PRESS RELEASE

Milan, record numbers at the "DISTILLO" expo: 800 admissions in 2 days

The dawn of a boom: the first event dedicated to the emerging phenomenon of micro-distilleries marks the beginning of a new chapter. Sold out the 12 masterclasses. Craft Distilling: "The target 200 new openings by 2030, with 100 million induced assets"

Milan, 19th May 2022

Two days of meetings, masterclasses and insights that marked the beginning of an exciting new chapter for the craft distilling sector. "DISTILLO", the expo dedicated to the equipment for the micro-distilling ended at the Officine del Volo in Milan with a record balance: **800 admissions in two days**, with enthusiasts and professionals from all regions of Italy but also from other European countries. The twelve masterclasses set up by Craft Distilling with experts in several areas went sold out: "The real surprise - the organizers **Claudio Riva** and **Davide Terziotti** say - was to register so much interest even in deep technical sessions, that in some cases saw over 120 people attendees".

The event objective, involving both established distillers and who - in ever increasing numbers - intend to start-up a new distillery, was to bring craftsmanship closer to new technologies. The trend that clearly emerges from "DISTILLO" shows an exciting emerging market that in Italy is still at the early stage but is ready to explode, replicating the path in craft brewers: "Considering the feedback we collected during the expo - Terziotti and Riva explain - we can estimate that **at least 25% of the participants are serious about starting a distillery project** and some of them are already in an advanced phase ".

"After decades of closures - Claudio Riva and Davide Terziotti say, setting an ambitious goal - **we estimate that around 200 new distilleries can open in Italy by 2030**". Considering that initial investments to open a craft distillery will be between 60k and 200k euros, it is fair to say "DISTILLO" could drive **around 100 million euros of induced investments in the coming years**. We planted the seed in autumn 2020 with a conference, hosting several international speakers, and DISTILLO represents the first sprout of a clearly growing movement. This market has remained stagnant for a long time, distilleries born in the Italian Alpine valleys have been transferred to medium-large companies. Now the system is finally pushing to bring back the art of distillation as a public heritage".

Born as an Italian fair, with the participation of nine still producers, "DISTILLO" has already become the reference event of the entire Mediterranean area for the world of craft distillation. From training to raw materials, from production technologies to packaging, in the "DISTILLO" stands the exhibitors met with entrepreneurs interested in opening or developing their own distillery. The conferences and seminars that took place over the two days - some of which were set up together with the 'Spirito Autoctono' guide, with whom the partnership is already looking to next year - gave the opportunity to meet leading Italian and international experts. A real laboratory of experimentation and contamination, a meeting place, and new opportunities to reflect on the world of artisan spirits and to launch that great interest already

underway at a global level in Italy as well.

"DISTILLO" is organized by **Craft Distilling** company, of the gurus **Claudio Riva** and **Davide Terziotti**, and it is not a coincidence that the expo makes its debut in our country in such a delicate historical period. If craft distilling, in fact, started from the United States, where there are over 2,000 active realities, also in Europe it is rapidly expanding: England has overtaken Scotland in number of distilleries, with an opening rate of about one a week, and in France the 250 units have been abundantly exceeded. Even in Italy the first structures have already been born and there is a lot of euphoria, with a high growth rate and an estimate of at least 20 new distilleries in 2022.

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