



MILANO 2015
FEEDING THE PLANET
ENERGY FOR LIFE

FOOD & BEVERAGE GUIDE

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INDEX

| | |
|---|-----------|
| Foreword..... | 4 |
| Executive Summary..... | 6 |
| 1. The Food & Beverage Experience..... | 8 |
| 2. Sustainability..... | 11 |
| 3. Awareness and action..... | 15 |
| 4. Estimates on visitors and their expectations..... | 19 |
| 5. Food & Beverage provision at the Expo Site..... | 30 |
| 6. Food & Beverage logistics model..... | 38 |
| 7. The language of food | 61 |
| 8. Frequently Asked Questions..... | 67 |
| <i>Annex 1 — Fruits, vegetables, meat and fish in season in Italy during the period of the Expo.....</i> | <i>78</i> |
| <i>Annex 2 — Ingredients commonly used in the world cuisines and available on the Italian market.....</i> | <i>82</i> |
| <i>Annex 3 — Accessibility.....</i> | <i>85</i> |
| <i>Appendix 1 — Food & Beverage Form.....</i> | <i>97</i> |

FOREWORD



Dear Commissioners and Delegates,

Dear friends,

As the preparation towards Expo Milano 2015 continues, the Expo 2015 Company has assembled a new set of documents to support Participants in their operational efforts. I am glad to present you the first of such documents.

This Guide on Food & Beverage (F&B) follows on the footsteps of the Theme Guide. As the latter represents a practical tool for designing the Theme interpretation and compiling the Theme Statement, this Guide is designed to provide Participants with all the useful background and practical information in the realm of F&B offering. The Guide includes a set of recommendations and logistic rules aiming at guiding you in your choice of the most appropriate models of presenting your individual traditions by way of setting up high quality F&B services.

F&B activities provide both the Organizer and the Participants with a great opportunity to present the Theme of the Expo - Feeding the Planet, Energy for Life. In the framework of such a Theme, F&B offering represents much more than what is customary at Expos. At Expo Milano 2015 every F&B experience represents an opportunity to stimulate thinking and learning about these vitally important concepts – and not in a purely intellectual way but one which involves the whole person, in a spirit of shared enjoyment.

Eating and drinking are means of survival, but they are also means of communication and sociability. For this reason, the element of conviviality as well as those of fun and entertainment will need to be as prominent as possible. The F&B experience of Expo Milano 2015 must go beyond the usual by becoming thematic, educational and entertaining, fully embedded in the wider experience of the visitor. This describes the extraordinary potential of F&B activities at Expo Milano 2015.

This F&B Guide is accordingly meant to offer Participants some necessary guidance - principles and suggested arrangements - for combining tradition, environmental sustainability and quality in order to design their own F&B offerings.

Your unique contribution is needed to make the Expo complete: millions of visitors will be coming to Milan to experience, taste and get to know how do you

feed your part of the planet, how can we all take steps to make it more sustainable, healthy and inclusive. We need your engagement to bring your contribution to the thematic experience of the Expo and we will strive to help each one of you in bringing to Milan the best of your culinary traditions, products and practices.

At the same time we need to ensure that this remains a smooth operation and therefore we ask you to comply with our logistical and operational requirements.

This is essential to the good functioning of the Expo and the pleasantness and comfort of the Visitor Experience. We have worked to streamline the procedures and to communicate their principles and rules in this Guide. We trust it will be of help in your work.

At Expo Milano 2015, the F&B Experience is a privileged means for conveying the key educational message of Universal Expositions: every time food is consumed is an opportunity to think consciously about the role of food in our life and what role we can play in the wider realm of feeding the planet. Participants are therefore invited to consider their portion of the Visitor Experience complete only if it includes an appropriate F&B component.

Furthermore, the fact that the Participants have been entrusted with a big part of the F&B provision – 50% and beyond in terms of floor area as well as in terms of expectations by the visitors – means you have been given a prominent role in the success of the Event. This is a core feature of the ‘collaborative approach’ we adopted from the outset.

Please consider that Expo Milano 2015 is designed to accommodate longer visits than previous Expositions, because the traditional opening hours will be extended to cover ‘Expo by Night’, a more informal and convivial portion of the Expo in which F&B and events will feature prominently. Visitors will be spending a great deal of time on the Expo Site and will be looking for a wide range of F&B Experience that is both typical of each Participant and meaningful in terms of the Theme.

The attractiveness of your Exhibition Spaces will therefore depend also upon the quality and pleasantness of its F&B component. We believe that such component will be key in involving visitors in a uniquely emotional and educational experience, offering ideas and suggestions that can be replicated in everyday life.

In this Guide, three of the key building blocks of Expo Milano 2015 – the Theme, the Visitor Experience and the collaborative approach – find a very enjoyable expression: the F&B Experience. We look forward to designing it and creating it with you all.

Giuseppe Sala

Commissioner of the Government for Expo Milano 2015 and CEO of the Expo 2015 Company

EXECUTIVE SUMMARY



The first chapter of this Guide is devoted to characterizing the F&B Experience at Expo Milano 2015 and the value it can add to the thematic experience on Feeding the Planet, Energy for Life. The F&B Experience represents an essential part of any visit, both in terms of educational and entertainment aspects and as an instrument for conveying universal messages, fostering mutual interest and understanding between cultures, promoting good practices and raising awareness about our everyday nutritional choices.

In the second chapter we set out the overall sustainability framework into which the F&B offering must fit and in the third we discuss two key dimensions of the F&B Experience: awareness and action.

The aim of the first part of the Guide is to provide all the information needed to help each Participant design an F&B provision which highlights outstanding qualities and at the same time manages to meet the manifold needs of visitors. Participants will be offering not only an indispensable service, but also a unique, unrepeatable Visitor Experience, in a setting – Milan and Italy in general – which has much to offer in terms of the culture of ‘eating well’.

The Guide then presents the available estimates on visitors and their expectations, with particular reference to the basic features of the possible F&B formats. Participants are invited to choose the arrangements best suited to their own Exhibition Space, in relation to the overall experience they would like to propose.

The following chapter covers the technicalities of providing F&B at the Expo Site, with specific information on Self-Built Exhibition Spaces and Exhibition Spaces in Clusters.

The next chapter introduces and describes the F&B logistics model of Expo Milano 2015: Participants will have a full comprehensive overview on the rules for the different suppliers for accessing the Expo Site.

The last chapter introduces the idea of the enjoyment of food as a ‘universal language’. It aims at offering Participants a common framework. The goal is not, obviously, to standardize provision, quite the reverse: the goal is to encourage diversification while making the Visitor Experience as accessible

and rewarding as possible.

At end of the Guide you will find a list of Frequently Asked Questions and the related answers illustrating the key recommendations for setting up F&B services in accordance with the relevant regulations and the overall management of the Expo Site.

In Annex 1 Participants will find a table presenting fruits, vegetables, meat and fish in season in Italy during the period of the Expo, in Annex 2 a list of ingredients commonly used in the world cuisines and available on the Italian market and in Annex 3 some practical information related to the accessibility of the Expo Site.

In Appendix I, at the end of the Guide, we reproduced a sample of the Food & Beverage Form to be filled in by each Participant through the Participants Digital Management System.

1 THE FOOD & BEVERAGE EXPERIENCE



As the International Participants Guide and the Theme Guide of Expo Milano 2015 both have illustrated, one of the distinctive features of the Expo is the Visitor Experience concept. The Visitor Experience may be regarded as one of most value-adding features of Expo Milano 2015 as well as the core of a new conception of what a modern Universal Exposition needs to be: thematic, sustainable, technological and - of course - visitor-centred.

When it comes to designing its F&B component, too, the key task is to work out the pre-requisites for making the Visitor Experience an opportunity for deeper understanding and awareness. In other words, in their F&B offering Participants are expected to make a contribution to the visitor engagement in a way that matches and highlights the Theme of the Expo.

The F&B on offer at Expo Milano 2015 must be intended as an integral part of the Visitor Experience, and by itself a component of the Thematic Itineraries. This can be achieved by proposing to the visitor an experience that is:

- **Thematic.** The F&B Experience must enable visitors to experience first-hand in order to improve their knowledge and awareness – as well as being entertained – on themes such as healthy food consumption, food safety, sustainability of food production and consumption. Participants are invited to explore those themes in accordance with their own characteristics, strengths and best practices. The F&B offering is to be regarded as a means of stimulating thinking and awareness among visitors as citizens of the world;
- **Unique and original.** Visiting an Expo represents the opportunity to make an exceptional experience. An essential part of such visit relates to the educational component: visitors are interested in learning about the Theme and about their everyday choices. The approach to F&B offering and consumption should be paid greater attention than ever before, to ensure that Expo Milano 2015 is remembered for the advanced thinking on food and nutrition transmitted also through the innovative and unique range of F&B available;
- **Sustainable.** The F&B offered by Participants must be designed in a sustainable manner. Participants are expected to show that it is

possible to produce high quality food with improved energy efficiency as well as reduction in loss and waste. Sustainability principles must be applied to packaging, cooking methods and selection of materials and this must not compromise the F&B quality. Sustainability should be the yardstick for measuring F&B quality: from the sourcing of ingredients, to F&B distribution, to waste disposal. At the same time, it must be made clear that the sustainability of the food supply chain depends not only on techniques of production and distribution, but also on the everyday behaviour of consumers;

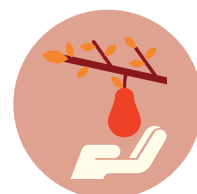
- **International.** Together with providing matter for discussion, research and greater understanding about the Theme, the Expo is also an opportunity for sharing and exchanging educational elements among peoples and cultures. Eating and drinking have always played a leading role in the history and culture of the world, creating customs, accompanying rituals and frequently representing achievements and reinforcing group identity. At the Expo, the many and varied cuisines of the world will come together and speak to each other through the universal language of food. As visitors come into contact with the typical food of other cultures, they will experience its diversity relying on an instrument available to every one of us: taste. Participants are expected to present the most characteristic elements of their own food culture so that visitors are able to experience and taste it;
- **Accessible.** Since F&B offering is at the heart of the Visitor Experience, visitors should find the experience of it comfortable, convenient and pleasurable. Participants are requested to set up systems capable of serving a great number of people with the minimum possible waiting time and without hampering the free movement within the Expo Site. This can be done by using methods such as systems for dispersing queues or personalized purchasing arrangements (barcode readers, for instance, or home delivery of purchases, etc.). The F&B provision should also take into account visitors with more demanding requirements, like for example families with children. A child-friendly environment – one that includes playrooms designed for the youngest – will certainly count for a great deal when families choose where to have a meal;
- **Educational and enlightened.** One important intangible legacy of Expo Milano 2015 will be a wider awareness about the Theme, thanks to the educational message conveyed by the Participants - and the Organizer altogether - through information and edutainment. F&B offering should combine learning and entertainment for at least two reasons. First of all, mealtimes – as an integral part of the Visitor Experience – are a great opportunity for transmitting to the general public the principles and values that the Theme intends to promote. Second, the activities around eating and drinking can be used as

means to convey messages, concepts and ideas in an unconventional way, one that is interactive, entertaining and captures the attention;

- **Multisensory.** F&B offering is one of the realms in which Participants have the opportunity to present the Theme not in a theoretical way but as a practical experience. One that gets visitors personally involved through all five senses. Using a multisensory approach for the F&B Experience ensures that visitors will draw on all the forms of memory relied on by our brains: sight, taste, touch, smell and hearing. Education by sensory analysis recognizes that our senses play a fundamental role in forming our attitudes, which then have a decisive influence on our lifestyle choices;
- **Entertaining.** Visitors should get the feeling that they are being offered informed choices that by no means rule out pleasure: education and entertainment can be successfully combined to create edutainment. The F&B experience must be built on a combination of enjoyment, health and respect for the environment. The sensory qualities of F&B and the opportunity to choose among various menus, formats and pathways of discovery will have a decisive effect on the way visitors perceive the cuisine of any Participant and, accordingly, its food culture;
- **Healthy.** Visitors must be offered the best of the Participant's food tradition in terms not only of sensory characteristics but also of sound, healthy and nutritious qualities. Any food may be regarded as either healthy or harmful, depending on how much or how it is consumed. Some food is healthier than other because it contains a greater quantity and range of the macro and micronutrients that our bodies need. Some other food is less healthy because it contains fewer nutrients in a more concentrated form or contains additives: these can in the end prove harmful to health if taken to excess or for too long, especially in association with a sedentary lifestyle. In choosing what to offer to visitors, and in composing their menus, Participants must bear in mind a commitment to healthy food. All F&B offerings must fully comply with food safety laws and regulation. On this matter, please refer to the Guidelines on Hygiene and Safety for Food Areas–Exhibition Spaces (V.2.0 December 2003) available on the Participants Digital Management System (PDMS). Lastly, it should be noted that the F&B experience of some visitors might be restricted by special requirements connected with their religious beliefs, nutritional choices or medical restrictions.

2 SUSTAINABILITY

It is well known that farming and food production are among the foremost causes of environmental pollution. This applies at every stage of the chain: from production, through distribution, to consumption and waste disposal. The capacity to produce food in the world of tomorrow depends also on the nutritional choices we make today and this reinforces how closely the subject of sustainability is connected with that of food and nutrition.



It is therefore adamant that Participants design their F&B offering with a view to guarantee sustainability as far as possible. The establishment and dissemination of **good practices** in this area is key, as the F&B industry is responsible for 20-30% of the environmental impact of our consumption model.

