

*Love! Cook! Win!*



**FOOD AND BEVERAGE  
FOR TOURISM**

**XOCT**  
HOTEL EQUIPMENT - SYSTEMS - TECHNOLOGIES

# FOOD AND BEVERAGE FOR TOURISM + XOCT

2023

## BLUE SUMMER

April 19, 2023

Golden Sands Resort

April 27, 2023

Sunny Beach Resort

## WHITE WINTER

November 2023

Bansko Resort

November 2023

Pamporovo Resort

## FOUR SEASONS

2023

Rousse - Veliko Tarnovo

Stara Zagora - Plovdiv - Velingrad

Varna - Bourgas

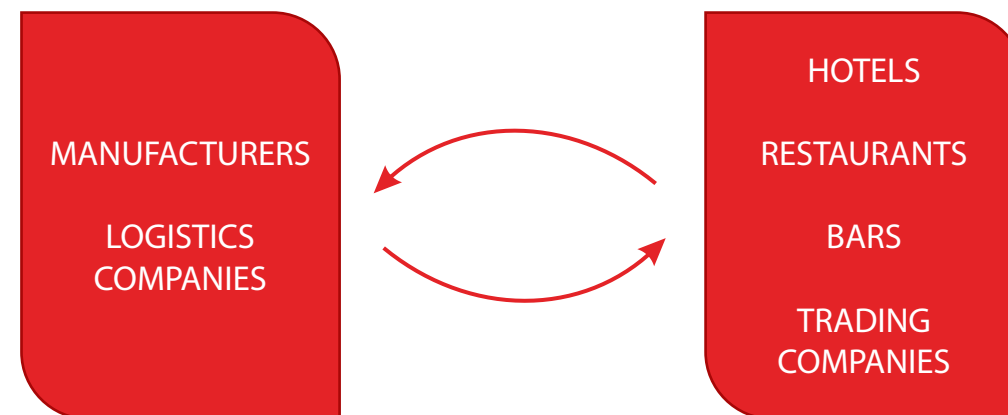
## Profile

For almost two decades, the exhibition forum **Foods and Beverage for the Tourism & XOCT Industry** has proven its effectiveness as a meeting of strategic business partners in the HORECA industry. Through intensive business talks, attractive culinary demonstrations, presentations of innovative technologies and systems, manufacturers and traders showcase products and services to representatives of tourist sites - hotels, restaurants, bars, trading companies.

**Known, expected and necessary for the tourism industry, Foods and Beverage for the Tourism & XOCT industry** is a space that allows the achievement of concrete results - forming new contacts, establishing sustainable partnerships, achieving maximum sales, positioning brands, and brand awareness.

Since its inception, striving to be the best platform for business contacts on the eve of the tourist seasons, the event is growing and developing, adding new activities in order to meet the requirements of exhibitors and visitors.

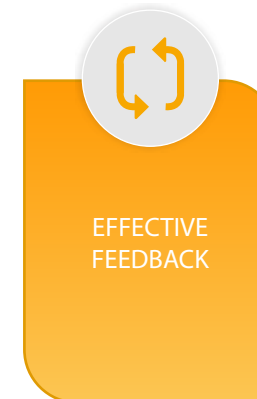
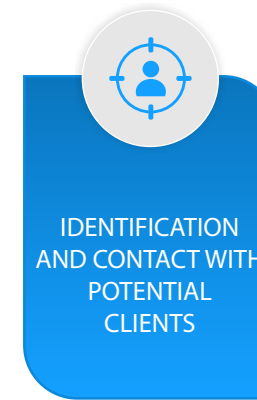
**In 2022, 214 companies at 299 stands participated in the four editions of the forum Foods and Beverage for the Tourism & XOCT industry, and the event was visited by 1,405 representatives of 617 tourist sites.**



## What is Foods and Beverage for the Tourism & XOCT Industry?

**Professional B2B forum for the HORECA industry**, conducted according to a proven formula and with proven effectiveness.

The event is a **crossroad** between strategic business partners: key representatives of tourism and HORECA sites /hotels, restaurants, bars, shops/ meet and exchange information with companies - manufacturers and traders of foods and beverages, hotel equipment, systems and technologies.



