

Results of the 1st International Specialized Exhibition
for Equipment and Accessories for Barbecuing & Grilling

BARBECUE EXPO 2012

September 18-21, 2012, Moscow, Russia

BARBEQUE EXPO

- **only international specialized exhibition in Russia** dedicated to barbecuing & grilling equipment and accessories, as well as a wide range of products for outdoor cooking and leisure!
- held for the first time **September 18 -21, 2012** at CEC "Expocentre" in Moscow
- opportunity **to meet** manufacturers and suppliers at one site, to study the proposals, to collect up-to-date information, to establish new business contacts
- opportunity to get the best price, delivery and service offers for wholesalers and retailers.
- BBQEXPO is officially supported by the **Russian Barbecue Association** and **World Barbecue Association Russia**







Exhibition Organizer: EUROEXPO, the International Exhibition Company

- At the exhibition market since 1992
- Organizer of 11 international specialized exhibitions
- Member of the Russian Union of Exhibitions and Fairs since 2001
- Full member of UFI Global Association of the Exhibition Industry since 2010
- Member of the Moscow Chamber of Commerce and Industry since 2000
- Member of the the International Congress and Convention Association (ICCA) since 2008
- Euroexpo's services on the organization of exhibitions and conferences are certificated and meet the requirements of ISO 9001:2000
- The branch office for International Business Contacts was opened in Vienna, Austria in 2006

Exhibition Profile

- Cooking equipment, including chargrills, grills, barbecue, smokers - coal, gas, electric, and solar
- Instruments, accessories and tools for barbecue
- Ignition means (liquid and solid)
- Cleaning agents
- Fuel, coal, coal bricks, euro woods, pellets and wood chips
- Protective equipment, including masks, glasses, burn packs, fire-extinguishers, repellents
- Clothes for barbecue, as aprons, wrists, clothes, footwear and head pieces
- Personal hygiene products, antibacterial gels and etc.
- Heat resistant paints for barbecue equipment coating
- Books on barbecue and specialized media
- Equipment for outdoor areas, including tents, trash containers, tables, chairs and lighting
- Drinks - wine, beer, soft drinks, bottled water
- Mobile refrigerators and thermal packs
- Tableware, cutlery and picnic sets
- Semi-finished products for barbecue, i.e. meat, fish and poultry
- Sauces, dressings, marinades and spices
- BBQ catering services.

BARBEQUE EXPO 2012: Statistics

- **106 companies from 14 countries**, including Australia, Belarus, China, France, Germany, Ireland, Italy, Lithuania, The Netherlands, Pakistan, Russia, Taiwan, USA, Ukraine participated at the first edition of Barbeque Expo in 2012.

- The **first edition** of Barbeque Expo occupied **2000 sq. m.**

- Over **7000 people** visited the exhibition. Suppliers, dealers and wholesalers, as well as specialized and chain shops , HoReCa representatives, owners of country houses and open air facilities were among them.