This is why the F&B service and the selection of vendors are fundamental in an Expo devoted to the subject of food and nutrition and that considers sustainability a priority in every aspect of the Event. Participants are invited to guarantee that their suppliers are thoroughly conscious of the prominence of sustainability and subscribe to environmental protection standards and instruments at every stage of providing their service: from procurement to preparation, packaging and distribution. Please refer to the Guidelines on Green Procurement of Expo Milano 2015, available on the PDMS, for more specific information on this matter.

In view of all this, F&B provision should be planned and developed bearing in mind three basic components:

- **Health.** Sound food and proper nutrition play a central role in ensuring health and wellbeing to every individual. The F&B offering can be a simple and direct means of promoting informed nutritional choices and a healthy lifestyle;
- **Food Safety.** To guarantee healthy and sufficient food for all is without doubt one of the highest goals on the world political agenda. Expo Milano 2015 intends providing a platform for raising awareness among its visitors. Each one of us can make a personal contribution by being better informed in our everyday choices;
- **The unbalances of excess or scarcity of food.** In the world of today,

large numbers of people are underfed, while others suffer from illnesses connected with excessive food intake or poor quality nutrition. Any solution to this paradox will depend on better management of the available resources and is therefore essential for the protection of human beings as well as of our planet.

With a view to raise awareness on the need for eco-compatible mechanisms that minimize the environmental impact of the products and services offered on the Expo Site, the Participants that commit to the principles of Green Procurement will get some worthwhile advantages, including a higher profile on the Site itself and a boost to their international reputation. This is a unique opportunity to internationally showcase best practices in terms of best practices, processes, technologies and solutions, as well as an important legacy of the Expo.

In accordance with BIE rules, Expo Milano 2015 has adopted a number of measures and provisions designed to make sustainability not just a goal, but also an integral part of the Event and an essential feature of participation. There are certain requirements that should be noted in order to comply with the instructions that are mandatory under the Environmental Impact Assessment (EIA) procedures of the Expo. These are:

- Reduction of packaging to prevent waste generation, to maximize re-use and to reach the target set for separate collection (on this, see Special Regulation No. 7 on Transportation, Customs Clearance and Handling of Goods);
- Preferential use of draught provision for water and soft drinks;
- Both in case of waiter and self-service catering, the provision of water in jugs or with returnable glass bottles. We recommend limiting the use of glass and discouraging customers from taking any glass container off the premises where served;
- The use of washable - rather than disposable – tableware. If disposable tableware is used it must be of biodegradable and compostable material, meeting standard EN 13432 so that it can be sent to composting-digesting centres;
- Separate collection of waste, under arrangements to be specified by the Organizer. Please see the Waste Management Guide to be published by June 2014 for further details on the matter.

In the following pages, Participants will find suggestions for practical implementation of the guiding principles of Expo Milano 2015 in the realm of F&B provision. Participants are invited to contribute the best of their F&B tradition while paying attention to every aspect of sustainability: **quality** - sensation, especially taste and smell, presentation and the surroundings in which F&B is served; **information** on the production chain - who made the product, using what techniques, including the labour protection aspects; and

lastly **impact** of that production on the ecosystem - the environmental aspect.

Participants are expected to use their F&B offering as a means of steering consumers in the direction of more informed and sustainable consumption for the planet. With your contribution, Expo Milano 2015 will act as a world stage to give the nutrition agenda high visibility and a leading role. In designing their Exhibition Spaces and their F&B offering Participants have a great responsibility to support the process of helping educate the citizens and consumers of tomorrow, thus contributing to the intangible legacy of the Universal Exposition.

In terms of sustainable sourcing, Participants are expected to consider environmental sustainability criteria among others in selecting their raw materials, ingredients, consumables, packaging and equipment. All the recommended principles and criteria refer to goods, services and technologies that are available in European or international markets.

Below, we present some suggestions for **reducing the ecological footprint of F&B offering**. By taking into account specific elements of sustainability and adopting good practices it is possible to combine respect for the environment with availability of fresh ingredients in season and lower procurement costs. For all ingredients aside from the ones that can only be found in their country of origin, Participants are requested to refer to locally-sourced products, in order to reduce the environmental impact of transportation and conservation and to ensure that the food served is fresh, harvested at the right stage of maturity, and easy to source.

While genuinely proposing their own most typical F&B, Participants are requested to avail of seasonally appropriate ingredients whenever they are selecting fruits, vegetables, meat or fish. A list of what is available in Italy during the six months of the Event is listed in Annex 1 to this Guide, while Annex 2 lists ingredients commonly used in the world cuisines, which are widely available in Italy.

Organic farming - or even better local organic farming - makes it possible to reduce the environmental impact of F&B production by eliminating synthetic herbicides, pesticides and fertilizers whose manufacture, use and disposal are harmful to individuals and to the ecosystem.

The Guidelines on Green Procurement recommend that Participants source between 15% and 40% of their ingredients from organic producers, depending on the type of goods:

- Vegetables 40%;
- Fruit 40%;
- Meat 15%;
- Fish and seafood (including farmed fish) 20%;

- Dairy products 40%;
- Eggs 40%.

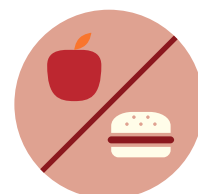
For further details, please refer to the Guidelines on Green Procurement, available on the PDMS.

Biodiversity is the foundation of food safety: the availability of a wide range of varieties suiting different climatic conditions makes it possible to adjust production in the face of environmental changes, to reduce the inputs required in cultivation, and to provide a varied diet. By favouring ingredients that are presently underused, little known or closely connected with a specific local area (animal breeds, cuts of meat, vegetable species and varieties, overlooked fish species), Participants can cut their procurement costs, offer more varied menus, reduce the pressure on the more popular species and educate visitors on the importance of championing biodiversity in farming.

In the case of meat, in particular, Participants are requested to diversify their provision by offering and championing not only the less well-known options - indigenous or traditional breeds as well as wild game and alternative breeds - but also the parts of the animal that are less often consumed or not highly regarded.

3 AWARENESS AND ACTION

Participants are requested to showcase their most prominent culinary tradition through their F&B provision while paying particular attention to the challenges of the future of food and nutrition. Tradition and innovation - far from being opposing elements - ought to engage in a dialogue that presents biological and cultural diversity in the area of food as an important resource for tackling the challenges of feeding the planet.



There are two key dimensions that Participants may want to consider while devising their F&B offerings:

- **Awareness:** making efforts to boost the visitor understanding of the Theme and its various aspects;
- **Action:** Suggesting possible solutions to the key issue at the core of the whole event: how to make sure everyone gets enough healthy and sustainable food.

F&B provision designed taking into account such dimensions will be essential for constructing the intangible legacy of Expo Milano 2015: a shift towards an informed and more sustainable consumption model.

Making efforts to raise awareness means that through their F&B provision, Participants can get visitors to consider whether the food they are used to consume is sustainable or whether the present methods of producing and distributing it might actually be endangering our ability to feed the planet and ourselves in the shorter or longer term.

How to get people to think about this? Participants may interpret and tackle this challenge however they wish, choosing the most effective ways of getting their visitors to tackle sustainability in their own relationship with food and nutrition. The approach should not be merely intellectual, though, but **interactive, experimental and playful**.

One effective way of introducing visitors to the link between nutrition and health – meaning human wellbeing as well as protection of the planet – is to invite them to think about the concept of calorie, which summarizes that link admirably and in a measurable way. People might perhaps be aware, for

instance, that a spoonful of olive oil contains 90 calories, but it is less widely known that 90 calories is also the amount burned by our body in 90 minutes of ordinary functioning (resting metabolism, breathing, etc.).

One of the challenges faced by anyone concerned with nutritional issues is that of getting consumers to understand and deal with the nutritional information on the food they consume: not just the calories, but also the individual nutrients and micronutrients. One method that works is based on neutral calories and provides alongside the quantity of calories contained in the various food the amount of physical activity needed to consume them in terms of minutes of walking, for instance, or kilometres of running. This gives consumers a way of understanding the importance of a healthy lifestyle, one that includes regular exercise so to prevent diseases and live better.

The calorie concept not only helps us keep in shape, but it is also useful for measuring inefficiencies in our food system. As mentioned before, dietary habits affect the environment as well as human health. There is an indicator which measures the ratio between the amount of energy used to produce different types of food and the amount which remains in the food in the form of proteins (the ratio of energy input to protein output). Calorie counting enables us to measure both benefit and harm **to our bodies and to the environment**.

Now that we have established these preliminaries, it is easy to see how the ability to meet the nutritional needs of the planet will depend on how we manage to improve the food production chain by **raising efficiency and cutting waste**. That means, on the one hand, increasing yields per hectare without adding to our consumption of non-renewable resources such as fossil fuels, land and water, while on the other we must reduce losses and waste. The Food and Agriculture Organization of the United Nations (FAO) estimates that 1.3 billion tons of edible food is wasted across the globe every year: about a third of total production. In particular, 900 million tons of that is lost between field and storage and 400 million tons at the consumption stage. The FAO also estimates that the amount of food wasted in the West each year is equal to the entire annual production capacity of Africa south of the Sahara.

Expo Milano 2015 intends to provide an opportunity to reflect upon the paradox of a food system that produces surpluses - costly both to produce and to dispose of - while allowing a huge proportion of people to remain food-insecure at the same time.

Imagining the food of tomorrow also means redesigning the present production system, cutting waste and inefficiency. Participants are invited to take some specific steps to favouring seasonal produce, training F&B staff in the characteristics of the products and how to manage waste, using recycled and recyclable materials and minimizing the environmental impact of the way meals are prepared and packaged. For further details and full information, see

the Guidelines on Green Procurement.

In terms of putting forward possible solutions, Participants are invited to show visitors their good practices related to improving supplies in terms both of quantity and quality, protecting the biological and genetic diversity that can make food production more shock-proof, lessening its environmental footprint, minimizing loss and waste, reducing the distance from field to table and contributing to better-informed consumers. Those are some of the **educational goals** that could be achieved by planning F&B provision carefully and well.

In addition to the suggestions presented in the Theme Guide, those responsible for designing F&B provision are requested to reflect upon the following questions:

- What models of sound nutrition can we offer?
- What forms of food consumption can promote sustainable development, duly respecting both people and the planet?
- How can we make use of ICT and other new technologies – both during the Expo and afterwards – to solve the problem of malnutrition by fostering an ongoing exchange of information about food safety and access to food?

To achieve the aim of informing and educating visitors, the Organizer as well as Participants will need to work together and display F&B excellence in their methods, techniques and rules of food production, in their strategies for combining food production with energy saving, renewable sources of energy, the conservation of biodiversity, soil and other natural resources and in waste reduction.

The causes of loss and waste along the food chain are many and various. Simplifying the issue somewhat, we may say that while in general the biggest losses in the developing world occur at the earlier stages in the chain, because of inadequacies in the production techniques or the in the goods transportation and storage infrastructures, in the industrialized world it is the consumption stage where the most massive amounts of waste lie.

This does not only have an adverse environmental and economic impact, but also raise important issues of social justice: some people around the world are struggling with under-nourishment while at the same time an equally large number of people are suffering the consequences of over-consumption.

Against that background, there are various ways of **cutting food waste**: Participants are invited to join the Organizer in promoting systems that guarantee that the waste cycle does not includes any untouched food by redirecting any such food to human consumption. The Organizer is committed to specifying an operational procedure for waste recovery that is safe and appropriate at every stage. An alternative measure aims at diverting

food that has been prepared but not served and cannot be re-used for human consumption to the production of pet food.

If consumers do not always know about the environmental impact of their nutritional choices, this is largely due to the barriers separating producer from consumer all along the food production chain. In the case of water this separation is liable to be even greater, since water is a resource that travels around the world in invisible form, incorporated into raw materials and into the ingredients of our everyday food.

The planetary footprint of our nutritional choices, then, includes a very important liquid element, both visible - in the water we consume as drink - and invisible - the water embedded in the food we eat. The latter has been named 'virtual water' and it is the water used up in the production of any food that arrives on our table after going through the various stages of production, transformation and distribution.

The amount of water available on our planet grows steadily less - also due to pollution and global warming - and demand is rising fast - also due to demographic changes, urbanization and changing diets in emerging countries, where the consumption of animal protein is becoming more and more fashionable.

Different types of food can be ranked on the basis of their **water footprint**, which is the total volume of fresh water needed for their production, measured in terms of volumes of water consumed - evaporated or incorporated in a product - as well as polluted, per unit of time.

Participants are invited to consider that the types of food that are healthier for the people and the planet - and therefore should be consumed more frequently - often are also those with the smallest water footprints.

4 ESTIMATES ON VISITORS AND THEIR EXPECTATIONS

In order to help Participants in identifying target visitors and devise the best plans to cater successfully for their F&B preferences and expectations, we present here the findings from a survey conducted by GfK Eurisko. The survey was undertaken in Italy and in twenty other countries in January 2013 and included 2,000 interviews to a representative sample of the Italian population aged 18 years or older, as well as 28,500 interviews to an international panel from Europe and elsewhere. The second stage of the survey is currently under way and updated data will be available in early 2014.



The survey confirmed the estimate of 20 million visitors of Expo Milano 2015, about **12-14 million of them from Italy and about 6-8 million foreigners**. The survey also provides information on the potential visitors, identifying groups in relation to their socio-demographic characteristics, socio-attitudinal profile, and expectations of Expo Milano 2015.

As far as the Italian market is concerned six different target groups were identified.

