



BARBECUE EXPO 2012

INTERNATIONAL SPECIALIZED EXHIBITION EQUIPMENT AND ACCESSORIES FOR BARBECUE & GRILLING

18-21 September 2012, Moscow, CEC "Expocentre"

Press Release

18-21 September 2012 the CEC "Expocentre" in Moscow hosts the first international specialized exhibition "Barbecue Expo-2012", representing barbecue & grilling equipment and accessories, as well as a wide range of products for outdoor cooking and leisure.

Barbecue has become more and more popular in Russia within the last few years. The growing interest in outdoor leisure and healthy cooking, considering the global cuisine standards and traditions as well, lead the quick and dynamical BBQ market development in Russia. The truly mass interest to everything related to outdoor activities, leisure and eating proves once again the demand of a barbecue show in our country.

"Barbecue Expo-2012" is organized by "Euroexpo", and is supported by the Russian Barbecue Association and the Barbecue Industry Association Grillverband (Germany).

"Barbecue Expo" is demonstrating the equipment, accessories and related products and services for the barbecuing and grilling. Exhibition provides the unique opportunities for new business contacts establishment, market expansion and up-to-date information collection. Barbecue Expo is a great launch platform for the companies searching for an entry to the Russian market.

The official exhibition opening ceremony will take place at the **Pavilion 5 outdoor area** on 18 September at 12:00. Sergey Yushin, chairman of the executive committee of the National Meat Association of Russia; Alexander Konstantinov, president of the Ukrainian Barbecue Association, Artem Engoyan, president of the Russian Barbecue Association, Kirill Anisimov, General Director of "Euroexpo" are among the honoured guests

Over 100 companies will take part at "Barbecue Expo-2012", both from Russia (Chelyabinsk, Tver, Bryansk region, Kazan, Penza, Tula, Novocheboksarsk, Ekaterinburg, Novosibirsk, Lipetsk region,

Rostov-on-Don, Tomsk) and abroad: Belarus, Germany, Italy, China, Lithuania, the Netherlands, Pakistan, Russia, Taiwan, Ukraine, France.

The well-known equipment manufacturers from Russia and abroad: **Weber-Stephen Vostok, Big Green Egg, BeefEater, Cobb Baltic, Koulman Vostok, Serdolik, Cadero Hardware Products Mfg Co., Polyprom Ltd, Primo Grill USA, Grillkoff, Fontan, Enders Colman AG** and others are among the exhibitors.

The 1000 sqm exposition demonstrates a wide range of products and services:

- Cooking equipment, including chargrills, grills, barbecue, smokers - coal, gas and electric;
- 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;
- Equipment for outdoor areas, including tents, trash containers, tables, chairs and lighting;
- 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;
- Books on barbecue and specialized media.

The personal invitations were sent to over 100,000 specialists - wholesalers, retailers and catering companies, as well as to the end customers.

An extensive programme of co-located events will be held at **Pavilion 5 outdoor area**, providing a unique opportunity to see and appreciate the diversity of products for barbecue and grilling, as well as to attend the workshops of the famous gurus.



An amazing **BBQ Show** with the bull roasting on a spit will be held in the frameworks of the exhibition.

Organizer: Russian Barbecue Association

BBQ Show partners: Equipment – Vertel, Istra; Bull – “Zeros” group of companies,

Lipetsk; Spices: Kotanyi, Austria; Coal – Serdolik, Khimki.

BEST OF THE BEST BBQ RUSSIA is a part of Barbecue Expo co-located events programme. 6 most famous Russian grill-bosses will be cooking 4 dishes: fish, poultry, meat and a dessert.

The best Russian grill bosses are among the 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.