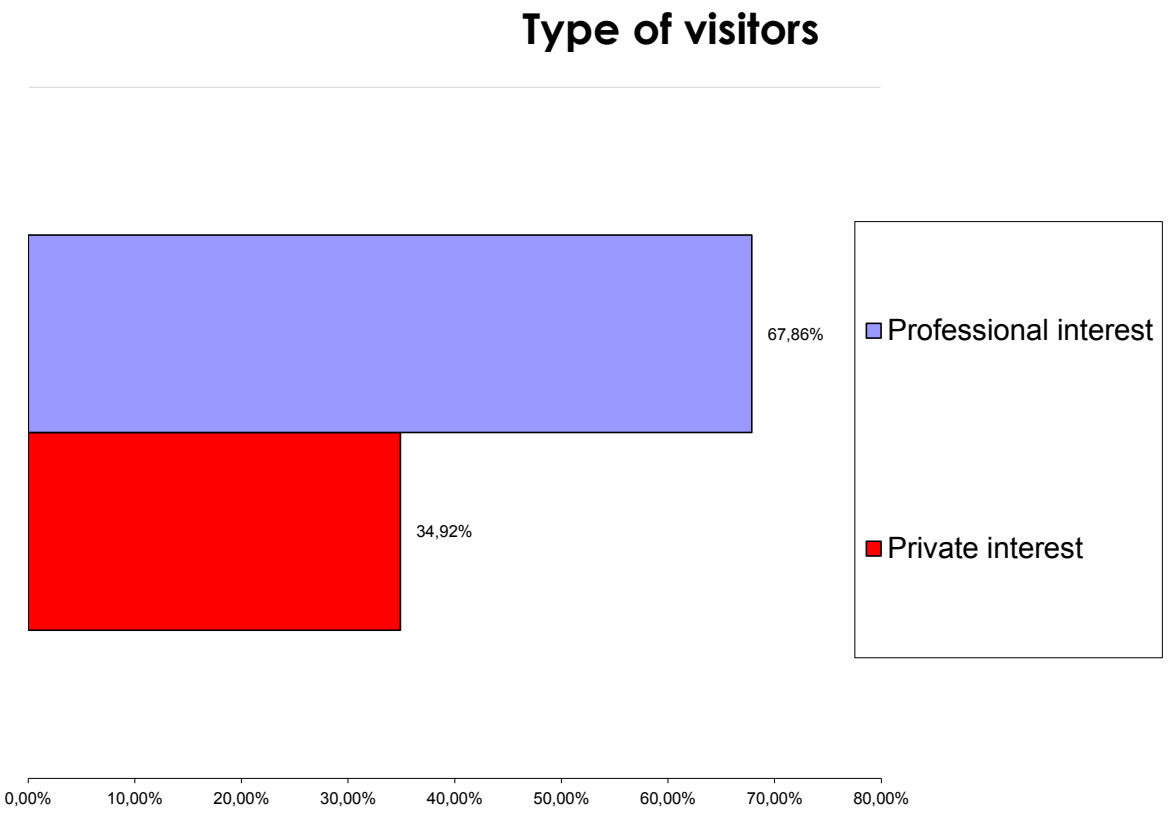
- An extensive **programme of unique co-located events evoked** a great interest among both professionals and the end customers