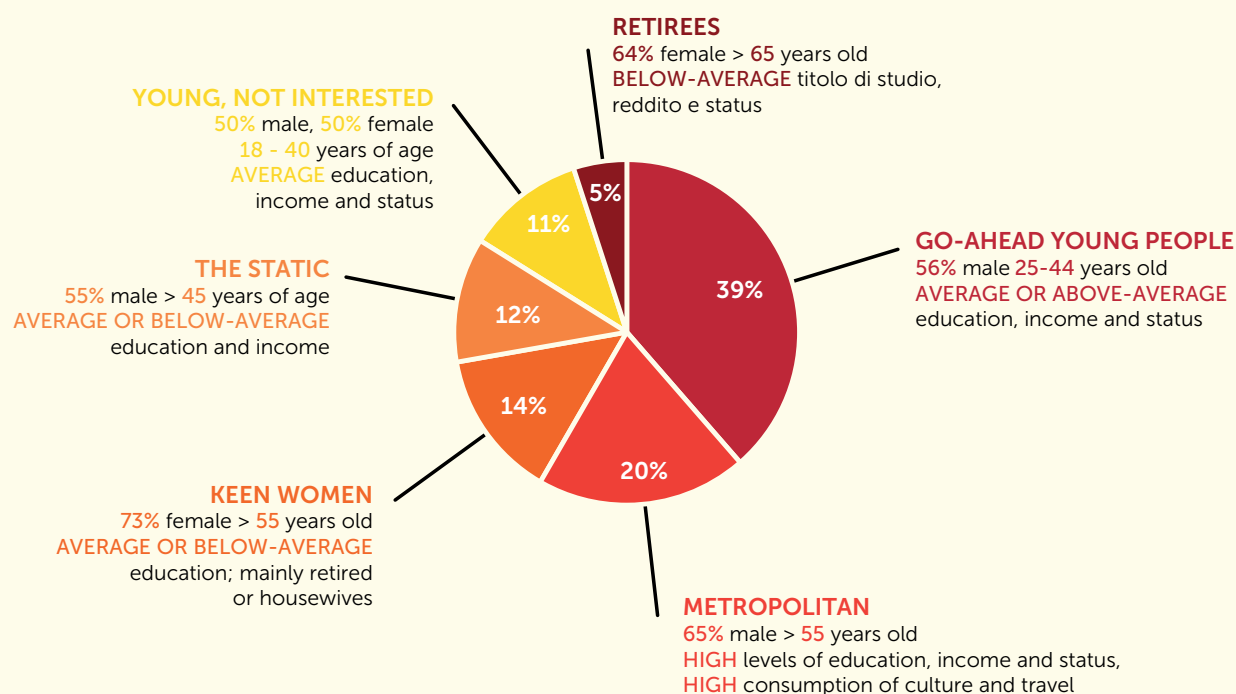
The first group - covering 39% of the visitors from Italy - consists of a population mostly between 25 and 44 years of age, with medium-high or high educational qualifications, income and status. When it comes to F&B, this segment likes **innovation** - in the kitchen as elsewhere - and it shows great interest in new and foreign products. What do they expect from the Expo? Their interest is for a cultural event and for the Theme in its various aspects.

The second group of visitors - covering some 20% of the visitors from Italy - features a high proportion of men (65%) and older people (80% over 55 years of age). In terms of F&B, they are consumers interested in good quality products - premium quality, even - but also healthy, light and nutritionally balanced. What do they expect from the Expo? They expect to be able **to meet the cultures of the world**. Side events - including shows, concerts, but also tasting menus - are important for this group as well as the comfort of their experience.

Alongside these two segments there is another group - covering about 14% of the visitors from Italy - that consist mainly of women (73%) of older age (67% over 55 years of age), whose spending power is quite high. Cooking is their main interest, **food and nutrition their passion**, and they place a high value on tradition, while being open and curious towards cultural experimentation. What do they expect from the Expo? An Event encompassing various F&B aspects, both as narrative and as show.

These three target groups account together for some 73% of all visitors from Italy. The remaining 27% are visitors who - at present at least -

Profiles of Potential Italian Visitors



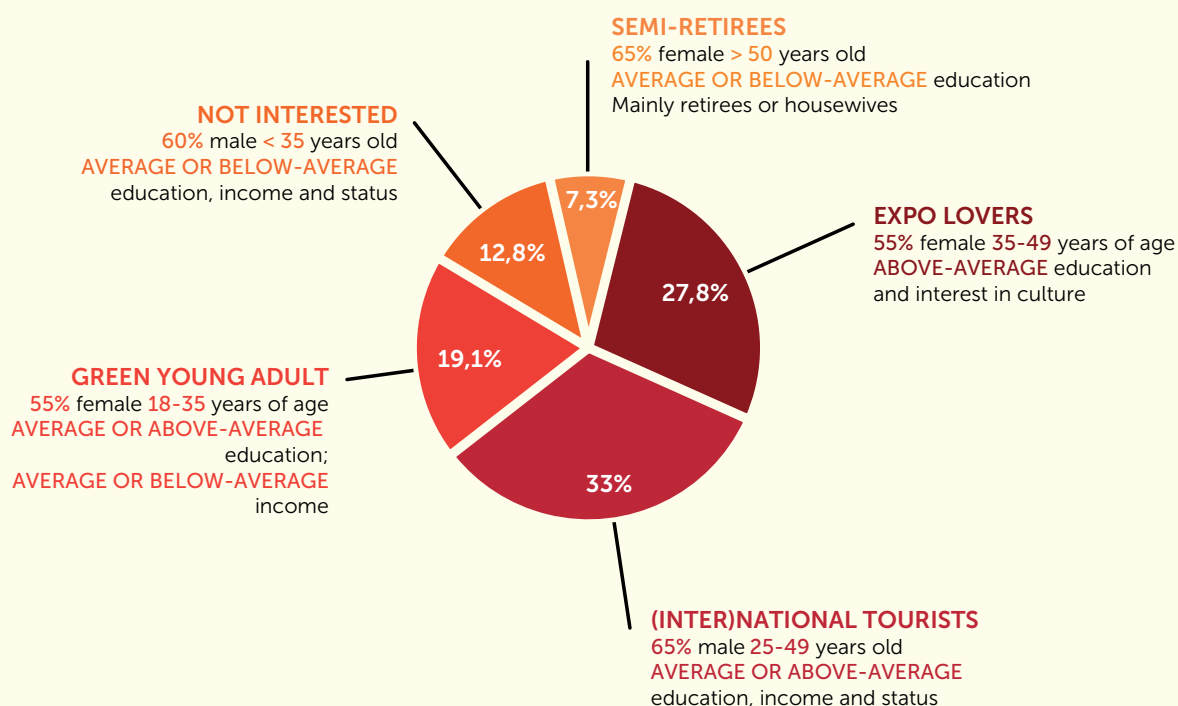
are only mildly interested about Expo Milano 2015 and its Theme, yet could find some very good reasons for visiting in terms of F&B offering, entertainment opportunities and the services intended for older and more traditional visitors.

The GfK Eurisko survey also investigated the profiles of visitors from outside Italy, and identified five target groups with different needs and expectations.

The 33% of visitors from outside Italy fell into a mixed segment, two thirds of them are men (65%) and middling in age (2 out of 3 between 25 and 49 years old). It consists mostly of **tourists who visit Italy** to enjoy its beautiful wonders of art and nature and intend to make the most of their stay including a visit to Expo Milano 2015 as the most important event of the year.

Another 28% of potential visitors from outside Italy form a segment with slightly more women than men, aged between 35 and 50 and with high educational qualifications, strong cultural interests and

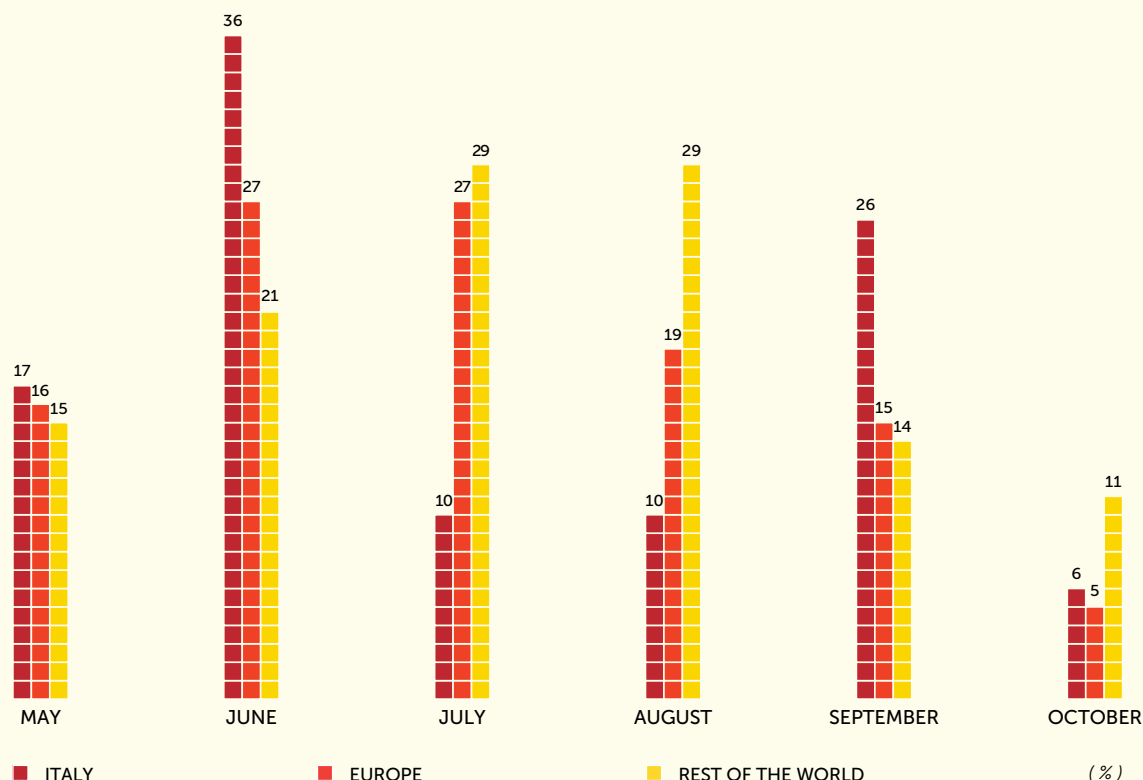
Profiles of Potential Visitors from Outside Italy



Expected Distribution of Visits

As far as the distribution of visits is concerned, the highest number of visitors is expected in June and July. May and September are the best months for school visits, which can considerably add to visitor numbers

and require particular attention to the needs of the 6 – 19 age bracket. Also, high concentration of visitors has been registered during the opening and closing days of any Universal Exposition.



good financial resources.

The third biggest target group - about 19% of potential foreign visitors - is the youngest, the most enthusiastic and the most informed on and **interested in the Theme** of all other groups. Around 65% of those individuals are under 24 years of age and women slightly outnumber men (55%). The level of education in this group is medium to high, with many university students or young jobseekers.

All these estimates should be given considerable attention while planning the provision of F&B offering. Participants are invited to

| MONTH | TEMPERATURE MIN | TEMPERATURE MAX | PRECIPITATION | RAINY DAYS | HUMIDITY |
|-----------|-----------------|-----------------|---------------|------------|----------|
| MAY | 11°C (52° F) | 22°C (72° F) | 97 mm | 8 | 72% |
| JUNE | 15°C (59° F) | 26°C (79° F) | 65 mm | 16 | 71% |
| JULY | 17°C (63° F) | 29°C (84° F) | 68 mm | 11 | 71% |
| AUGUST | 17°C (63° F) | 28°C (82° F) | 93 mm | 5 | 72% |
| SEPTEMBER | 14°C (57° F) | 24°C (75° F) | 69 mm | 7 | 74% |
| OCTOBER | 8°C (46° F) | 18°C (64° F) | 100 mm | 6 | 81% |

take into account expected peaks in the number of visitors and the characteristics of target groups when designing their F&B provision, as well as to tailor their offer to the average climatic conditions.

The six months during which Expo Milano 2015 will be taking place cover indeed three seasons: spring - May and June, summer - July and August and autumn - September and October. The province of Milan has a temperate sub-continental climate: seasonal mean temperatures reach 30°C (86°F) in July and August, and sudden downpours are frequent in the summer months.

In terms of visitors' expectations, the GFK Eurisko survey confirmed that the Expo Theme – Feeding the Planet, Energy for Life – is one that excites **widespread interest** among the public, both within and outside of Italy. In fact, awareness and interest on food and nutrition confirms the importance of F&B as a means of exploring the Theme from an additional angle, and an opportunity to offer an innovative Visitor Experience, appealing to all the senses.

It should also be noted that according to this survey a significant proportion of the expected visitors regard the Universal Exposition as an opportunity to find out more about foreign cultures and to take a peek into the future. F&B traditions are a powerful means of representing any culture and can be turned into a direct and entertaining way of communicating with visitors.

The simplest and most immediate way to discover different - and often distant - cultures through food is **to taste** the most typical dishes and their ingredients. Participants are therefore invited to strive to present the best of their tradition in planning their F&B provision while also devising quick and light modes of consumption. F&B offering can be used to great effect as an educational tool, which can take simple and

Visitors' Expectations

TASTINGS OF TYPICAL PRODUCTS AND RECIPES OF PARTICIPANTS



ART SHOWS



SHUTTLE SERVICE TO AND FROM MILAN



SERVICES FOR CHILDREN (CHANGING/FEEDING AREAS, PUSHCHAIRS FOR HIRE...)



EXHIBITION SPACE DEDICATED TO TECHNOLOGY



PLAYGROUNDS



CONCERTS



BABY-SITTING (QUALIFIED CHILD MINDERS)



EDUCATIONAL ITINERARIES FOR CHILDREN



NONE OF THE ABOVE



■ ITALY

■ EUROPE

■ REST OF THE WORLD

(%)

amusing forms and is particularly well suited to the younger visitors.