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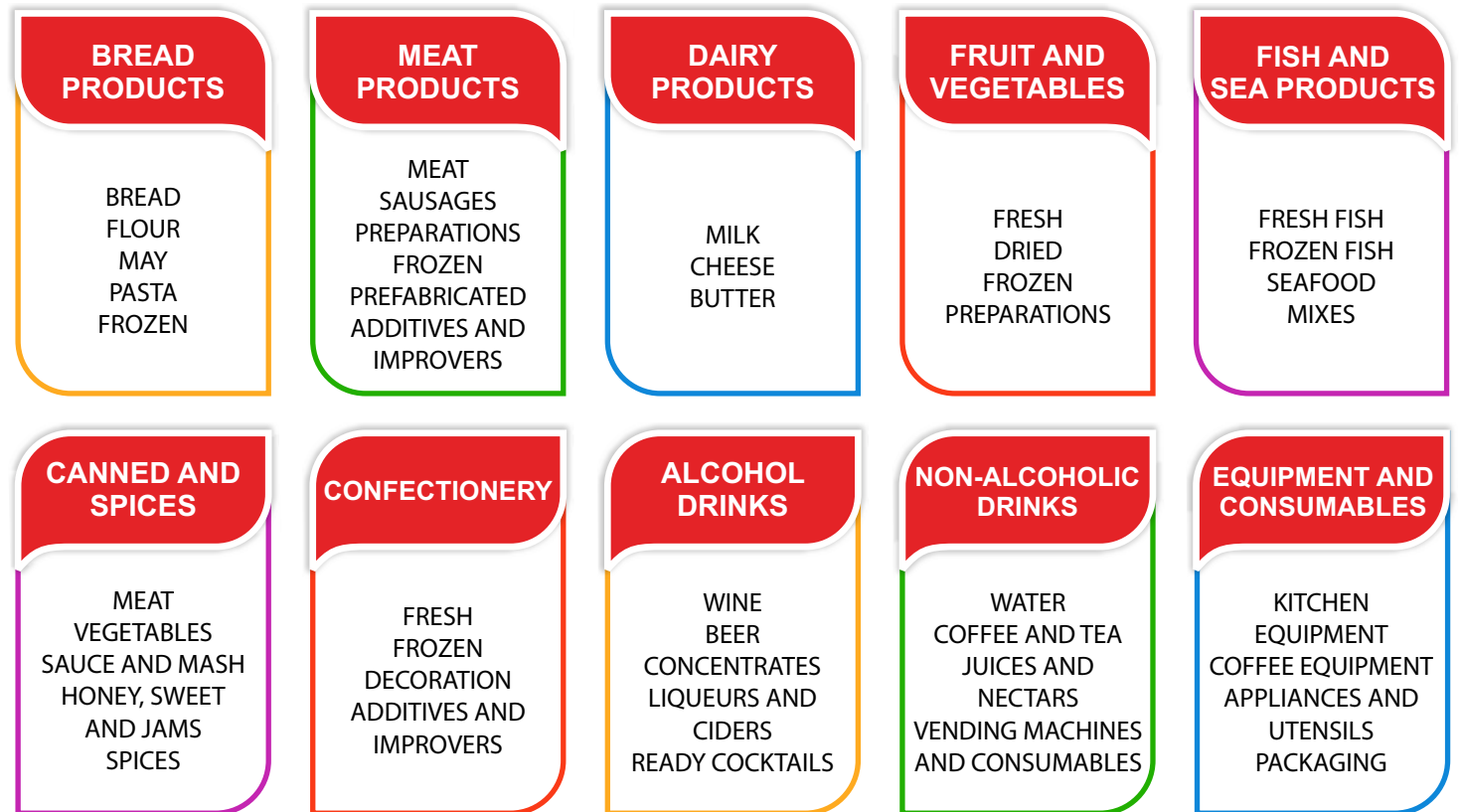
# FOOD AND BEVERAGE FOR TOURISM

## Who participates?

Conceptualized and implemented as an effective marketing tool, the forum **Foods and Beverage for the Tourism & XOCT Industry** is a product of ongoing in-depth research and detailed knowledge of the tourism industry and its needs.