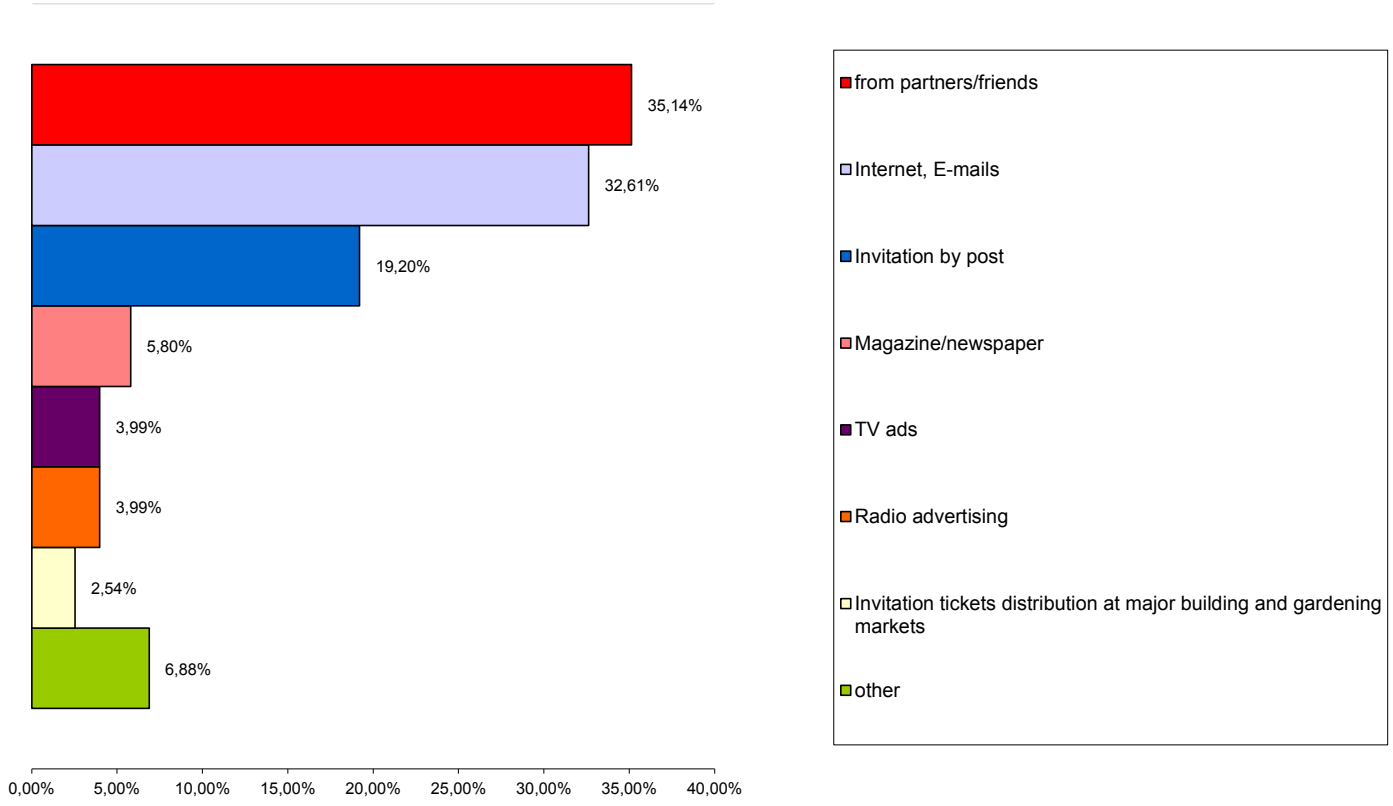


BARBEQUE EXPO 2012: Statistics



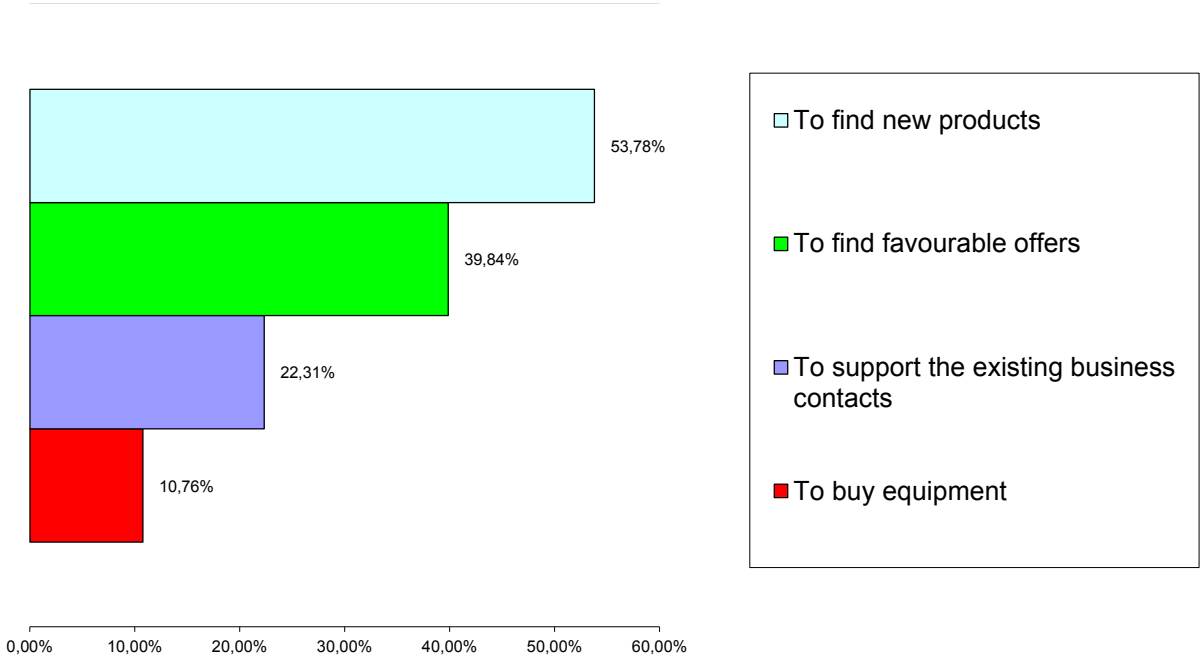
BARBEQUE EXPO 2012: Statistics

Information source about Barbeque Expo



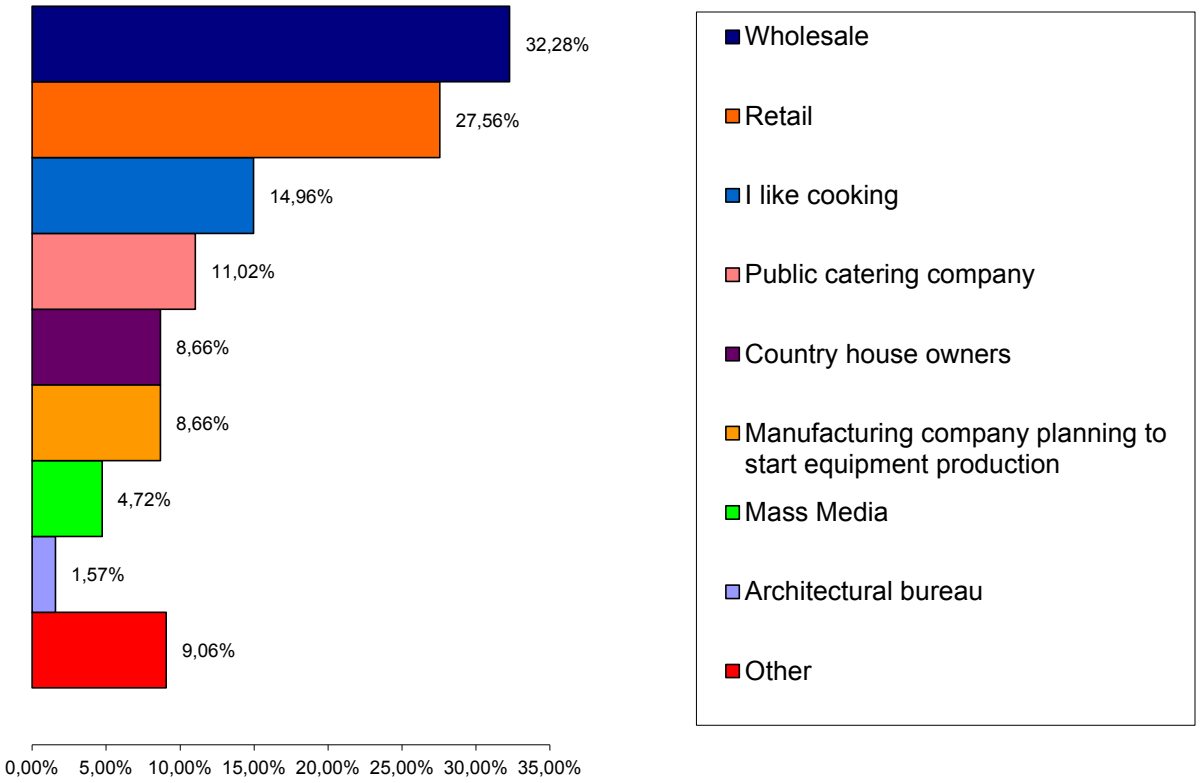
BARBEQUE EXPO 2012: Statistics

Aim of visiting



BARBEQUE EXPO 2012: Statistics

Company profile



Exhibitors Feedback

- **74%** of exhibitors are satisfied with the **number of visitors**
- **64%** of exhibitors are satisfied with **visitors quality**
- **80%** of exhibitors had **perspective contacts** at the exhibition









Opening Ceremony

Honoured guests of the **official exhibition opening ceremony**(from left to right):

- **Mikhail Strigoun**, Executive Director of "Euroexpo"
- **Artem Engoyan**, President of the Russian Barbecue Association
- **Elena Shabardina**, Head of "Expocentre" Hosted Exhibitions Division
- **Elmar Fetscher**, Chief Editor of Fire&Food Magazine
- **Alexander Konstantinov**, President of the Ukrainian Barbecue Association
- **Sergey Yushin**, Chairman of the Executive Committee of the National Meat Association of Russia.