A significant proportion of expected visitors - 64% of visitors from Italy and 48% from outside Italy - are indeed looking forward to an educational experience on the subject of food and nutrition and are attracted by the opportunity to get to know the food and recipes from all over the world. F&B provision from Participants will therefore play an essential role, contributing real added value to the Visitor Experience. The F&B Experience will be as **authentic** as much as it will reflect the genuine representation of the culinary forte and good nutritional practices of each Participant.

The Expectations of Visitors

AN EDUCATIONAL EXPERIENCE ON THE SUBJECTS OF FOOD AND ENVIRONMENTAL SUSTAINABILITY



A FAMILY DAY OUT WITH A TWIST



A PEEK AT THE WORLD OF THE FUTURE (THE FOOD OF TOMORROW, TECHNOLOGY, ETC.)



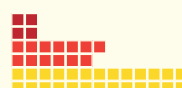
A RELAXING DAY OUT WITH FRIENDS



DISCOVERY OF FOREIGN CULTURES



A VISIT TO A FUN FAIR



A CHANCE TO TRY OUT RECIPES AND FOOD FROM ALL OVER THE WORLD



■ ITALY

■ EUROPE

■ REST OF THE WORLD

(%)

On the basis of the results of the GfK Eurisko survey, four categories of visitors have been identified, with different expectations and needs in relation to F&B, as shown in the tables below:

| GROUP | CHARACTERISTICS AND CONSUMPTION BEHAVIOUR | NEEDS AND EXPECTATIONS FOR ON-SITE REFRESHMENT |
|--------------|---|--|
| BIG SPENDERS | <ul style="list-style-type: none"> ENTERPRISING ATTITUDE AND PLANNING ABILITY HIGHLY INTERESTED IN NOVELTIES AND DISCOVERIES, ESPECIALLY IN AN ENTERTAINING SITUATION PLEASURE IN INNOVATION AND TECHNOLOGY RICH SOCIAL LIFE OUTSIDE THE HOME. TEND TO EAT OUT, THOUGH PERHAPS NOT REGULARLY PREFER NON SOPHISTICATED FOOD, BUT OF HIGH QUALITY ATTRACTED TO UNKNOWN AND FOREIGN PRODUCTS | <ul style="list-style-type: none"> NOT VERY PRICE-CONSCIOUS KEEN ON INNOVATION: FAVOUR CATERING ESTABLISHMENTS THAT ARE OFF THE BEATEN TRACK AND OUT OF THE ORDINARY (IN DECOR AS WELL) KEEN TO EXPERIMENT AND TRY NEW EXPERIENCES, TASTE, ETC. FOOD CONSUMPTION AS AN OPPORTUNITY FOR CONVIVIALITY, SOCIABILITY, GETTING TOGETHER AND ENTERTAINMENT FOOD CONSUMPTION ALSO TREATED AS A MULTISENSORY EXPERIENCE INTERESTED IN THE IDEA OF TECHNOLOGY APPLIED TO FOOD AND COOKING |

| GROUP | CHARACTERISTICS AND CONSUMPTION BEHAVIOUR | NEEDS AND EXPECTATIONS FOR ON-SITE REFRESHMENT |
|------------------------|--|---|
| ELITE | <ul style="list-style-type: none"> • EDUCATED, HIGHLY CULTURED • CULTURAL CONSUMPTION HIGH, WITH GREAT INTEREST IN POLITICAL AND ECONOMIC NEWS • STRONG DRIVE FOR PERSONAL ACHIEVEMENT AND SOCIAL ESTEEM • TAKE GREAT CARE OF THEIR BODIES, HEALTH AND PHYSICAL PRESENTATION, WITH FOOD PREFERENCES AS A CONSEQUENCE • LOOK FOR PREMIUM, EXCLUSIVE AND 'STATUS' FOODS | <ul style="list-style-type: none"> • HARDLY AFFECTED BY THE PRICE OF F&B OPTIONS • LOOK FOR THE BEST: PREFER EXCLUSIVE OR HIGH-PROFILE ESTABLISHMENTS TO MASS CATERING • KEEN TO DELIGHT THE SENSES AND MAXIMIZE THE PLEASURES OF TASTE • LOOK FOR SOPHISTICATION, "RARITY AND REFINEMENT IN FOOD: THE "BEST OF EVERYTHING" • FOOD CONSUMPTION AS AN OPPORTUNITY TO DISPLAY LEADERSHIP, ENJOY RELATIONSHIPS AND ENTERTAINMENT • INTERESTED IN NON-FOOD ASPECTS OF CATERING ESTABLISHMENTS (DECOR, COMFORT, SERVICE, ETC.) |
| WELL-OFF MIDDLE-AGED | <ul style="list-style-type: none"> • CULTURAL CONSUMPTION MEDIUM TO HIGH • HIGHLY AWARE OF SOCIAL AND ENVIRONMENTAL ISSUES • BALANCED PATTERN OF FOOD INTAKE: GO FOR FOOD THAT IS GOOD, HEALTHY AND LIGHT • PREFER ESSENTIAL QUALITY (BRANDS) TO ECONOMY • CURIOSITY AND OPEN-MINDEDNESS ABOUT F&B, THOUGH IN A CONTEXT OF SOBRIETY, BALANCE AND CONNECTION WITH AUTHENTIC CULINARY TRADITIONS • GREAT PASSION FOR CUISINE • DISLIKE OF NOISE, CONFUSION AND CRAMPED SPACES | <ul style="list-style-type: none"> • INTERESTED IN THE INTRINSIC QUALITY OF PRODUCE, MEANING ITS GENUINE AND NATURAL ORIGINS (MINIMUM FOOD MILES, ORGANIC PRODUCE, ETC.) • FOOD CONSUMPTION AS AN OPPORTUNITY FOR CULTURAL EXCHANGE AND DEVELOPMENT, BUT ALSO FOR CELEBRATING TRADITIONS AND ITALIAN WAY OF LIFE • ATTRACTED TO THE 'HARD' ELEMENTS OF F&B OFFERING: INGREDIENTS, COOKING TECHNIQUES, FOOD PREPARATION, ETC. • INTERESTED IN ASPECTS OF CULTURE AND ART APPLIED TO FOOD |
| FAMILIES WITH CHILDREN | <ul style="list-style-type: none"> • INTERESTED IN THE AMUSEMENT AND EDUTAINMENT ELEMENTS OF THE VISITOR EXPERIENCE • MAINLY TRADITIONAL PATTERN OF FOOD CONSUMPTION, WITH SOME CURIOSITY AND EXPERIMENTATION IN THE CASE OF YOUNGER FAMILIES • THE VISIT IS SEEN ALSO AS A WAY OF SPENDING A FAMILY DAY TOGETHER | <ul style="list-style-type: none"> • FOOD CONSUMED WITH A VIEW TO NOURISHMENT, LED BY THE CHILDREN'S NEEDS • F&B ESTABLISHMENTS JUDGED NOT JUST ON FOOD QUALITY BUT ALSO AS AN AREA FOR CHILDREN TO PLAY AND PARENTS TO RELAX • THE MAIN CRITERION IS THE SUITABILITY TO CHILDREN'S NEEDS, THE FOOD ONLY COMES SECOND • LOOK FOR SIMPLICITY AND FLEXIBILITY IN THE F&B OFFER (MENUS FOR BABIES OR CHILDREN, PICNIC TAKEAWAYS, ETC.) |

Consumption opportunities on a typical visit have been profiled on the basis of the socio-demographic, behavioural and psychological characteristics of the categories of expected visitors, in order to identify various F&B formats and suggestions.

| CATEGORY | FORMAT | DESCRIPTION |
|--------------|-------------------------------|--|
| BIG SPENDERS | INNOVATIVE F&B ESTABLISHMENTS | <ul style="list-style-type: none"> • ARTISANAL CAFÉS, BARS, BAKERIES, PASTRY SHOPS, WINE BARS, ETC., SUITABLE FOR MORNING OR AFTERNOON BREAKS WITH DISTINCTIVE EXPERIMENTAL AND INNOVATIVE FEATURES: E.G. OPEN VIEW OF THE KNEADING OF BREAD AND PASTA DOUGH |
| | 'EXPERIMENTAL' RESTAURANTS | <ul style="list-style-type: none"> • EXPERIMENTAL RESTAURANTS AND TASTING BARS – INCLUDING MONO-THEMATIC – WITH SELECT REFRESHMENTS ON OFFER AND INNOVATIVE FORMATS OF DÉCOR OR SERVICE/CONSUMPTION MODEL, ETC. |
| | RESTAURANTS AND NIGHT SPOTS | <ul style="list-style-type: none"> • PREMIUM GRADE RESTAURANTS WITH AN ENTERTAINMENT ELEMENT: GAMES, MUSIC, ARTISTS, ETC. • RESTAURANTS SUITABLE FOR A PRE-DINNER APERITIVO OR LATE SNACK WITH LIVE MUSIC |
| ELITE | EXCLUSIVE RESTAURANTS | <ul style="list-style-type: none"> • FIRST RATE RESTAURANTS (I.E. AWARDED MICHELIN STARS OR SIMILAR), WITH A SOPHISTICATED MENU AND TOP-PRICED • HIGHLY INNOVATIVE, FEATURING EXCLUSIVITY, UNIQUENESS AND APPEAL (E.G. PANORAMIC VIEWS OVER THE EXPO SITE) |

| CATEGORY | FORMAT | DESCRIPTION |
|------------------------|--------------------------|--|
| ELITE | EXCLUSIVE AREAS | <ul style="list-style-type: none"> • VERY HIGH CLASS LOUNGE BARS, RELAX AREAS, OYSTER BARS, ETC., WITH EXCLUSIVE F&B OFFERINGS, MAINLY INTENDED FOR CONSUMPTION BETWEEN MEALS • CAREFULLY CHOSEN ENTERTAINMENT (E.G. APERITIVO AND FASHION SHOW) • PARTICULAR ATTENTION DEVOTED TO BUSINESS CUSTOMERS |
| WELL-OFF MIDDLE-AGED | AUTHENTIC CUISINE | <ul style="list-style-type: none"> • PREMIUM RESTAURANTS WHERE THE F&B ON OFFER IS THOROUGHLY AUTHENTIC AND THE RAW MATERIALS FRESH (ORGANIC, NO FOOD MILES, GLUTEN-FREE, ETC.), HEALTHY EATING, GENUINE ITALIAN CHARACTERISTICS • EDUTAINMENT ELEMENT (E.G. COOKING CLASSES) |
| VISITORS WITH CHILDREN | RESTAURANTS FOR CHILDREN | <ul style="list-style-type: none"> • FAMILY-FRIENDLY F&B ESTABLISHMENTS (INCLUDING MONO-THEMATIC AS PIZZA HOUSES, FOR EXAMPLE): LARGE, OPEN SPACES AND PLAIN, NATURAL, VARIED AND FLEXIBLE F&B ON OFFER (FOOD BOX, TAKEAWAY LUNCHES, ETC.) |
| | QUICK SNACK OUTLETS | <ul style="list-style-type: none"> • SMALL CATERING STALLS OR TAKEAWAYS KIOSKS FOR F&B CONSUMPTION IN BETWEEN MEALS, ESPECIALLY TARGETED TO CHILDREN AND FAMILIES: ICE-CREAM VENDORS, FRUITS KIOSKS, ETC. • MUST INCLUDE ELEMENTS OF FUN AND ENTERTAINMENT |

We realize that when planning a successful F&B offering that meets the visitors' requirements it is particularly to understand their desires and anticipate their expectations. For this reason, it can be quite important to understand the dietary habits of the host country.

With regards to the pattern of their meals, Italians usually have four meals a day: breakfast, lunch, dinner and a snack.

Breakfast is in the morning (roughly by 10:00 am), lunch some time between 12:00 and 15:00, and dinner between 19:00 and 22:00. The merenda is an informal snack very popular among schoolchildren: it is eaten mid-morning and/or mid-afternoon and usually consists of fruits, yogurt and bakery goods (sweet or savoury).

Italians are also very fond of the aperitivo, an alcoholic or non-alcoholic drink accompanied by nibbles, which is consumed before dinner.

Traditional drinks in Italy include water, wine, beer and coffee. In terms of volumes consumed there have been changes recently: people tend to drink less wine and beer, but more alcoholic aperitifs, bitters and spirits. The water served in public places is mainly bottled water, sparkling or still. Coffee is drunk at breakfast, during the morning, after lunch and – to a lesser extent – after dinner. Espresso is consumed in coffee bars or at home, where is mostly stovetop coffee. Favourite blends are arabica or arabica-robusta. Lastly, Italian

consumption of non-alcoholic drinks - from soft drinks to fruit juices- is lower than the European average.

Italians traditionally follow the Mediterranean diet, characterized by a nutritional model consisting mainly of olive oil, grains (in the form of bread, pasta and rice), fresh or dried fruits and vegetables, and a moderate quantity of fish, dairy products and meat. The Mediterranean diet is among the core elements of attractiveness of Italy on tourists and at the Expo Site it will be the main feature of the Bio-Mediterranean Cluster (for more information on this, see the Cluster Guidelines on the PDMS).

It should however be noted that one Italian in four is open to the idea of **experimenting with other food cultures** and the so-called ethnic restaurants have become considerably more widespread in recent years, particularly in the Milan area. Moreover, when Italians travel abroad they tend to sample the local cuisine and are interested in ingredients and cooking methods. The expected visitors of Expo Milano 2015, in particular, are keen to taste and experience unknown F&B traditions, as this is one of the thematic attractions of the Event.