The diverse cooking master classes and barbecued and grilled products' tastings will be represented by the following experts:

- Natalia Filatova, chief editor of "Vkusno I polezno" magazine;
- Sergey Anikin, brand chef of "Cafe Uncle Sam" restaurant chain, a member of the Culinary Board of the Russian National Guild of Chefs
- 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;
- Vyacheslav Delberg, brand chief of "RPCOM", member of the Russian National Guild of Chefs;
- Artem Yegonyan, president of the Russian Barbecue Association and World Barbecue Association Russia, international category judge for barbecue, "Mister Spirit of Barbecue" title holder, president of the Russian BBQ Academy
- "Brazilero" restaurant
- Jamie Magazine
- Elena Pankratova, chief editor "Vkusno I polezno" magazine
- "Simple" publishing house, "Simple Wine News" magazine
- Big Green Egg Russia company

The **Journalists Cup**, organized by the Russian Barbecue Association, will be held on the last exhibition day. The following mass media representatives: RAPSI team (captain and chief – Vitaliy

Ushkanov), Radio Russia, “Khoroshiy Instrument” magazine, “Otdykh v Russii” magazine, and www.clubbertv.ru internet portal are among the participants.

Each team will cook 3 dishes (4 portions) on the grill: poultry, meat and a dessert. The dishes will be objectively rated by 3 high-category judges in accordance with the World Barbecue Association refereeing rules. The teams also provide sample portions for the mass media and the public. Every dish is to be cooked within approximately 1 hour, and to be scored in 4 categories, including general appearance, the main ingredient taste, the main ingredient softness, and the garnish taste.

The exhibition received a wide coverage in mass media in Russia and abroad, including: “Fire&Food” magazine, “RestoratorCHEF”, magazine, “FoodService” magazine, “Myasnaya Industriya” magazine, “HoReCa” magazine, “Obschepit: Business I Iskusstvo” magazine, “Liniya Vkusa” magazine, “Domovladelets” magazine, “Vkusno I pilezno” magazine, “Jamie” magazine, “Prigotov” magazine, “Kulinarny Praktikum” magazine, “Restoranoved” magazine, “Zolotoy Gid” magazine, “Meatmaker” magazine, “Stol” magazine, “Simple Wine News” magazine, “Taste” magazine and others. Among the internet partners there are www.bbq4all.it, www.tradekey.com, www.povarenok.ru, www.stranamam.ru, www.charcoal.mybb.ru, www.restoranoff.ru, www.resto.ru, www.restorator.by, www.menu.ru, www.oborud.info and others.

The detailed information about the exhibition is available at www.bbqexpo.ru

Let's Open the World of a Great Barbecue in Russia!

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Organizer:



Euroexpo, Ltd. was founded in 1992. The thematic plan of Euroexpo's exhibitions covers different spheres of economy and is focused on specialists (format B2B).

Since 2000 Euroexpo is the member of Moscow Chamber of Commerce and Industry, since December, 2001 — is a member of the Russian Union of Exhibitions and Fairs, since 2008 — member of International Congress and Convention Association ICCA, since 2010 — the Full member of UFI.

In 2006 in Austria there was founded the partnership company Euroexpo Exhibitions and Congress Development GmbH. Now Euroexpo offices in Moscow and Vienna held 11 international specialized exhibitions annually. Euroexpo's services on the organization of exhibitions and conferences are certificated and meet the requirements of ISO 9001:2000.

EuroexpoStand Company renders the services of exhibition stands' design and construction.

ExpoLady Exhibition Studio is specialized in exhibition personnel (stand assistants, promoters, entrepreneurs, hostesses) and catering services. Besides one of the Studio's activities is the organization of coffee-breaks and banquets including musical and entertainment programs.

www.euroexpo.ru

The exhibition is supported by:



The Russian Barbecue Association was founded on 18 November 2006. The main activities include:

- Working out barbecue development programmes in Russia and their implementation;
- Coordinating and organizing Russian BBQ teams;
- Information databases for BBQ development in Russia;
- Travelling within Russia and abroad to promote barbecuing.
- Organizing BBQ exhibitions;
- Russian teams assistance in barbecue competitions participating abroad;
- Authorization and licensing national, regional and local BBQ events on behalf of the World BBQ Association;
- Promotion of the food industry development in Russia;
- Organizing BBQ contests and competitions in Russia;
- Promotion of healthy lifestyle;
- Development of BBQ industry in Russia.

The Russian Barbecue Association is a member of the World Barbecue Association since 2006.