Programme of co-located events

An amazing **BBQ Show** with the bull roasting on a spit was held for the first time in Russia within the exhibition.

BBQ Show partners:

- Equipment – Vertel Company
- Bull – "Zeros" group of companies, Lipetsk
- Spices: Kotanyi, Austria
- Coal – Serdolik, Khimki







Best of the Best BBQ Russia Festival

BEST OF THE BEST BBQ RUSSIA Festival was held within **Barbecue Expo**. 6 most famous Russian grill-bosses cooked dishes in several categories!

Festival Organizer: Russian Barbecue Association

Festival participants: :

1. **Sergey Anikin**, Brand Chef of "Cafe Uncle Sam" restaurant chain, a Member of the Culinary Board of the Russian National Guild of Chefs;
2. **Yigal Gorelick**, Executive Chef of "Cafe Blanc" restaurant, a Member of the Russian National Guild of Chefs;
3. **Vyacheslav Delberg**, Brand Chief of "RPCOM", Member of the Russian National Guild of Chefs;
4. **Konstantin Zhbakov**, Chef of the Highest Category, the Meat Expert;
5. **Kirill Martynenko**, Chief Consultant, Managing Partner of "Torro Grill" restaurants, Member of the Culinary Board of the Russian National Guild of Chefs, Senior Lecturer of the School of Culinary Art;
6. **Erwin Peters**, Head Chef of "El Gaucho" restaurant, Member of the Culinary Board of the Russian National Guild of Chefs.



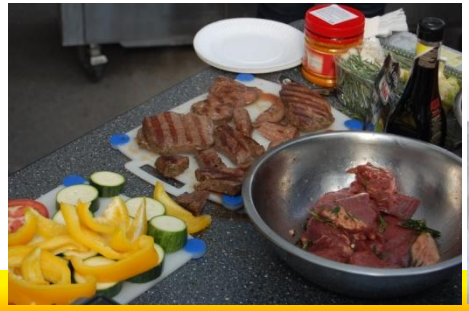


Master classes

The diverse cooking master classes and presentations took place during 4 exhibition days, represented by the well-known grilling experts:

- **Kirill Martynenko**, chief consultant, managing partner of "Torro Grill" restaurants
- Vyacheslav Delberg, brand chief of "RPCOM"
- **Primo Grills & Smokers**
- **Jamie Magazine**
- **"Vkusno I Polezno"** magazine
- **Simple Wine News,** (Alexander Bakhiev, the sushi chief of "Moloko" café,)





BBQ Media Cup

- The **BBQ Media Cup** took place on the last exhibition day.

Participants:

RAPSI RUSSIAN LEGAL INFORMATION AGENCY

РАДИО РОССИИ

ОТДЫХ В РОССИИ ЖУРНАЛ

According to the rating results, the first place, the Gold BBQ Media 2012 and the Style BBQ Cup won RAPSI team with a total score of 477 points.

Having 70 points less, the team of the «Otdykh v Russii» magazine, the «Smoked Chiefs» took the second place. The team was rewarded with the Silver BBQ Media Cup 2012 and the Friendship BBQ Cup.

And finally the third place, the Bronze BBQ Media Cup 2012 2012 and the Spirit BBQ Cup was awarded to RADIO RUSSIA team.

Photo Report


















BBQEXPO Team

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Barbecue expo

Barbecue expo'2013

We will be happy to meet you at the
2nd International Specialized Exhibition
for Equipment and Accessories for Barbecuing & Grilling

BARBECUE EXPO 2013

16-19 September 2013
Moscow, CEC "Expocentre", Pavilion 5