Last but not least, Expo Milano 2015 will be an innovative, high-tech Universal Exposition. It will enrich the Visitor Experience by putting the most advanced

Expectations of online services

A CHANCE TO ACCESS THE EXPO SITE ONLINE



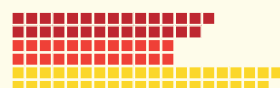
A GUIDE TO PLAN THE VISIT IN ADVANCE SO TO MATCH THE INTEREST OF VISITORS



THE POSSIBILITY OF BUYING TICKETS ONLINE



A SPECIAL SELECTION FOR SCHOOLS, WITH MULTIMEDIA CONTENT ON THE THEME OF THE EXPO



FIGURES ON EMISSIONS/ENERGY PRODUCED AND CONSUMED BY THE EXPO (ENVIRONMENTAL DATA)



REAL-TIME UPDATING OF NUMBERS OF VISITORS, WAITING TIMES AT SITE ENTRANCE OR AT INDIVIDUAL EXHIBITION SPACES



VIDEO/PHOTO CONTESTS



NONE OF THE ABOVE



■ ITALY

■ EUROPE

■ REST OF WORLD

(%)

technology at the service of Participants and visitors. For instance, visitors will be able to plan their visit to the Expo site in advance by creating individual itineraries.

For this reason, Participants are invited to use keywords to tag every aspect of their visitor offering, including F&B. In Appendix I you may find a copy of the form on which Participants must indicate the essential features of their F&B offering. Such information, duly compiled, will among other things make it possible to enable visitors to include F&B offerings among the various stages of their thematic itineraries.

5 FOOD & BEVERAGE PROVISION AT THE EXPO SITE



The aim of this chapter is to sketch the overall panorama of F&B provision within the Expo Site. As mentioned earlier, the provision of F&B at Expo Milano 2015 will play a decisive part in the success of the Event as a key element of the Visitor Experience. That applies to the F&B offering by Participants as much as to the services run directly by the Organizer in the Service Areas.

Some 24 million visits are expected during the six months of the Expo and it is estimated that about **26 million meals** will be served, of which:

- About 13 million meals will be served during the 55 peak traffic days on weekends and public holidays, when up to 250,000 visitors are expected per day;
- About 13 million during the 129 off-peak days, when daily visitor numbers are estimated at around 90,000.

On the basis of current available data, it is estimated that 6% of consumption will be at breakfast, 65% will be during lunch time, 17% will consist of afternoon snacks and the remaining 12% will be provided at dinner time.

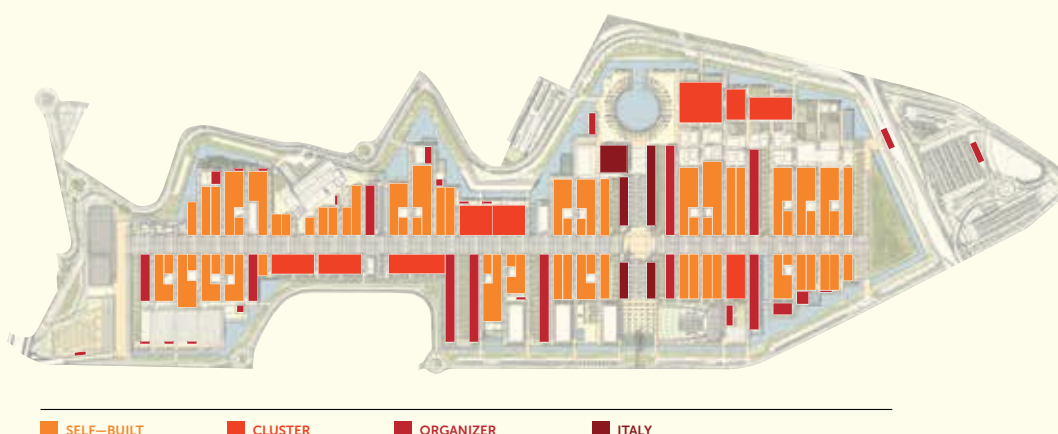
In all, we calculate that the F&B products required - in terms of actual food and drinks, net of non-consumable materials - will amount to some 46,000 tons, 33,000 tons of which for drinks and 13,000 tons for food.

In order to meet such a huge demand, the Organizer has planned about 140 F&B points with a total floor space of about 60,000 square meters. They will be managed in a number of ways:

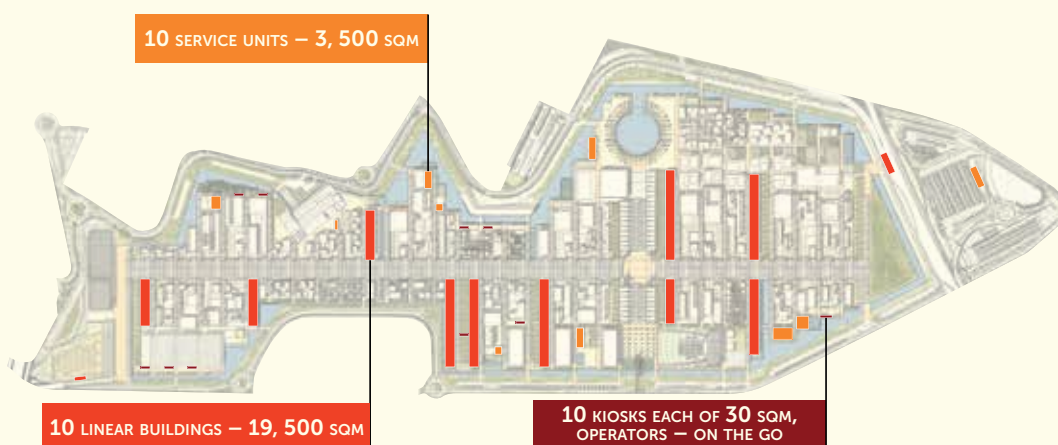
- 40% of them will be run by the Organizer itself, with over 23,000 square meters located within the Service Areas (including all service units and kiosks);
- 50% will be run by Participants within their own Exhibition Spaces – estimated total floor space is 29,000 square meters;
- 7% will be run by both by Partners and by Participants operating jointly in the Clusters – estimated total floor space is 4,000 square meters;
- 3% will be located in the area of the Cardo and Palazzo Italia - estimated total floor space is 1,600 square meters.

This breakdown clearly shows how important the role of Participants is in F&B provision, as they have the lion share of dedicated space and will accordingly be expected to meet a large proportion of the demand: **50% of it and beyond**. This does, understandably, call for a considerable effort, but on the other hand it provides a unique opportunity to communicate with visitors in an immediate and effective way. Providing high quality F&B – a key way to attracting visitors – does convey messages and it is a genuine representation of identity and tradition.

Exposition Site: Food Areas



Exposition Site: Food Areas of the Organizer



With regards to the F&B offerings managed by the Organizer itself, there are plans for five categories:

- 10 large buildings (the so called linear buildings, intersecting the Decumanus at a right angle);
- 2 buildings located at the eastern and western entry points;
- 9 medium-sized service units, uniformly distributed around the Expo Site;
- 10 small kiosks, offering takeaway service;
- a number of selected pushcart vendors distributing snacks and drinks in particular areas of the Expo Site where heavy visitor traffic is expected (e.g. in the proximity of major event areas such as the Open Air Theatre, the Lake Arena, etc.).

A range of high level operators will be commissioned to run these various F&B establishments, to truly represent the best of Italian cuisine and to ensure varied and high quality provision within the Expo Site and at the same time a fast, affordable and comfortable service.

On the basis of the continued collaboration with Participants, the Organizer wishes to offer Participants the opportunity to join in the running of some of those F&B areas. In addition, Participants are invited to raise the interest of high-level F&B companies in their region on the possibility to participate in the related tenders. Expressions of interest should reach the Organizer as soon as possible.

The previous chapters of this Guide provide Participants with the rationale for joining forces with the Organizer to build the Expo Milano 2015 F&B Experience and explained how it is indeed the quality and quantity of their F&B provision which would play the leading role in the overall F&B offering of the Event.

We would now like to present Participants with concrete suggestions as well as recommendations and logistic rules for designing the various aspects of their own F&B provision to the best possible effect. In the following pages, Participants will find practical advice for making the most of their individual forms of excellence in all aspects: from the way in which they may lay out the F&B components in their exhibition spaces to how to respond to visitors' expectations in this field.

With the suggestions and recommendations that follow, we intend to enable Participants to pick the **most suitable format** for their F&B offering in view of exalting the characteristics of their cuisine as well as creating something both innovative and attractive to visitors given their overall thematic offering and Exhibition Space characteristics.

Expo Milano 2015 invites all Participants to give extra consideration to the F&B components of their participation as well as the physical areas in which

they are housed, far beyond the merely commercial aspects. In this sense, we would like to recall that the 20% policy only applies to the actual commercial space – the space in which services are sold – and do not include food preparation areas, shops or other back-of-house areas. Nor does it apply to areas where free tastings or edutainment initiatives on F&B takes place, as for instance cooking workshops and demonstrations.

The specifics of the various possible F&B formats at Expo Milano 2015 are based on a set of elements widely presented in this Guide: the need to favour quick-service F&B offerings that can satisfy a wide range of consumers; the need to tailor provision to cope with expected peak traffic; the suggestion that menus should vary depending on what produce is in season and indeed on the weather; the opportunity for turning F&B offering into a means of communicating with visitors and showcasing the individual identity of each Participant.

In view of all this, Participants are requested to find ways to **address two types of F&B needs by visitors**. The first is intended for a wide range of consumers and appropriate to a highly-concentrated demand – based on quick-service, free-flow as in kiosks, bars, takeaways, etc. The other is designed for a more focused and in depth F&B Experience that intends to provide an opportunity to engage with the forms of culinary excellence by Participants, as for instance through restaurant evening slots that can be booked for in advance.

Though these two forms of F&B offering are intended for different consumer segments, it should be emphasized that each of them deserves equally serious preparation and management. They will both contribute to meeting the manifold needs of visitors and will help enriching the F&B Experience on offer at Expo Milano 2015.

In particular, for the Participants building their own Exhibition Space – the Self-Built format – it is mandatory that F&B offering be included. The Organizer has already issued a set of rules and restrictions on the organization of F&B areas that are included in the Official Participants Guide Self-Built Exhibition Spaces – Design, Construction, Set-Up and Dismantling (2013), available on the PDMS.

The core norms included in such Guide are summarized below; please refer to the whole Guide for an exhaustive overview of the matter:

- Make the best possible use of the available open space to provide at least some forms of F&B offering;
- Avail of the time visitors may spend waiting for entry in the exhibition areas as an opportunity for a F&B Experience;
- Provide separate entrances for F&B areas;
- Make arrangements for storing at least two days worth of F&B within the exhibition space;

- Provide separate toilet facilities next to the F&B area;
- Organize separated waste collection.

Turning to the possible F&B arrangements in individual Participants' areas within the nine **Clusters** – one of the most innovative and theme-friendly elements of Expo Milano 2015 - the Organizer presented Participants with a modular set of solutions at the 2013 Working Group meetings. These, ranging from single units of 250 square meters (on two floors) to the triple units available in some Clusters, allow individual Participants to work out their own F&B offering. The solution enables any Participant, even those with a limited floor area, to devise adequate and richly varied F&B offerings - from the market up to exhibitions dedicated to the theme of food - within the very thematically attractive Clusters.

It is worth recalling that Participants occupying a single-module exhibition space in a Cluster are requested to consider whether or not to provide F&B at all, while some forms of F&B provision is highly recommended for those Participants occupying double or triple modules.

Below, we set out two suggested solutions that could be tailored to the various Exhibition Spaces, depending on the floor area. Please note that in two-storey units, the ground floor only is permitted to host F&B services, while the upper floor is restricted to areas for offices and staff.

The first format for providing F&B in an individual Exhibition Space within a Cluster is a ground floor layout in which 45 square meters are back-of-house areas and 60 square meters are dedicated to the distribution of F&B. As the figure below shows, the 45 square meters area covers food preparation (this includes cooking the food, so long as suitable vapour extraction systems have been installed beforehand), the food storages and the waste receptacles, as well as washing and toilet facilities for the staff. The 60 square meters distribution area does not provide for visitors' seating, since it is mainly intended for take-away fruition, exhibit and market and for the selling of samples of traditional food - dry food likely.

aga

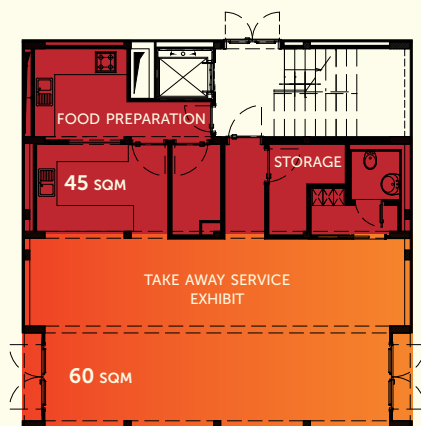
This solution can apply to all sizes of units within Clusters. In the case of single units (250 square meters on two levels) this means dedicating to F&B service the whole of the ground floor, while for double units (500 square meters on two levels) and triple units (750 square meters on two levels) some space would be available for exhibiting.

The second format extends the back-of-house area to 75 square meters, so as to include the food preparation area, the storages, the waste receptacles and the staff toilet facilities, but also toilet facilities for the public. Under this arrangement, the 60 square meters dedicated to F&B distribution may include seating for up to 40 people.

This solution is only possible with double and triple units and in both cases it allows for space for exhibiting as well.