**Foods and Beverage for Tourism** is an event closely focused on the needs of hotels, restaurants and all HORECA organizations in the field of tourist catering.

Companies from the following specifically defined areas are invited to participate:





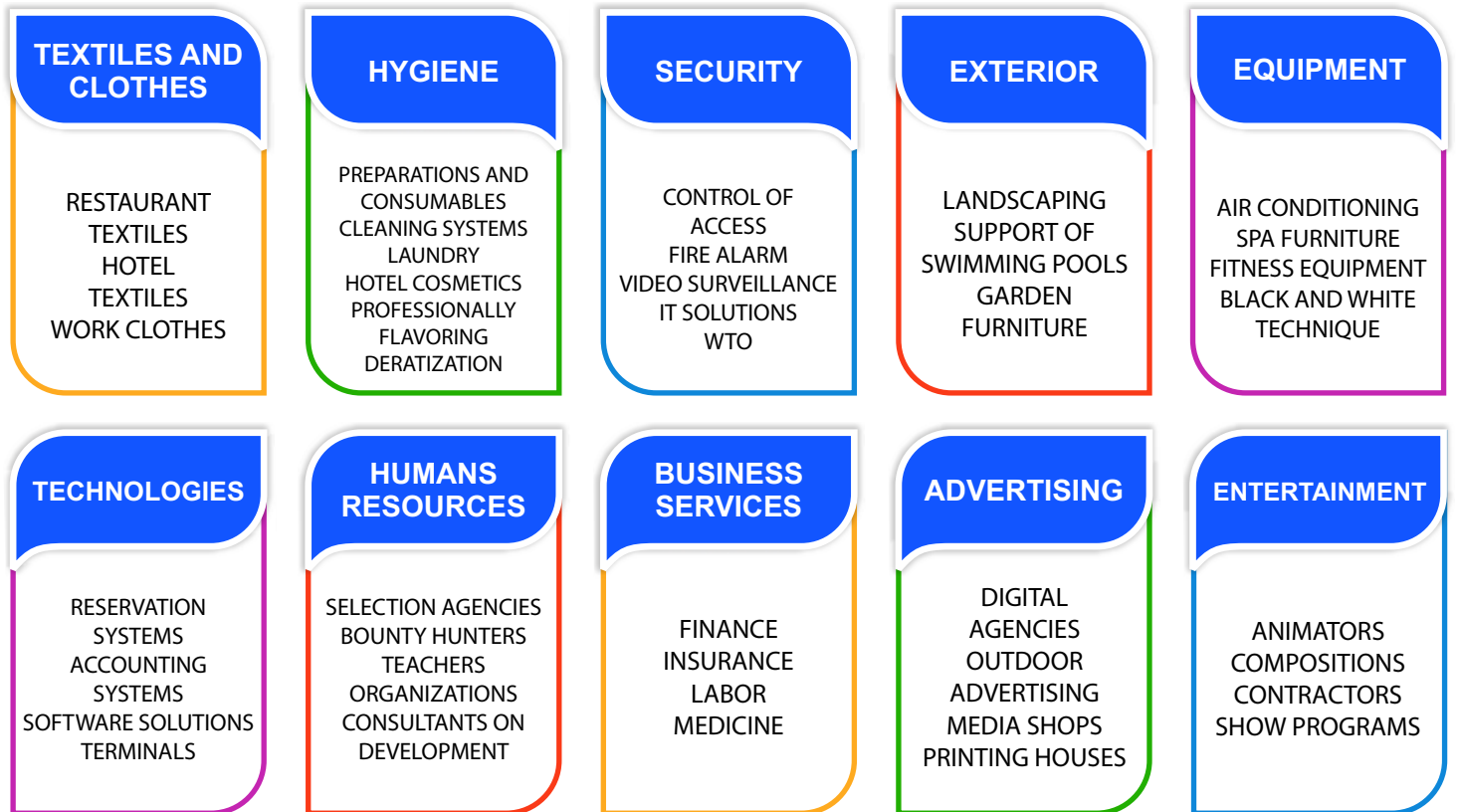
## Who participates?

