be given to solutions that promote the circular economy by re-using olive-oil by-products.

This is the venue hosting meetings to discuss the new frontiers of sustainability in the olive oil supply chain.

02

TECHNOLOGY

CULTURAL EVENTS THAT  
BRING THE SHOW ALIVE



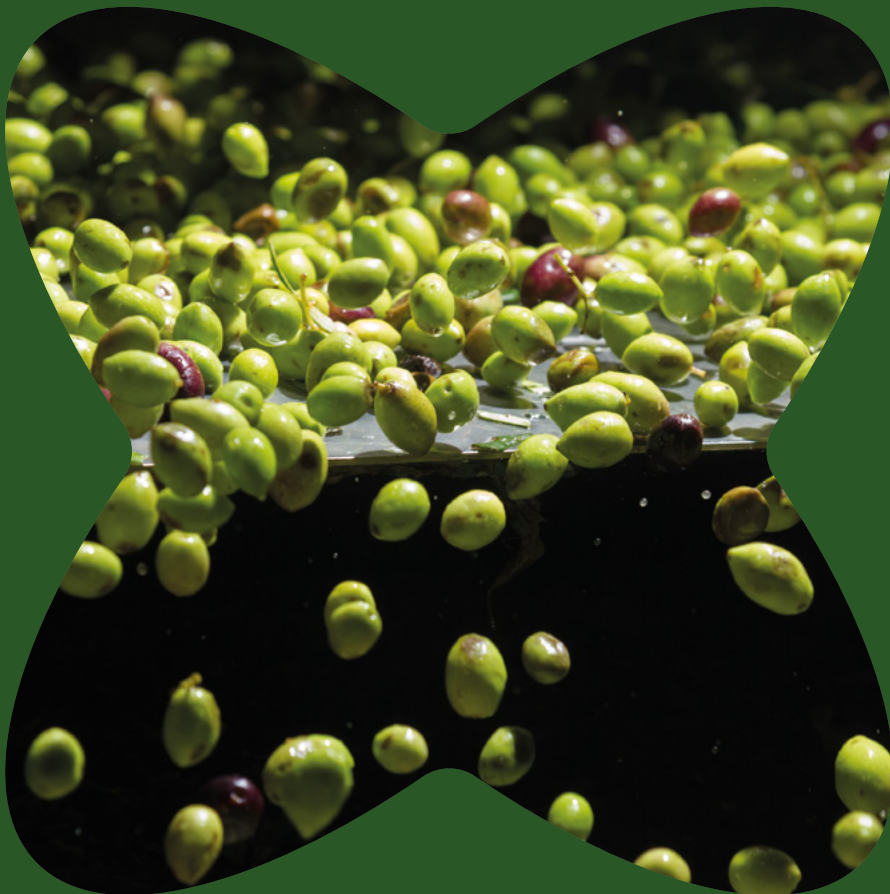
Over and above networking and business opportunities, SOL2EXPO also boasts a stunning programme of cultural and training events. The event will also host cooking shows presented by Italian and international Chef Federations and Associations (FIC, AIRO, Lady Chef, Jeunes Restaurateurs d'Europe), guided tastings, product

presentations by exhibitors, areas for free and guided tasting of Italian and international extra virgin olive oils, an Evo Bar with Mixology and tastings of the **Sol d'Oro** gold medal olive oils. Olive oil-food pairing sessions will be held to promote the use of olive oil in cooking and pastry making, as well as them-based dining areas.

03

TRAINING

A VERSATILE PRODUCT:  
NUTRITION AND HEALTH BENEFITS



Growing awareness of the health benefits of vegetable oil – and especially olive oil – is driving further expansion of the sector. Olive oil is rich in monounsaturated fats and antioxidants. It continues to be a staple in the diet, with demand rising as people become more interested in healthier, more natural

alternatives, such as the Mediterranean diet. And there's much more: Its hydrating and anti-inflammatory properties are encouraging more widespread use even in pharmaceutical and cosmetic sectors. At the same time, the role of olive oil in nutraceuticals is also evolving rapidly.

04

PRODUCT



# THREE DEDICATED AREAS



**SOL2EXPO** will include 3 specific areas across 3 show halls to provide a complete overview of sectors and various markets.



## 01

### ARTISAN EXTRA VIRGIN OLIVE OIL FOR HORECA AND RETAIL

A space for producers of high-quality oils intended for catering and organized distribution.

## 02

### VIRGIN OILS, SPECIAL OILS AND COSMETIC PRODUCTS

A show hall for oils intended for the mass market, nutritional oils (nutraceuticals) and oil-based wellness and cosmetic products (with a focus on the hotel and wellness centre sectors).

## 03 SOL2EXPO INNOVATION

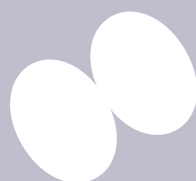
An area dedicated to technological innovation with an exhibition of machinery and equipment for olive oil production and packaging.



# THE SOL2EXPO OBSERVATORY

The conference area will host B2B meetings and the Olive Oil Observatory involving all olive oil associations and the International Olive Oil Council (IOC) to provide careful analysis of trends on the world olive oil market useful for promoting the creation of an EVO oil bourse for the Horeca sector. Evo Days will offer short refresher workshops dealing with agronomy, marketing and market analysis.

The **SOL2EXPO** Observatory is a focal point of the event, not only as a venue for updates and exchanging information but also as a full-scale strategic development tool for the olive oil sector.



## INTERNATIONAL QUALITY NETWORK

Meetings with buyers and trade operators from all over the world to help establish long-lasting business relationships and consolidate your company's market presence.



## ACCESS TO TECHNOLOGICAL INNOVATIONS

The chance to explore cutting-edge solutions in the SOL Innovation Show Hall, with a focus on innovations for field and mill production with the aim of improving product quality. A unique opportunity to train and share news on a global scale.

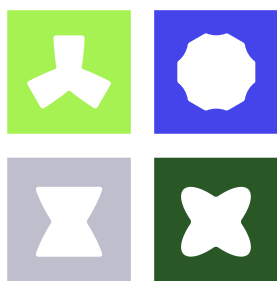


## CULTURAL EXPERIENCES

Opportunity for full-immersion engagement through tastings and show cooking as well as interaction with sector experts and producers of excellence.



A unique opportunity for  
sponsors and exhibitors



[sol2expo.com](http://sol2expo.com)