Clusters: Food & Beverage Provision

A



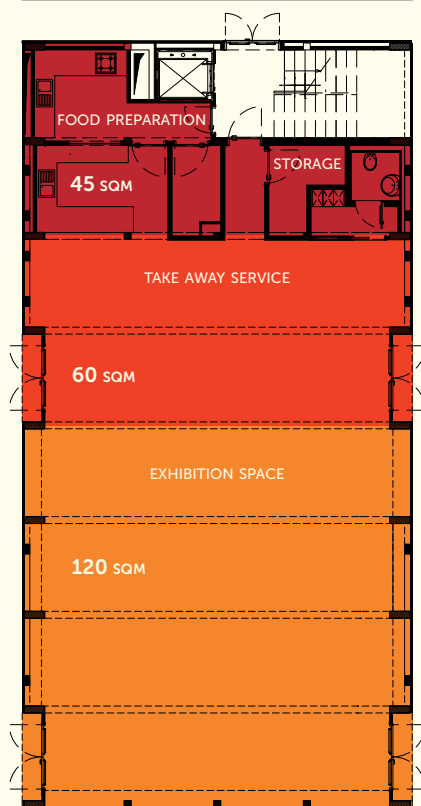
A SAMPLE OF **TAKE AWAY** SERVICE IN A **SINGLE** UNIT.

B SAMPLE OF **TAKE AWAY** SERVICE IN A **DOUBLE (OR TRIPLE)** UNIT.

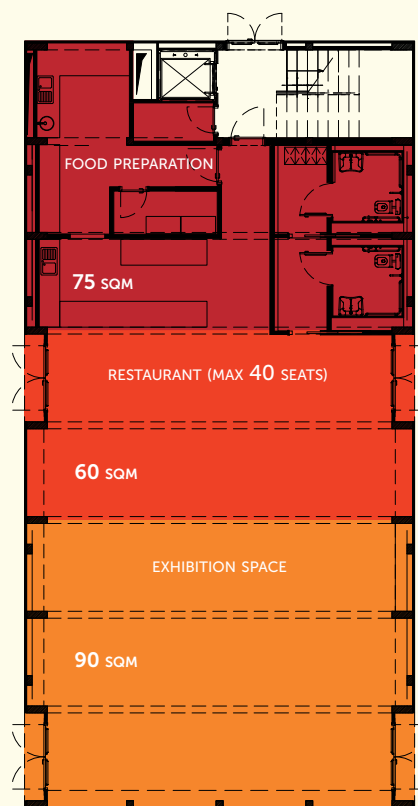
C SAMPLE OF **F&B** SERVICE WITH **SEATING AREA** IN A **DOUBLE (OR TRIPLE)** UNIT.

- FOOD PREPARATION
- FOOD DISTRIBUTION
- FOOD MARKET EXHIBITION AND TASTING

B



C



For further details on the F&B installation within the Cluster units please refer to the Cluster Technical Regulations available on the PDMS.

In the process of designing their F&B provision Participants must consider the health and safety rules and regulations, please see the Guidelines on Hygiene and Safety for Food Areas in Exhibition Spaces (2013) available on the PDMS for further details. Also in keeping with the overall design of their participation, Participants should bear in mind the characteristics of their own Exhibition Spaces in terms of available floor space. Such consideration should not, however, discourage Participants that hold smaller lots. Quite on the contrary, as per the table below, F&B formats such as quick service and kiosks - which enable large numbers of visitors to be served in a swift way - can be very successfully adapted to relatively small Exhibition Spaces.

Participants are invited to include **quick-service and takeaway formats** in their F&B provision, not only because this will help ensuring that they cope with the expected rate of demand - over 50% of the whole F&B demand in the Site - but more importantly because it provides an opportunity to present their typical products and finest cuisine to the widest possible public. As a general suggestion, we therefore recommend that - in addition to any other forms of F&B offering they may opt for - Participants provide takeaway service as this will help spreading the word about their cuisine further afield.

It is worth noting that, as per the GFK Eurisko findings, about 60% of potential visitors are looking forward to the F&B Experience of discovering food cultures from all over the world. Therefore, F&B provision formats that can handle large numbers of people will meet the expectations of high number of visitors and turn this service into an important means of communicating and representing the Theme according to the specificities of each Participant.

As mentioned earlier, the Organizer expects Participants – especially those with middle-sized and large Exhibition Spaces – to manage more than one format of F&B offering, so as to provide diversity and to satisfy a greater number of visitors and a wider clientele.

Bearing this in mind, Participants are also invited to plan arrangements in which the provision of F&B is associated with the **staging of events**. The convivial element in any tradition makes it an ideal facilitator of encounters between people and cultures and can add distinction to entertainment activities. In such a way, the staging of events provides the opportunity to bring F&B offerings beyond Participants' Exhibition Spaces.

This can be done, for instance, through various forms of collaboration with restaurants in the Milan district, thus creating innovative forms of F&B across an area wider than the Expo Site. Initiatives of this kind might be particularly suited to recurrent festivals and special events - such as National Days - or to more informal entertainment contexts such as Expo

by Night. For the organization of events in the common areas of the Expo Site - outside the Exhibition Spaces of Participants – please refer to the Event Guidelines of Expo Milano 2015, which will be made available on the PDMS in the near future.

Participants are requested to fill in the form contained in Appendix I to this Guide to indicate to the Organizer the F&B format(s) they will be offering within their Exhibition Spaces.

Last, but not least, all Participants that have indicated in their Theme Statement that they will be part of a specific thematic itinerary are requested to devise a special menu devoted to the specific sub-theme of that itinerary.

The table below sets out suggested F&B formats, depending on the size of Exhibition Spaces.

| | | FORMAT | SERVICE FEATURES | SUGGESTED EXHIBITION SPACE SIZE |
|--|---|---------------------------|---|---------------------------------|
| WAITER SERVICE | 1 | FINE DINING | THE RESTAURANTS IN THIS CATEGORY OFFER MEALS PREPARED TO THE VERY HIGHEST STANDARDS IN TERMS OF RAW MATERIAL QUALITY, PROCESSING AND PRESENTATION. THEY ARE RESTAURANTS WITH A HIGH LEVEL OF SERVICE, WITH HIGHLY TRAINED WAITERS AND A FULLY-FLEDGED FRENCH COOKING HIERARCHY (MAÎTRE, CHEF DE RANG, COMMIS DE RANG, ETC.). THERE IS USUALLY ALSO A WINE WAITER. CUSTOMERS ARE ASKED TO OBSERVE A DRESS CODE. | LARGE AND ABOVE |
| | 2 | CLASSIC & CASUAL | THIS CATEGORY COVERS PREMISES OFFERING HIGH QUALITY F&B SERVICE AT A RANGE OF PRICES, WITH VARIOUS KINDS OF PRODUCE AND A CHOICE OF MENU ITEMS. CUSTOMERS ARE SERVED AT THEIR TABLE. RESTAURANTS IN THIS CATEGORY MAY HAVE A BAR SERVICE AND USUALLY HAVE A LIMITED WINE LIST. | MEDIUM AND ABOVE |
| SELF SERVICE | 3 | FREE FLOW | THIS CATEGORY COVERS LARGE-SCALE CATERING PREMISES OFFERING A QUICK, VARIED AND INEXPENSIVE SERVICE. IN THE FREE-FLOW SERVICE CUSTOMERS FIRST HELP THEMSELVES - NORMALLY USING A TRAY - AT VARIOUS STANDS OFFERING A RANGE OF DISHES, THEN PAY AT THE TILL AND FINALLY TAKE A SEAT IN THE DINING ROOM TO EAT. | LARGE AND ABOVE |
| | 4 | BUFFET | THIS KIND OF RESTAURANT OFFERS A VARIETY OF DISHES AT A SET PRICE. THE FOOD IS LAID OUT ON A BUFFET TABLE, WITH SELF-SERVICE FOR PLATES AND CUTLERY. THE SELECTION OF DISHES MAY BE SMALL OR VERY EXTENSIVE, INCLUDING SALADS, HOT AND COLD SOUPS, DESSERTS AND FRUIT. THE RANGE OF CUISINE ON OFFER IS OFTEN LINKED TO A SPECIFIC IDENTITY. WAITERS DO SERVE DRINKS AND CLEAR TABLES. | LARGE AND ABOVE |
| | 5 | QUICK SERVICE | QUICK-SERVICE RESTAURANTS ARE F&B ESTABLISHMENTS OFFERING QUICK, ECONOMICAL MEALS, USUALLY CONSISTING OF JUST ONE KIND OF PRODUCT. CUSTOMERS ARE TYPICALLY SERVED AT A COUNTER (BEHIND WHICH IS THE FOOD PREPARATION AREA) AND THEN SIT AT TABLES. THE MEALS ARE PREPARED QUICKLY, BY RE-HEATING OR COOKING THROUGH A FAST PREPARATION PROCESS THAT TAKES PLACE AT THE COUNTER. | SMALL AND MEDIUM |
| | 6 | KIOSKS | KIOSKS OFFER QUICK SERVICE, WITH SIMPLE FOOD THAT TAKES A MINIMUM OF PREPARING. SEATING IS NOT PROVIDED. | ALL |
| | 7 | BARS | THESE ARE PREMISES OFFERING QUICK SERVICE AND A VARIED RANGE: CUSTOMERS ARE SERVED AT THE BAR BEHIND WHICH THE FOOD IS PREPARED, AND THEN SIT AT THE TABLES. THE FOOD NEEDS NO COOKING AND NO SEPARATE PREPARATION BUT HEATING OR GRILLING (E.G. SANDWICHES, PANINI, COLD DISHES, SALADS). | ALL |
| | 8 | DELICATESSEN, STREET FOOD | DELICATESSEN IS INTENDED AS PREMIUM EATING OR FINE FOODS OFFERING. IT DOES USUALLY CONSIST OF A STORE SELLING F&B SPECIALTIES. THERE ARE NO TABLES, BUT THERE MAY BE A FURNISHED AREA (E.G. A COUNTER OR ISLAND WITH CONDIMENTS AND TABLEWARE) FOR THE TASTING. THE STREET FOOD FORMAT REFERS TO F&B OFFERINGS READY FOR CONSUMPTION IN A STREET OR OTHER PUBLIC PLACE (MARKET, FAIR, ETC.) AND SOLD BY AN ITINERANT VENDOR OR FROM A PUSHCART. | ALL |
| SIZES OF SELF-BUILT LOTS: SMALL - BELOW 1,000 SQUARE METERS; MEDIUM - BETWEEN 1,000 AND 2,000 SQUARE METERS; LARGE - BETWEEN 2,000 AND AROUND 3,000 SQUARE METERS; EXTRA-LARGE - AROUND OR ABOVE 3,000 SQUARE METERS. SIZES OF CLUSTER UNITS: UNITS WITHIN THE CLUSTERS - WHETHER SINGLE, DOUBLE OR TRIPLE - ARE CONSIDERED AS SMALL SELF-BUILT LOTS FOR F&B OFFERING PURPOSES. | | | | |

6 FOOD & BEVERAGE LOGISTICS MODEL



Logistics for food and beverages

In line with what illustrated in the Theme Guide of Expo Milano 2015, food and beverage offer will play a fundamental role in the success of the Expo as it will be a crucial part of the Visitor Experience.

The Organizer will therefore regulate logistics for the supply of food and beverages inside the Expo Site so that all Participants have a chance to provide the best qualitative and quantitative representation of their offering, while complying with the food handling legislation, health and safety standards, and the rules set out above on F&B deliveries.

Guiding principles

To offer the most effective and efficient solution and guarantee the best outcomes for the Participants and for Expo 2015 as a whole, the Organizer's regulation is based on two fundamental principles:

1. Self managed food & beverage procurement. Within the terms of the conditions described below, Participants are free to procure their food and drink products from:

- a) Any national or international supplier of their choice, or
- b) products supplied by national or international vendors officially chosen by the Organizer.

Self managed food and beverages logistics. The Participants are also free to manage their own deliveries of food and drinks to their pavilions, using:

- a) an **Official Food Logistics Partner** recommended by the Organizer which will have priority access to enter the Expo site or
- b) a **Certified Food Logistics Partner**, which can be either directly certified and recommended by the Organizer or chosen by the Participant and certified by the Organizer, which will also have priority access to enter the Expo site or
- c) a **Food Logistics Partner of their own choice** which will be permitted access to the Expo site to deliver goods to the food service points of the Participants providing they comply with the food handling legislation, health and safety standards, and the rules set out below for the deliveries by such suppliers (see next paragraph);

2. Scheduling and authorization of daily access to the Expo Site via an

integrated Master Delivery Schedule (MDS) platform which manages flows of materials and services in accordance with the Organizer's security standards.

The Organizer holds **the Participant solely responsible for all the decisions relating to the procurement of food and beverages** for its food service points (in a self-built pavilion or Cluster area). They must therefore guarantee the entire food and beverages management cycle: procurement, purchasing, ordering, transport, stock management (both in warehouses and inside their own pavilion), logistics and the deliveries of products to the Participant's food service point.

The European Union issued specific rules, regulations and guidelines for Health and Safety of food and beverage products that are applied in every member State for their import. An extract of these indications will be made available to Participants on the PDMS.

The above principles also apply to **suppliers of disposable catering products to be used in place of washable cutlery** (e.g. plates, saucers, cutlery, ice-cream spoons, glasses, cups, bowls, trays and any other container for serving foods and drinks) which must comply with the **EN 13432 standard**, i.e. they must be fit for purpose (e.g. for hot or cold liquids) and must be biodegradable and compostable in a waste management centre after sorting. These characteristics must be certified by a third party authority. The Organizer reserves the right to select one or more Official Suppliers which Participants may choose to source the materials they need from, ensuring the characteristics of the product.