In April 2019, **XOCT Expo** started as an independent project, including 52 companies located on 83 stands.

In the complex pandemic and post-pandemic environment, the **XOCT industry** sector will be presented in parallel with the event **Foods and Beverage for Tourism**.

In 2023, the focus is on the needs of the tourism industry in the non-food sector, by presenting specialized hotel equipment, systems and technologies.

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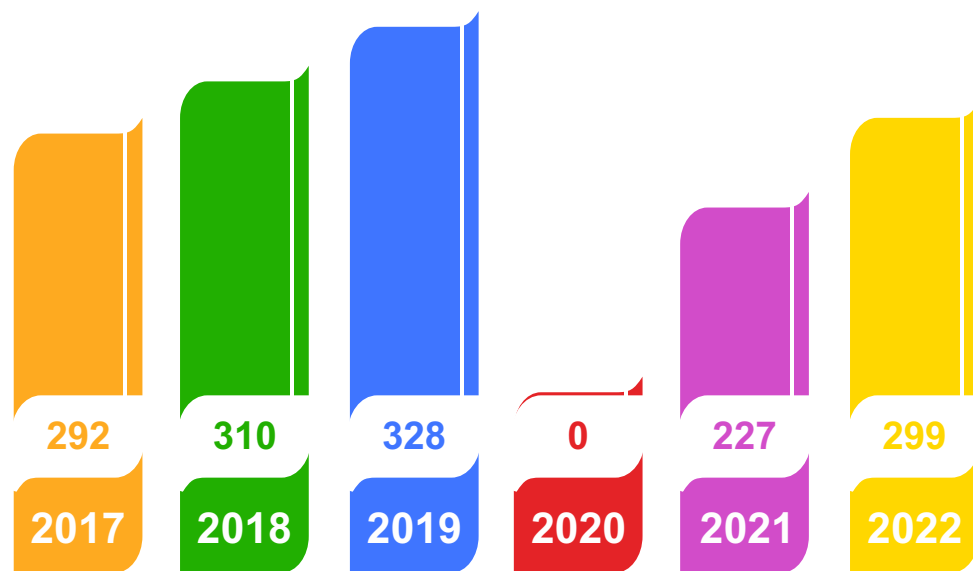


## Who participates?

Golden Sands, Sunny Beach, Bansko, Pamporovo\*  
(cumulative data for the four venues of the exhibition)

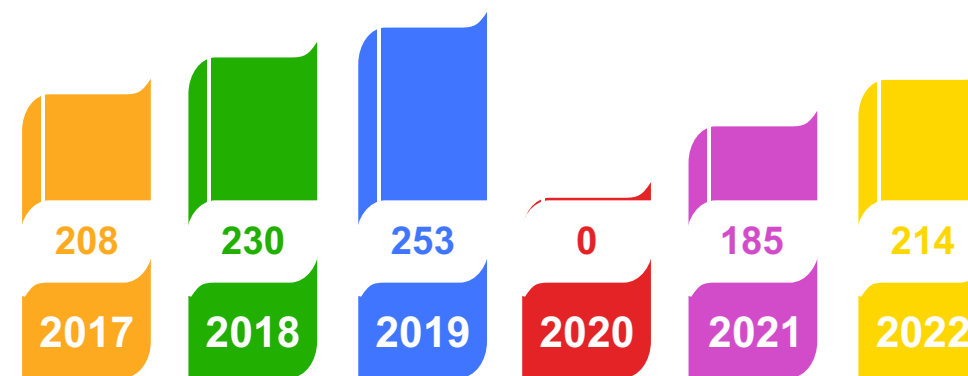
*\*The indicated data are for the period 2017 - 2022. In 2020, the forum was not held due to pandemic related restrictions, and in 2021, the conditions and measures imposed severely limited the number of exhibitors and visitors.*

