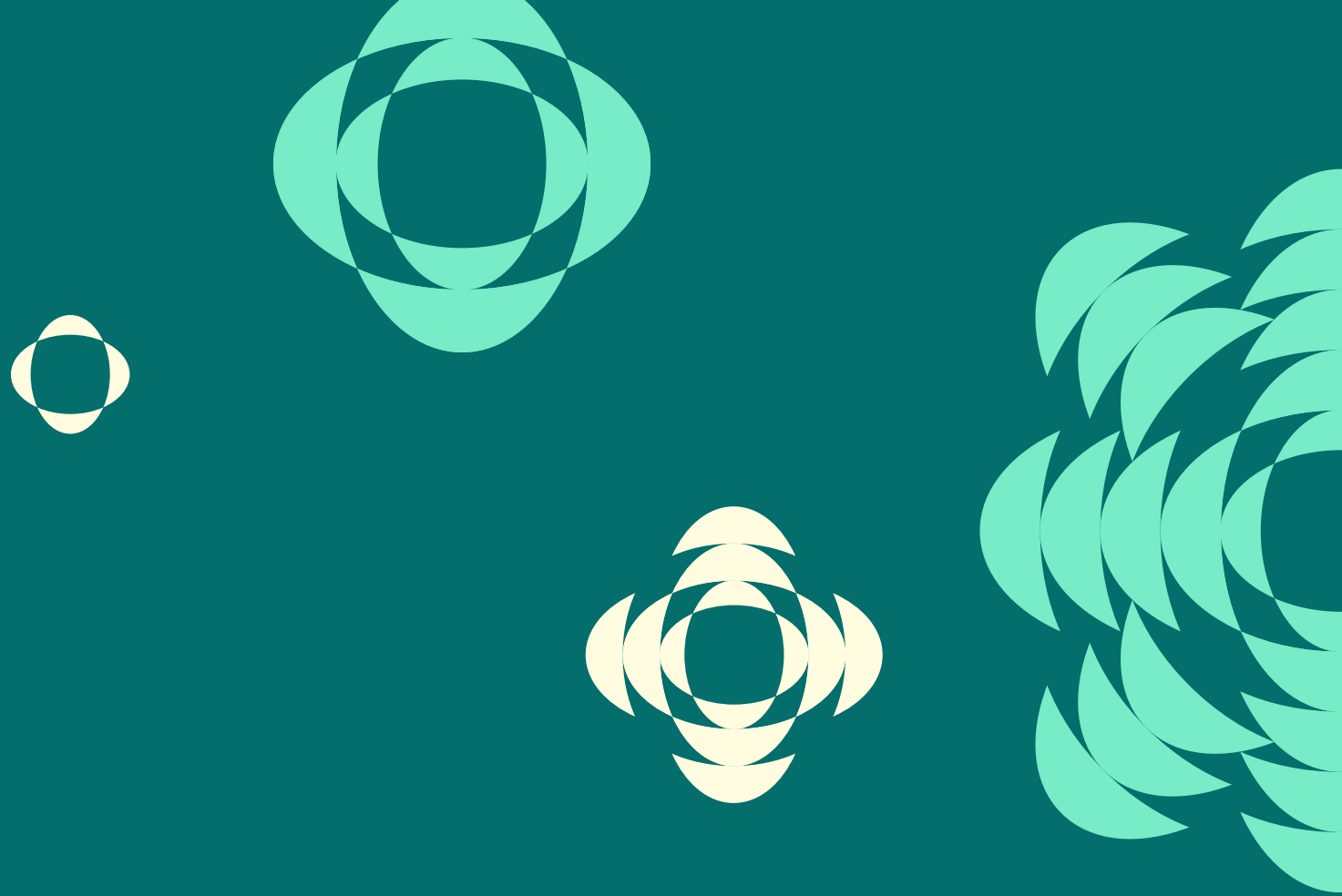


HORECAVA



From Bean to Bakery

Make **your passion** a success on the exhibition floor!



The perfect opportunity to put your coffee or bakery brand in the spotlight!

Do you want to showcase your artisanal coffee, tea, cocoa, bakery or pastry products at Horecava, but without the hassle? Then From Bean to Bakery is the place for you! This ready-to-go trade show concept is specially designed for small and startup businesses looking to stand out on a limited budget or time.