The supplier freely chosen by a Participant must, in any case, comply with the Organizer's certification process (see paragraph below) which includes verification of the product characteristics mentioned above.

Suppliers

The theme "Feeding the Planet, Energy for Life" places food and beverage offering at Expo Milano 2015 at the centre of the visitor experience. For this reason management and logistics of the entire food and beverages supply chain is vitally important for the event's success. In addition to being of primary importance, these activities are made particularly complex by the specific nature of big events which have significant repercussions on logistics, such as:

- Schedule of the event: dates are absolutely binding and cannot be changed;
- Large size: the large numbers of participants, visitors and businesses mean huge volumes of goods to be handled in a limited timeframe;
- Uncertainty and volatility of demand: there will inevitably be peaks in demand during some periods of the Expo, both in terms of quantity

- (volumes requested), and type (unusual and varied requests);
- International event: the need to handle the logistics of Participants from countries all over world, mindful of the peculiarities of each one, while complying with the rules and standards of the host country.

OFFICIAL SUPPLIERS

To face this logistics and organizational challenges and in a spirit of mutual cooperation with the Participants, the Organizer will select **Official Suppliers** who can guarantee Participants with superior service in terms of quality and efficiency.

By offering a broad range of quality **food and beverages products** covering all regional, national and international specialties, the Official Suppliers chosen by the Organizer, will support Participants in organizing their own foods offering at the very best.

The Official Suppliers can also provide **specific logistics services** for the handling of foods and beverages by managing the whole supply chain in every aspects such as cold, fresh and dry supply chains, etc.

Official Supplier or Partners are defined by the Organizer as suppliers that have been selected after a Request Of Proposal (RFP) process to cover specific topics covering the needs of Expo 2015.

In accordance with the guiding principles outlined above, each Participant is free to choose its own national or international suppliers and self manage its own logistics and stock. However, in order to optimize procurement management, simplify operations and ensure environmental sustainability, **the Organizer suggests all Participants to try and use Official Suppliers as much as possible** for all catering activities related to their food service points.

CERTIFICATION OF SUPPLIERS

In order to guarantee that the selected suppliers offer the best quantitative and qualitative service to Participants, the Organizer will certify Suppliers (or Partners or Sponsors) which, as part of their normal activity, regularly deliver goods or services to the Expo Site.

Certification will allow all suppliers providing goods or services inside the Expo Site to inspect, check and seal deliveries directly in their own warehouses streamlining access and control procedures at the entry gates as described in the next paragraphs.

To obtain **Certified Supplier** status, suppliers must guarantee the integrity of the products delivered in two ways:

1. **Safety certification of the goods delivered:** products/materials entering their warehouses must be inspected and checked to make sure they are conform with the order or similar documentation, and that all paperwork regarding customs, health and phitosaitary controls is present and correct. The seals on the packaging may also be inspected. Every shipment is then checked using X-ray machines

and visual inspection.

2. **Safety certification of the procurement process:** finished products for the Expo Site must originate from a certified “tamper proof” supply chain which meets the Expo’s security standards. Officially Certified Suppliers of food and beverages must also guarantee and attest the origin of the products in accordance with EU laws and regulations on food certification.

Certification of the goods

There are 4 areas in which all Certified Suppliers must implement precise security protocols within the certification process:

- **Warehouses**
- **Personnel**
- **Vehicles**
- **Seals and Documentation**

The procedures for each area are detailed below:

Warehouses

- Every warehouse used to store goods for delivery to the Expo Site must have a separate area (Expo Workspace) with a limited number of entrances accessible only to authorized personnel;
- The Expo Workspace must be protected by fences of adequate height (minimum 2.5 m) with guarded entrance points (video-surveillance or guards);
- Vehicles loading and unloading must be recorded;
- Access to the Expo Workspace must be guarded 24/7 by CCTV or surveillance personnel;
- Entry must be restricted only to authorized staff;
- Staff and personal belongings must undergo a security check before being admitted to the Expo Workspace.

Personnel

- Suppliers must assign specific personnel (supervisors, warehouse staff and drivers) to enforcing the certification protocols for the period of the Expo;
- The above personnel must be accredited and pass police background checks;
- Each supplier shall identify a supervisor for the control, inspection and sealing of the goods;
- All personnel accessing the Expo Site must be accredited under the normal Expo accreditation program.

Vehicles

Suppliers’ vehicles must meet the following requirements:

- Vehicles shall be dedicated to Expo operations only;
- Goods compartment must be isolated from the driver’s cab;

- Goods compartment must be fitted with locking mechanisms that can accept security seals;
- Goods compartment must have metal sides or a resistant tarpaulin cover with no holes or tears which can be sealed at the edges.

Seals and documentation

Seals are sensitive security items and their use must be tracked:

- Supplier supervisors must keep a Security Seal Register with log numbers, their specific use and eventual destruction;
- Each vehicle must carry a Vehicle Inspection Certificate, given to the driver containing full information on the cargo and the seals;
- The Seal Register and Vehicle Inspection Certificate must be kept safe for eventual inspection.

Certification of the procurement process

Within the certification process there are 2 areas in which all Certified Suppliers must implement precise security protocols:

Quality, security and traceability

To ensure they meet the quality and security requirements the Organizer requires all Official and Certified Suppliers to put in place specific process and product controls to guarantee compliance with food safety and traceability standards, HACCP criteria and provide products and services that satisfy requisites.

Process control involves the application of food safety procedures (such as checking suppliers on arrival, multiple inspections during storage and processing, right through to transport and delivery to the Participants pavillion), including use of an IT system to control the cold and fresh supply chains.

Product control involves taking samples during the distribution or processing cycle to verify the compliance of the food product in regard to labelling, microbiological characteristics, residues and banned substances. Products distributed by Official and Certified Suppliers are subject to specific sampling programs for thousands of different tests.

Environmental sustainability

Official and Certified Suppliers selected by the Organizer will guarantee:

- Environmental management system for the service provided;
- Sustainability of the production process;
- Sustainability of the production chain and relations with suppliers;
- Commitments in terms of corporate social responsibility

Official and Certified Suppliers also have the responsibility to:

- Meet the green procurement criteria of products and the supply chain, as presented in the Organizer's Green Procurement Guidelines, wherever applicable and pertinent.
- Use packaging and wrapping materials that meet the Organizer's Green Procurement Guidelines.

- Optimize loads with load factors of at least 60%.
- Use eco sustainable Euro 5 or higher vehicles.

Certification process

The Certification Process (only for suppliers directly present or represented in Italy) for Official Suppliers, Partners and Sponsor involves several mandatory steps:

- **Application**
- **Self-certification**
- **Document check**
- **Audit (optional)**

Details on each stage of the certification process are given below:

Application

Official request to enter the program must be submitted to the Organizer.

Self-certification

The applicants must produce a self-certification document stating that they meet the criteria in all the various areas described above.

Document check

Check by Expo security of all aspects of the system presented by the applicant. This may involve meetings with applicants to discuss the most critical aspects.

Pre-certification audit by the Organizer

Expo reserves the right at any time to carry out an onsite inspection (audit) of all security procedures that the applicant declares to have in place. If the applicant fails the audit, Expo can either revoke certification or require the supplier to make changes to its security protocols to meet the requirements of certification.

RESIDUAL SUPPLIERS

The theme “Feeding the Planet, Energy for Life” places food service at Expo Milano 2015 at the centre of the visitor experience. As such, management of the entire food and beverages supply chain is vitally important for the event’s success. Nevertheless, to offer Participants the full freedom to manage and supply their own food service points in the pavilions, the Organizer has decided to allow them to use **suppliers of their own choice, not selected or certified by Expo 2015**.

The Organizer’s final goal in the success of the event will depend in large part on the organizational synergies created between the Participants and the Organizer. Hence the decision to allow Participants a certain freedom in the management and procurement for their pavilions.

For this reasons the Organizer caters the Participants’ wish to use suppliers with which they have a consolidated relationship of trust, either based on previous partnerships or which can provide better conditions and special guarantees on deliveries with characteristics that are not easy to satisfy.

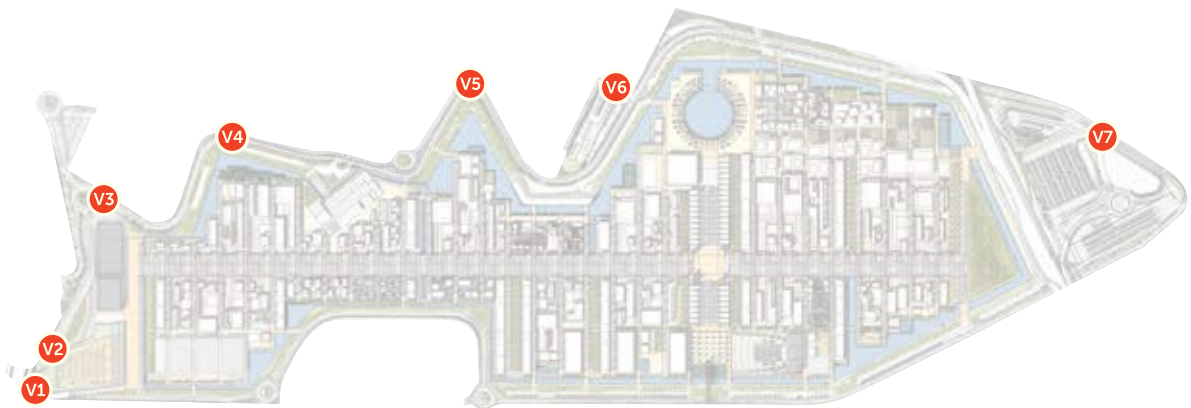
Participants must nevertheless guarantee and certify the origin of their foods and beverages products and the compliance of their suppliers with the law and the EC 852/2004 regulation on food hygiene passed by the European Parliament and Council on 29 April 2004.

Similarly, regarding logistics providers, Participants must guarantee and certify every step of the handling of the foods and beverages, their storage and transportation including for example continual monitoring of the temperature along the entire cold or fresh supply chain.

The Organizer declines all responsibility for the quality of products served at food service points that depends on logistics providers chosen independently by the Participants.

Access to the Site

Throughout the whole period of the event vehicle access to the Site will be possible through the 7 gates along the north perimeter. (No vehicle access is possible along the south perimeter due to the presence of the railway and the Italian mail sorting center. For more detailed information on the accessibility of the Expo Site please refer to Annex 3) All gates have security checkpoints to monitor vehicles and people. Access from the outside to the perimeter road that runs around the whole Site and the east entrance area, known as the Loop (see dedicated paragraph) will be through these gates.



To optimize logistics flows, bearing in mind the constraints on circulation described above and to minimize possible interference with emergency services, the Organizer has decided to dedicate certain gates to specific activities. Specifically:

- Gate 1: Emergencies and security
- Gates 2, 3 and 4: Logistics for food and beverages
- Gate 5: Logistics for non-food goods
- Gate 6: VIP access (daytime) and logistics for non-food goods and, if necessary, logistics for food and beverages (nighttime)
- Gate 7: Street cleaning and waste collection

Below are details on the individual gates.

Gates 1 and 2

Located close to the area in front of the northwest exit, Gate 1 provides two-way access to the loop and Gate 2 access to the Expo Centre.

Both allow U-turns in the event of entry by mistake or if entry is refused after the security check, and immediate exit is possible by the second gate. Gate 1 will be mainly reserved for emergency and service vehicles.

Gate 2 will be used for vehicles delivering food and beverages.

Gate 3

Gate 3 provides immediate entry to the loop or to the service area north of the Expo Centre, where the loop shuttles will circle around during the day and by night can be used for loading/unloading. U-turns are possible in the event of entry to the square by mistake.

The stretch of loop road west of the Expo Centre is one-way, as shown in the figure. The gate will be used for vehicles delivering food and beverages.



Gate 4

Gate 4 connects the loop with Via Cristina Belgioioso, a local road which goes to Rho town centre. With a width of 7.5 metres, it is the widest of the gates. U-turns are possible in the event of error, before entering the loop. The gate is used for vehicles delivering food and beverages.

Gate 5

Gate 5 is on Via Montello. U-turns are possible by going straight on rather than entering the Site, from either direction. The access bars are 3.5 m wide. As the proximity warehouse is located near this gate, it will be mainly used by vehicles delivering generic goods. Where necessary, it may also be used for vehicles delivering food and beverages.

Gate 6

Gate 6 is at the end of Via Cristina Belgioioso. Vehicles with a maximum width of 4 metres can access through this gate.

New access conditions have recently been made to facilitate urban circulation and at

the same time providing further access to the loop. These new conditions also allow for easier U-turns.

Given its closeness to the helipad, Gate 6 will be used for VIPs during opening hours access to the Expo Site. At nighttime, it will be reserved for non-food goods deliveries and where necessary, it may also be used for food and beverages deliveries.



Gate 7

Gate 7 connects the loop with a stretch of new road, which, passing through the east exit area, gives access to Via Cristina Belgioioso in the direction of Sacco Hospital. U-turns are possible.

Gate 7 will be reserved for waste collection vehicles and street cleaning inside the Expo Site.