Number of stands/years



Year	Golden Sands	Sunny Beach	Bansko	Pamporovo	TOTAL	
	Number of stands / year	Number of stands / year	Number of stands / year	Number of stands / year	Number of stands / year	Number of stands / year
2017	104	124	64		292	208
2018	108	132	70		310	230
2019	117	138	73		328	253
2020	0	0	0		0	0
2021	68	79	52	28	227	185
2022	94	102	66	37	299	214

Number of exhibiting companies\*\*/years



*\*\*The number of companies is smaller than the number of stands due to participation of these companies in more than one venue and with more than one stand.*

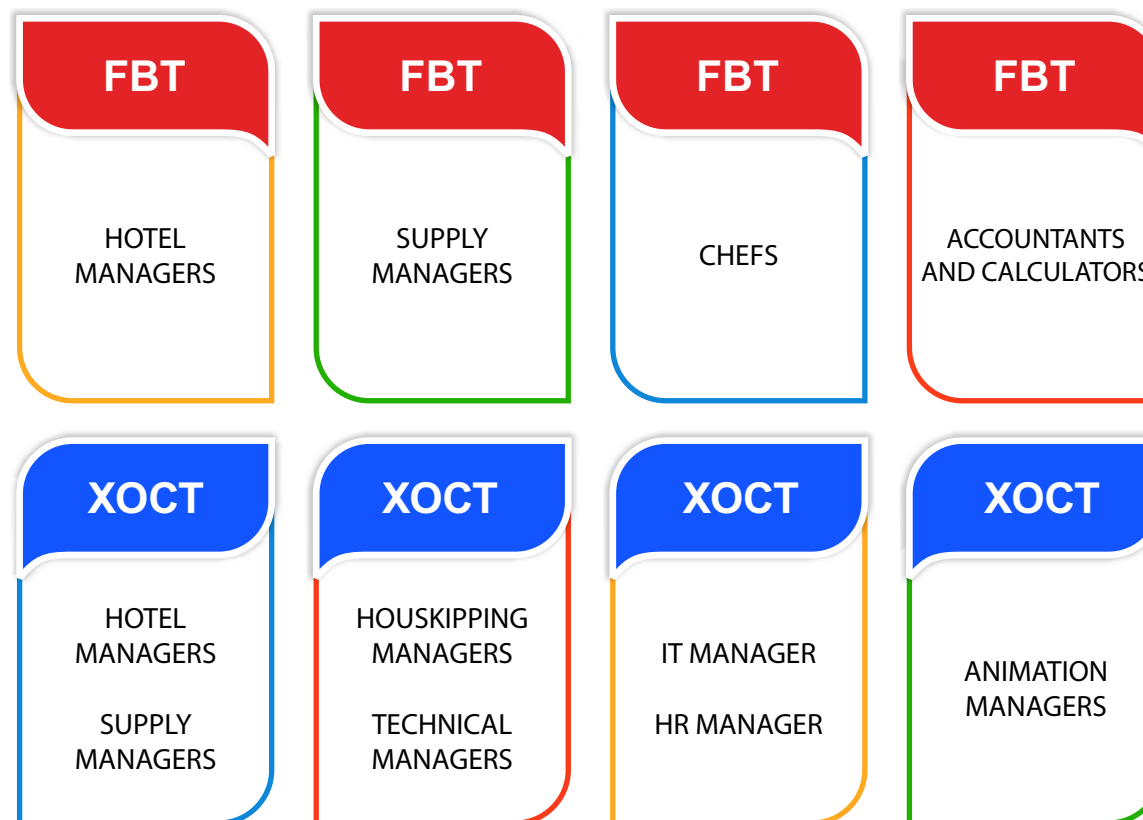
## Who visits?

Personally invited as visitors on behalf of the tourism industry are:

- hotel managers, supply managers, chefs - key representatives of all major sites in the HORECA sector.

- hotel managers, supply managers, housekeeping managers, technical support managers, IT managers, HR managers, entertainment managers, etc. - key representatives of the HOST industry from all major sites in the HORECA sector.

