

Bologna, 8<sup>th</sup> September 2011

## PRESS RELEASE

### SANA 2011 IN SUMMARY

#### Bologna, 8<sup>th</sup> – 11<sup>th</sup> September

There will be two exhibition areas: **Food & Nutrition** (Halls 31-32-33-34) dedicated exclusively to businesses which are **certified organic**, and **Health & Well-being** (Halls 34-35) featuring businesses with **organic and/or natural certification** for products made using herbal plants: supplements, foodstuffs, bodycare and beauty products.

Within the latter area the “**Herbal Zone**” will once again promote dialogue with sector professionals via workshops, teaching sessions, meetings and updates.

And a selection of **low environmental-impact products for the home and daily life** rounds up the Health and Well-being offering, which also pays close attention to the environment.

**Free internet for visitors with “Clouds”**, a new project from BolognaFiere to be launched at Sana. The “Clouds” are internet lounges, half-way between cloud computing and business lounges at airports with sofas, newspapers and a place for a coffee break, as well as free wifi internet connectivity. All this allowing visitors to work, or rest, between one appointment and another.

**The Observatory on consumption**, which for the last four years has been working alongside Sana providing pointers on changes in people's purchasing motivation, will officially present the findings of the **focus groups** which have been investigating the factors determining **buying behaviour and the changes in consumer expectation** with regard to organic products bought through the **big organised distribution and the specialist channels**. The research has been coordinated by Guido Cristini, professor of Economics and company management at the University of Parma and will be presented together with Sinab's findings, during the conference “**Organic made in Italy. The structure of production and consumption**” on Thursday 8th September, 2 pm, Sala Allemanda, split level, Hall 33

This edition of Sana sees the arrival of the area entitled “**What's New at Sana**”, dedicated to **new products** brought to market after the 1st October 2010. What's new also refers to methods of production, manufacturing, packing and packaging, with particular reference to environmental sustainability. The area is to be found in **Hall 34** and is organised in two distinct sections: Food & Nutrition and Health & Well-being.

**Visitors can select the best products by voting on Thursday 8th and Friday 9<sup>th</sup>; the results will be announced on Saturday 10th.**

Innovation is also at the core of the **Sana Award Benessere**. The award winners are **Herbalist shops** that have shown themselves capable of responding to the new demands in natural health & well-being, capturing the needs of ever more informed and attentive consumers. The award looked at the ways that sales management and contact with the public are handled, shop windows that communicate their message effectively, new ways of helping and listening to customers, communication tools for dealing with issues linked to health & well-being and the role of the herbalist.

**The award ceremony is on Sunday 11<sup>th</sup> at 10 am, Sala Biologica, Hall 34**

**Locale Bravo Bio** is the award organised by the magazines Ristoranti, Bargiornale & Pianetahotel (Gruppo 24 Ore) in conjunction with Sana where once again the focal point is quality.

Managers, directors and owners of restaurants, pizzerias, bars, hotels using (at least in part) certified organic and biodynamic products can take part in this **first selection of Biofriendly eateries**.

**The award ceremony is on Sunday 11th at 10,45 am, Sala Benessere, Hall 34**

**“Rice white to olive green”**: Sanakids, now in its fourth edition, has developed a new concept in food retail display. An eco-store for the whole family with **varying solutions for kids** and adults, a journey amongst new types of display offering **coherence between product and the way it is displayed** because the importance of the environment, health and quality of life is not just about the products on the shelves but also the shelves and the packaging must all be eco-compatible, expressing the same core values as the product itself. Hall 31  
(Organised by Salamanca Design & Co)

**This year the catering at Sana is 100% organic, all eateries will be offering only organic products. In addition there will be a Bio Bar and a Bio Restaurant**

**The Bio Restaurant** (upstairs Hall 34) will be **self service** with a rich selection of first courses and main dishes, accompaniments, desserts and fruit. Drinks, fruit juices and a good range of organic wines. Good healthy food, light and balanced, just right for a break in the working day.

**The Bio Bar** (in Hall 34) will be open from first thing in the morning until the end of the day and will offer visitors a good start to the day with a healthy breakfast, to be followed by a snack at midday, or mid-afternoon and an aperitif to close the day.

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