



Taste of



Horecava

by  
Gault & Millau

## HORECAVA

“Taste of Horecava, in collaboration with Gault&Millau, includes an exclusive chef's table experience. Visitors are introduced to various products and suppliers within the higher segment that contribute to an optimal guest experience. It's all about quality and the story behind the product.”



Why you shouldn't miss this



You are part of the world of experience

Taste of Horecava is highlighted in Horecava's online and offline communication. The location is listed as a highlight on the floor plan and is therefore very easy to find.



You meet your (potential) customers

For four days, more than 60,000 visitors and a central location on the exhibition floor. The ideal situation to generate new leads. Where else can you meet so many potential customers within the higher segment?



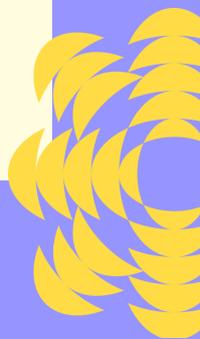
You increase your visibility and brand awareness

While the chefs show their culinary skills, you get the opportunity to show your brand and to present your product to a large audience. As a supplier you contribute to the ultimate experience. Share knowledge and get in touch with your target group.



You boost your sales figures

You have the option of direct sales. Consider a special trade fair offer that encourages a (future) customer to carry your product(s).

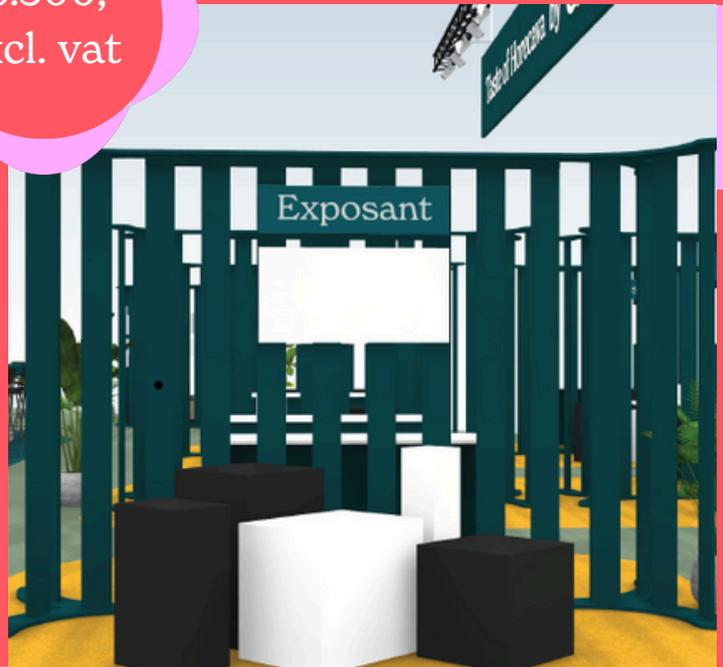


## Participation & price

€6.500,-  
excl. vat

### Main partner\*

- Outlet of +/- 2.6m<sup>2</sup>;
- Nameplate with company name;
- Logo mention of main partner during trade fair;
- Main partner logo at website;
- Logo mention at the Digi Magazine;
- 25 invitation codes for Horecava;
- 3 seats per day at the chef's table;
- Article on Horecava website.



€4.000,-  
excl. vat

### Partner\*

- Outlet of +/- 2.6<sup>2</sup>;
- Nameplate with company name;
- Partner logo mention during trade fair;
- Partner logo at website;
- Logo mention at the Digi Magazine
- 10 invitation codes for Horecava.



## When participating in Taste of Horecava you will also receive:

- Online and offline communication;
- Product placement (sponsoring products);
- 1 power point 3 kW daytime power + consumption (excl. nighttime power);
- 4 exhibitor wristbands and 4 set-upbadges.

\*To guarantee the appearance of the concept, all branding, visuals & accessories on the stand must be approved by the organization. Without agreement, the organization reserves the right to remove it.

Taste of Horecava can be found in hall 1, at a central location near the main entrance.

The exclusive Chef's Table with chefs from de Lindenhof, Voltaire, Echoput, de Nieuwe Winkel and many more, offers a unique experience for 30 guest. Who are you inviting?



#### ABOUT GAULT & MILLAU

Gault & Millau is a leading guide that has been spotlighting the best restaurants and chefs around the world since 1969. The strict and independent assessments make Gault & Millau a reliable and inspiring source for gourmets and catering professionals. Innovation, authenticity and creativity can be found during Taste of Horecava.

Together with you and other entrepreneurs, we join forces. Horecava and Gault & Millau are offering a platform to tell more about your unique product(s), the ingredients, origin and the production process.



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