The constantly evolving and updated database of the forum includes all sites from summer tourist centers on the entire Bulgarian Black Sea coast - from Shabla in the north to Sinemorets in the south, winter tourist centers in Bansko and Pamporovo, and all modern urban and business hotels in Sofia and major Bulgarian cities.





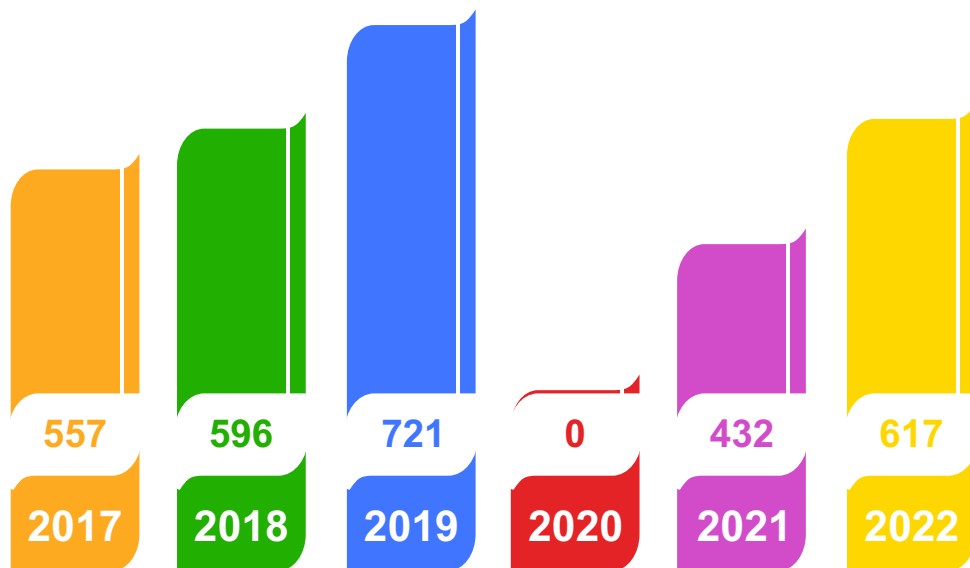
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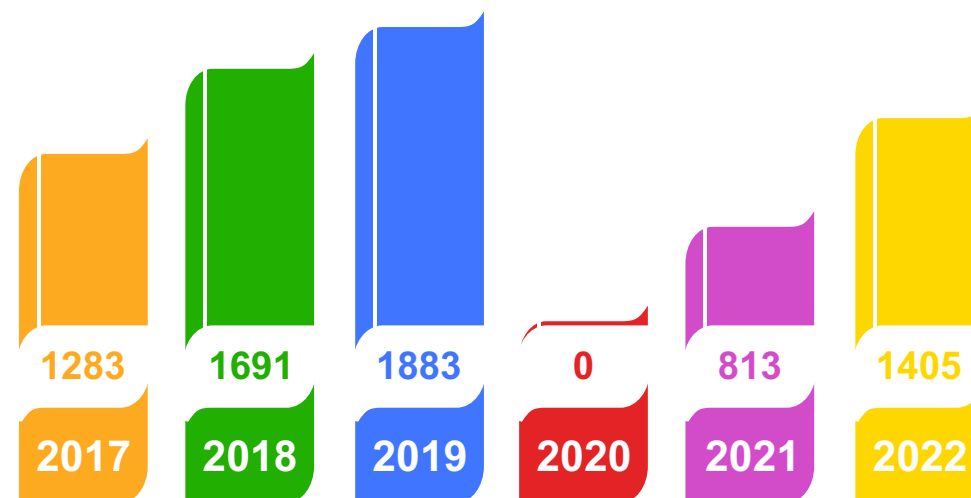
Thanks to the purposeful and detailed registration of each guest of the forum, the **Foods and Beverage for the Tourism & XOCT industry** forum has factual and realistic statistics and accurate analysis of event attendance.

