



**20 SEPTEMBER  
13 OCTOBER**

**Isola della Scala, Verona**

[fieradelriso.it](http://fieradelriso.it)

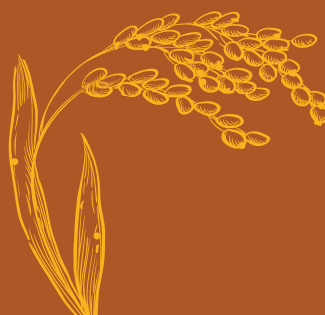
**2024**

**HOSTS**

**tast@  
of earth**

**BECOME AN EXHIBITOR**

**Take part in the  
2024 edition**



**Ente  
Fiera**  
Isola della Scala

# tast@ of earth

The big news is “**Taste of Earth**” which is held from **28th September to 8th October** and will be set up within the “Fiera del Riso”. The new event will have **a dedicated covered area**, offering visitors two complementary macro-areas, the well-known “Fiera del Riso” and “Taste of Earth”. Entrance to visitors is free.

The Fair will be the ideal environment in which exhibitors from all over the world can present their products, tell their story, valorizing the culture and typicality of the territory from which they come. Firstly, the products on display will be food and wine products, secondly, handicrafts, typical clothing and accessories, household products, games,

bijoux, cosmetics, furniture, entertainment and art. Companies can promote and sell their products to the general public, expanding and consolidating their target market. “**Taste of Earth**” aims to be primarily a **business-to-consumer event**, but also to create opportunities for suppliers and buyers to meet.



## The greatest exhibition dedicated to rice

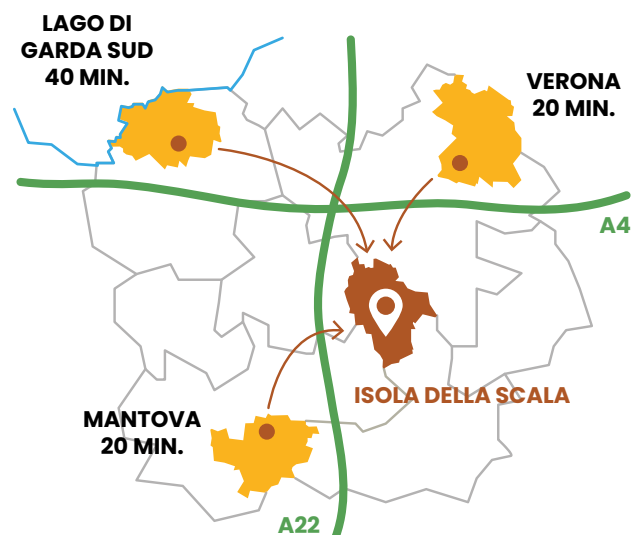


**For over 50 years, the Fiera del Riso represents the main event focus on the world of rice, with over half a million visitors within 19 days.**

The Exhibition is an exquisite food and beverage and cultural appointment, which provides its visitors with entertainment opportunities thanks to a series of parallel events that allow you to experience it

throughout the day. You will find : **show cooking, performances, music, exhibitions, conventions, the Trade Fair and the Farm Village for the youngest. In addition Taste of Earth is the big news of 2023.**

The extraordinary attendance of visitors is guaranteed by the **excellence of the product** – Nano Vialone Veronese IGP Rice – and the **strategic position** that enables to be reached by important cities such as Verona and Mantova that are distant 20 minutes away, whereas Trento, Brescia and Padova just over an hour. People come from all the regions of Italy and from several foreign countries thanks to the railway station, the proximity of the airport and the easy access to the main motorways. The focal point of the Fair is the modern Palariso, that together with the Rice Park counts 30.000 square meters of exhibition area which allows the presence of over 150 exhibitors and sponsors from Italy and abroad. The **Trade Fair** takes place in this area, where there is not only **the world of home at 360°** degrees, but also excellences of food, handcraft, clothing, bijoux.



## An event communicated effectively

Fiera del Riso not only has **natural brand recognition** due to its long and important history, but also **keeps its own brand awareness alive thanks to advertising campaigns** which take advantage of the main communication channels, from the **mainstream media offline** (newspaper, radio, tv, billboards and buses) **to more modern digital media**, including the essential social channels.

## Figures of Exhibition

**+540.000**  
visitors

**560.000**  
course served

**150**  
exhibitors

**30.000**  
metres of  
exhibition spaces

**19 days**  
of showcooking, events  
and appointments

1 ISOLA DELLO SHOPPING

2 ISOLA DEI SAPORI

3 ISOLA EXPO

4 HALL EXPO

5 BORGO DEL RISO

6 PADIGLIONE TRADIZIONE  
e TERRITORIO

7 PALARISO

8 TASTE OF EARTH

9 LUNA PARK

10 AREA SPETTACOLI

SERVIZI  
DISPONIBILI

Toilette

Fasciatoio

Soccorso

Info Point

Parcheggio

Fattoria Didatti

# Map





# tast@ of earth

**"Taste of Earth"**, the event of the Fiera del Riso (Rice Festival) of Isola della Scala devoted to internationalization, welcomed exhibitors from all over the world in 2022. At the inauguration, the stands were visited by international authorities like **Mir Fakhraei** – Director of the Iranian Tourist Board for Italy, **Sergio Berlato** – Member of the European Parliament, **Elisa De Berti** – Vice President of the Veneto Region and Councillor for Regional Legal Affairs, **Renato Leoni** – President of the Consortium for the Protection of PGI Vialone Nano Veronese Rice, **Roberto Venturi** – Sole Managing Director of the Fiera del Riso and **Luigi Mirandola** – Mayor of Isola della Scala.



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## WE ARE WAITING FOR YOU!

## Do you want to make your company even more visible and recognisable?



### **Become official sponsor of Fiera del Riso.**

You will speak to over half a million of people, by presenting your services in an original way in a context full of business and opportunities.



### **Contact us!**

We will find the best solution that meets your goals together, highlighting unique qualities of your brand.

**For more information**  
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