Horecava is the ultimate meeting place for professionals in the foodservice industry. With From Bean to Bakery, you get the chance to share your passion for craftsmanship, attract new customers and collaborations, and present your brand professionally—without worrying about logistics and organization.



HORECAVA

You only need to bring your products, everything else is taken care of!



Is From Bean to Bakery for you?

Here, you'll be surrounded by like-minded entrepreneurs who, just like you, work with passion and craftsmanship. Whether you run a small coffee roastery, specialize in patisserie, or have a unique bakery concept—From Bean to Bakery brings together the finest artisanal brands in a warm and professional setting.

Who will you meet at your stand?

Entrepreneurs and buyers from cafés, bakeries, and restaurants looking for unique ingredients and concepts.

Coffee and tea experts eager to expand their selection with authentic products.

Culinary innovators and chefs discovering exclusive flavors and collaborations.

Retailers and delicatessen shops searching for artisanal products with a story.

Will you seize the opportunity?

If you're a small or startup business in the coffee, tea, cocoa, or bakery segment.

If you want to **grow your brand** without major financial risks.

If you're looking to **showcase your products** at a renowned trade show without the stress of stand construction and logistics.

If you want an inspiring and accessible way to present your products to **the right audience**.

Why choose From Bean to Bakery?

Hassle-free: Everything is set up for you. You focus on your product and visitors.

Affordable: A professional trade show experience without a big investment.

Targeted audience: Reach people who are genuinely interested in your industry.

Inspiring setting: A warm and inviting atmosphere where your product truly shines.



Good to know

To maintain the professional and uniform look of From Bean to Bakery, there are a few guidelines for using your stand:

- Keep your presentation airy—reserve about one-third of your space for an open feel.
- Use the provided display options, such as your banner(s) and nameplate.
- Additional items like posters, beach flags, or roll-up banners are not allowed.
- The market stand and furniture have been carefully selected and cannot be modified or replaced.

When you book your spot, you'll receive the complete stand construction regulations. These will outline exactly what is and isn't possible, helping you prepare for a successful trade show experience.

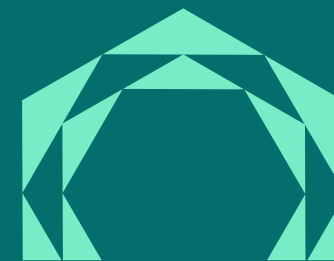
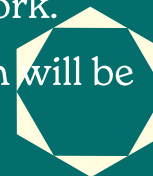
What do you get as an exhibitor?

With From Bean to Bakery, you only need to bring your products—everything else is taken care of!

- A fully equipped stand (9 m²) – including a counter, high stool, and display cabinet.
- Your company name on the fascia board – clearly visible to visitors.
- A shared water point and a 3 kW power supply – perfect for coffee machines or small equipment.
- Access tickets and promotional materials – including 2 setup badges, 2 exhibitor wristbands, and 5 invitation codes for your network.
- Visibility through Horecava promotion – your participation will be featured in the broader event communication.

Location: Hall 12 (Coffee, Tea & Cocoa), Horecava

Investment: Only € 3.154,- (including registration fee)



HORECAVA

Claim Your Spot

Spots are filling up fast, don't miss out! Do you want thousands of hospitality professionals to discover your coffee or bakery brand? **From Bean to Bakery** is your chance to showcase your passion in a ready-made stand without the hassle.

Everything is set up for you - just bring your product.

- A professional trade show experience without a big investment.
- The place where entrepreneurs, chefs, and buyers seek new brands.
- A fully arranged stand, no stress, just focus on your product.

Last year, spots sold out fast! Don't wait too long, once it's full, it's full.

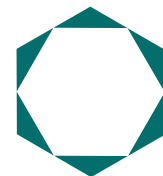
More information or make a reservation?

Call or e-mail us for the possibilities. We like to think along!

+31 (0)6 39 05 43 05

horecava@rai.nl

Or visit: www.horecava.nl



HORECAVA



“Coffee is a **language**
in itself.”

Jackie Chan

HORECAVA