Year	Golden Sands		Sunny Beach		Bansko		Pamporovo		TOTAL	
	Tourist sites	Visitors	Tourist sites	Visitors	Tourist sites	Visitors	Tourist sites	Visitors	Tourist sites	Visitors
2017	169	390	245	587	143	306			557	1283
2018	203	607	249	763	144	321			596	1691
2019	242	683	301	862	178	338			721	1883
2020	0	0	0	0	0	0			0	0
2021	132	250	190	379	78	134	32	50	432	813
2022	146	323	251	645	143	288	77	149	617	1405

Number of tourist sites visited the events/years



Number of visitors/years



## How does it happen?

Direct meetings with the professionals and the decision-makers in the HORECA industry! Business talks, attractive demonstrations, master classes, inspiring atmosphere!



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## New in 2023

### New format - Four seasons

In 2023, **FOOD AND BEVERAGE FOR TOURISM** presents a new format planned to be implemented in 7 new tourist destinations.

**Profile:** Presentation dinner where up to 10 companies have the opportunity to present their brands to 20+ top chefs from the respective location.

**Purpose:** Presentation of high-quality, modern, innovative products and services in the field of tourist catering to tourist sites operating all year round (city and business hotels, high-class restaurants).

**Locations/times:**

Rousse - Veliko Tarnovo / March 15 - 16, 2023

Stara Zagora - Plovdiv - Velingrad / May 16 - 18, 2023

Varna - Bourgas / September 19 - 20, 2023

You can find detailed information about the format here: [www.hnt-bg.com](http://www.hnt-bg.com).

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## Marketing 2023

Aiming to be the best platform for working marketing solutions in the HORECA sector in Bulgaria, Food and Beverage for Tourism & HOST Industry offers a number of communication tools designed to be effective both during the forum and throughout the year.

Take advantage of a wide range of options **based on your profile and your marketing strategy**:

### COMMUNICATION TOOLS

**HORECA exhibitor handbook** - participate with key operational information about your company;

**QR HORECA library** - you have the opportunity to provide an unlimited amount of information, which forum guests will receive with just one click;

**HORECA Media** - interviews, articles, materials about the tourism industry;

**Zone New products** - participating in the zone you can emphasize your latest and most impressive HORECA products and services;

**Catalog Top products and technologies** - reaching directly to key professionals in the industry and announcing in advance the upcoming participation in the forum;

**Mailing campaigns** - immediately before and during the active tourist seasons - challenge and maintain the interest of your potential and existing customers.

*Learn more at [hnt-bg.com/ Section Documents](http://hnt-bg.com/Section Documents).*

### MARKETING PACKAGES

#### Marketing packages

The packages have been developed with the aim of maximum efficiency of the exhibition participation before, during and after the event.

They provide more visibility to target audiences and better contact with forum visitors.

*Get to know the contents of the **Standard, Plus and Premium packages** at [hnt-bg.com/Section Documents](http://hnt-bg.com/Section Documents).*

## Advantages



**Focus and narrow specialization** in the field of tourist catering and XOCT industry.



**Excellent attendance** - only by professionals, no casual visitors.



**In the "heart" of the seasonal complexes** - close to the representatives of the tourism industry.



**PERSONALLY invited** key employees - professionals, decision-makers.



**Full availability of the kitchens at the restaurants of the hotels**, where the products can be prepared in the required form for presentation and tasting.



**At the right time** - before the actual start of the respective tourist season, when the sites begin their preparation.



**A continuously developing project**, provided with: up-to-date databases for the tourist sites, their potential and key employees; trained and motivated organizational team working directly in and with each tourist site; responsible attitude towards each participant in the event.

## Organizer

**Patchwork Communications Agency** works in the field of integrated marketing communications and specializes in special event management.

We create conceptually and implement practically **B2B exhibition forums**, which develop and perfect their profile with each edition and establish themselves as effective marketing industry tools.

In 2023 our project **Foods and Beverage for the Tourism & XOCT Industry** has the following calendar:

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BLUE  
SUMMER

April 19, 2023

Golden Sands

April 27, 2023

Sunny Beach

WHITE  
WINTER

November 2023

Bansko

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Pamporovo

FOUR  
SEASONS

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May 16 - 18

Stara Zagora - Plovdiv  
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