



PRESS RELEASE

Expo “DISTILLO 2023”, the maturity edition

*More orders and business contacts for the second edition of the most important Italian event dedicated to the emerging phenomenon of micro-distilleries
Craft distilling is on the rise, boosted by the gin boom: 39 openings in one year*

Milano, May 2023

Fewer onlookers, more business-oriented attendance. The second edition of the Milan 'DISTILLO' fair - the most important Italian event for discovering the world of craft distillation, staged in Via Mecenate on 16 and 17 May - marked a significant change of pace in the very perception of the event. Compared to the inaugural edition, there were fewer visitors in absolute terms (around 550 over the two days, from both Italy and abroad), but at the same time business contacts and orders to exhibitors increased. A more mature edition, therefore, and oriented towards the development of commercial projects. It is no coincidence that one of the main objectives of the event is to bring craftsmanship closer to new technologies, addressing both distillation industry professionals and those who - in an ever-increasing number, according to the feedback gathered at the fair - intend to approach the world of copper and stills. "This is an important result," emphasise organisers Claudio Riva and Davide Terziotti, owners of Craft Distilling, "because it confirms the Milan exhibition as the leading event for the entire Mediterranean basin. At a time when the trade fair sector is not experiencing the most brilliant moments in its history, we have managed to keep the value of such an appointment alive".

In addition to the rich programme of seminars and in-depth studies on the latest developments in the sector, thanks also to the presence of the media partner "Spirito Autoctono" and the presentation of the Ampolle d'Oro of the first Italian guide dedicated to spirits, "DISTILLO" also brought together for the first time under one roof around one hundred spirits producers. Also particularly heartfelt was the presentation of an award to master distiller Bruno Pilzer by the Spirito Autoctono team.

From training to raw materials, from production technologies to bottling, at the stands of 'DISTILLO' exhibitors were able to meet entrepreneurs interested in opening or developing their own distillery, meeting leading Italian and international experts. From the two-day event in Milan, it emerged that the craft distilling phenomenon in Italy is in full development and promises to replicate the boom that has seen beers in the last twenty years. The number of distilleries operating in Italy also continues to grow - there have been no fewer than 39 new openings in the last year - driven above all by the gin boom. "We continue to breathe a lot of euphoria, with a high growth rate. The interest in the production of premium spirits," Riva and Terziotti add, 'is reinforced by the ability of this sector to expand even in difficult times. Between 2008 and 2015, in the midst of the economic crisis, craft spirits in the United States experienced exponential market growth, bucking the industry trend'.

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