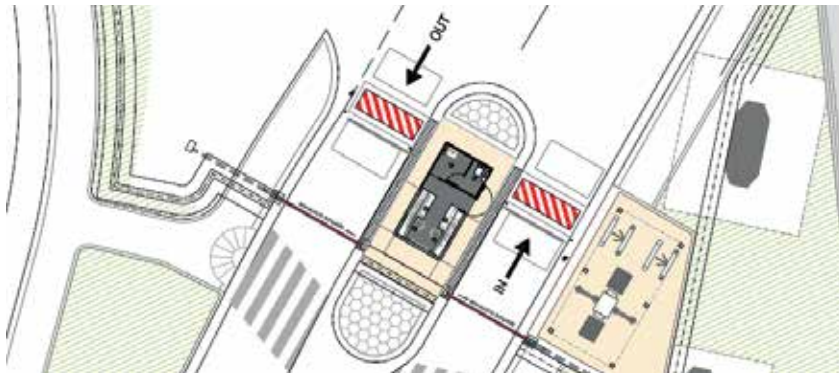
Gate configuration and structure

Each access gate will have the configuration shown below:

- 3 Barriers
- 4 Bollards
- 1 X-ray machine for screening hand baggage
- 2 Metal detector gates
- 1 Explosive device sensor (EDS)
- 1 Mirror to check underneath vehicles
- 2 Turnstiles

Security personnel:

- 1 Security guard (unarmed)
- 2 Security-screened operators

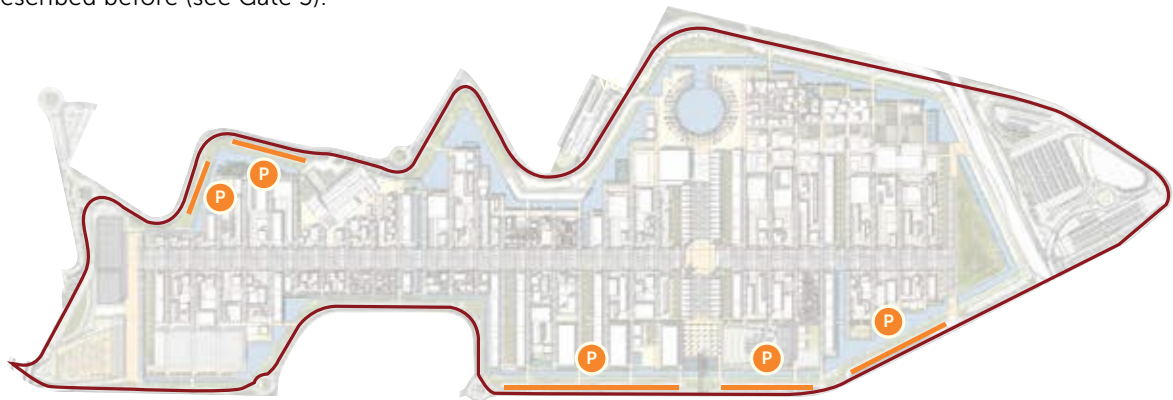


The Loop

The gates give access to the Loop, a perimeter road running around the whole Site and enclosing the east exit area.

The Loop is a 5.2 km two-way road with a shuttle service running during opening hours known as the People Mover to carry visitors quickly around the Site. There are 5 parking areas along the loop marked in orange.

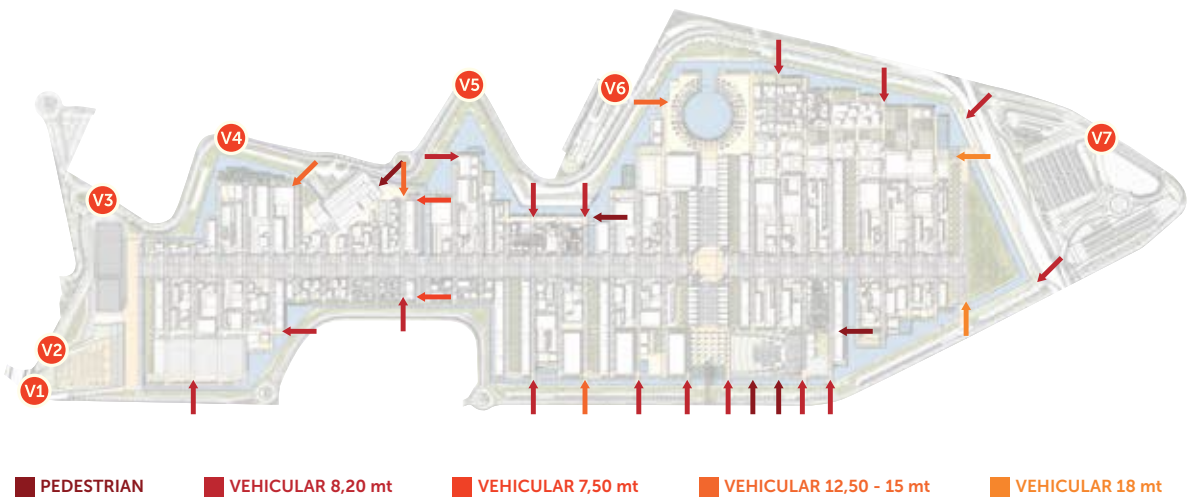
At night the Loop represents the main way for all goods deliveries to the Participants' pavilions and other services which will operate when the Site is closed: maintenance, cleaning, waste collection, vending machine operators, etc. To access the exposition area from the loop, vehicles must go through the road bridges across the canal which surrounds the area. The Loop is mainly a two-way road, although there is a one-way section, described before (see Gate 3).



From the Loop to the Site

Access to the Site from the Loop is via a number of vehicular bridges and 5 pedestrian bridges around the whole perimeter and in the western area via special access ways to the north of the Expo Centre and at the northwest exit. The bridges and walkways are of different sizes, as shown in the figure, most

being 8.2 metres wide. The coloured arrows indicate the various widths of the bridges. Note that all bridges can be crossed in both directions, but one-way signs may be introduced to optimize traffic flows.



Internal roads

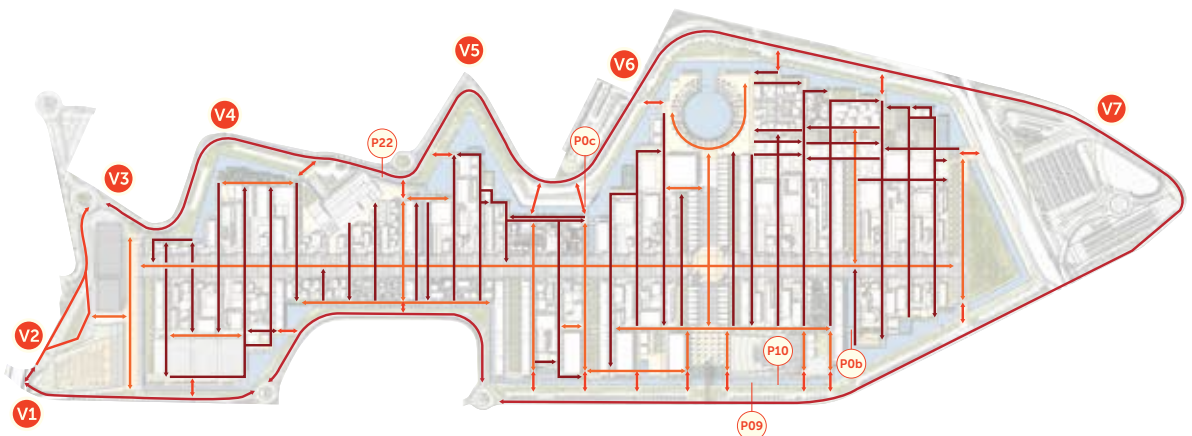
Regarding roads inside the Expo Site, the basic idea is to have a one-way system, exceptions on the Decumanus and the Cardo are under evaluation.

Road widths are as follows:

- 35 metres for the Decumanus and the Cardo,
- 8 metres for all secondary roads (parallel to the Cardo)
- 4 - 5 metres for streets (parallel to the Decumanus) connecting the various secondary roads
- 3 - 5 metres for roads running along the canal

Below is a figure showing the one-way streets in dark red and those which might be two-way, if necessary, in orange.

The pedestrian bridges are also highlighted and shown in detail (P0b, P0c, P09, P10, P22).



Logistic constraints in the Expo Site

Delivery times

The deliveries, the unloading of vehicles and the putaway of goods in the dedicated storage areas (refrigerated for food) will be operated during Expo site closing hours, specifically:

- **Monday and Tuesday from midnight to 5 a.m.**
- **Wednesday to Sunday from 3 a.m. to 7 a.m.**

During these periods vehicle access for goods deliveries and pickups will be strictly regulated by the Master Delivery Schedule (described in detail in section next chapters) which will assign specific time slots to each vehicle for access to the Expo Site.

The Master Delivery Schedule will specify precise delivery times during the above time windows.

Urgent deliveries either from outside warehouses or the transfer of goods within the Expo site may be considered only if absolutely necessary. Should these deliveries be necessary during Site opening hours, they must always comply with Expo security rules and standards, and assessed and approved by Expo on a case by case basis.

Delivery vehicles

Bearing in mind the limited space for traffic and the layout of the Site, only vehicles with a length not exceeding 7 metres will be admitted. Deliveries should therefore preferably be made using smaller vehicles such as:



ESTATE
Max dimensions (LxLxH)
4 x 1,8 x 1,6
Capacity 600 litres



SMALL
Max dimensions (LxLxH)
3,8 x 1,7 x 1,7
Capacity 800 litres



VAN
Max dimensions (LxLxH)
6,00 x 2,1 x 2,5
Capacity 1000 litres



BOX VAN
Max dimensions (LxLxH)
6,5 x 2,1 x 2,5
Capacity 1000 litres



LORRY
Max dimensions (LxLxH)
7,5 x 2,4 x 2,9
Capacity 18-2500 litres

Sustainability

Sustainability is a fundamental concern for Expo Milano 2015 in line with the philosophy behind the event. In order to minimize the environmental impact of product and service provision to Expo Milano 2015, Green Procurement Guidelines have been issued. These Guidelines have been sent to all Participants, Partners, Sponsors and Suppliers, with particular reference to food and beverage activities and the procurement of:

equipment and furnishings for the pavilions, merchandising products, packaging and cleaning products.

Vehicles used for deliveries to the Expo Site must be fitted with Euro 4 or later pollutant emissions reduction systems. Preference will be given to electric, hybrid or latest generation biogas vehicles.

To maximize logistics efficiency and minimize the number of vehicles entering the Site, the Organizer strongly recommends that the vehicles have a load factor higher than 60%.

Speed limits

To guarantee maximum safety for people, the vehicle speed limit within the Site is strictly 30 km/h. On the loop the highway code speed limit for traffic in residential areas is 50km/h.

Access to the Site during the Expo

Site security

To guarantee maximum security during the Expo, the whole perimeter of the Expo Site (called the **Hard Ring**) will be protected by IATA airport like security level. Nearing the Event the whole area will be cleared and all gates to the Hard Ring will be closed, a procedure known as **Lock Down**.

Lock Down is the stage in the life cycle of the Expo Site during which the security plan is implemented and all access control measures come into effect.

At Lock Down, access controls similar to IATA airport procedures will be implemented at the Site. Lock Down will begin a few days before the Expo opening date (Participants will be informed of the exact date via the PDMS) and ends on 31 October 2015. Once Lock Down has begun, only vehicles authorized by the Organizer will be admitted inside the Hard Ring (e.g. DB Schenker, cleaning and maintenance services, etc.).

Rules on access to the Expo Site

During the period of Lock Down access to the Expo Site is managed by the Organizer's security regulations:

1. **Vehicle accreditation:** all vehicles (including trailers) must be logged on the accreditation database specifying the vehicle type, make, model, registration plate and payload;
2. **Vehicles** must comply with the goods access security procedures which include the **screening of the cargo and application of seals to the cargo**. In addition, the vehicles must carry proper transportation documents showing evidence of the order from the Participant and any pre-security checks. All goods and materials entering the Site must be pre-checked and sealed to ensure that the cargo does not contain items whose entry is forbidden and that the integrity of the cargo has not been compromised during transportation;

3. **Driver accreditation:** all drivers must be logged on the accreditation database and carry an ID pass issued by the Organizer;
4. **Vehicle** access must have been booked and scheduled in the **Master Delivery Schedule**, explained in the following sections. Any delivery not booked in the MDS will not be admitted.

To maximize logistics efficiency and minimize the number of vehicles entering the Site, the Organizer strongly recommends that the vehicles have a load factor higher than 60%.

ACCESS TO THE EXPO SITE FOR OFFICIAL AND CERTIFIED SUPPLIERS

Official Suppliers and Certified Suppliers will have priority in the access schedule, thus guaranteeing the prompt arrival of the goods at the Participants' food service points.

Access for Official Suppliers and Certified Suppliers is very simple and involves the following steps:



Booking on the MDS

The supplier requests admission to the Site via the process further described.

Preparation and sealing of the cargo

In the suppliers warehouse the shipments are prepared by authorized personnel and are placed in the loading bay which is completely secure and segregated. Once the shipments are ready and sorted by final destination, the goods are loaded onto the vehicles for transport to the Expo Site. The loaded vehicles are then sealed. All vehicle loading and sealing procedures must be monitored and certified.

Presentation at the entry gate

At this point the vehicles can go directly at the entry gate. Vehicles must arrive at the times shown in the MDS or within the maximum permitted time windows (generally 10-15 minutes).

Security checks

At the gates the following security checks will be carried out:

- Vehicle accreditation check: check on access permission (badge – sticker) of vehicle and any trailers (articulated lorries, semitrailers, etc.), verification of the vehicle registration plate;

- Driver accreditation check: identification and verification of access accreditation and ID pass for the driver and any passengers;
- Integrity and Seal Number check against authorized serial numbers;
- Eventual check of transportation documents regarding the goods carried;
- MDS booking check: verification of schedule and time of access;

Vehicle inspection. During inspection the driver and passengers may not remain inside the vehicle. They will be asked to remove any personal items from the vehicle for screening and go to the checkpoint for security checks. Random checks will be performed on the vehicle. The inspection will involve a complete manual check of the chosen areas, including the content, to make reasonably sure that they do not contain banned items. Special instruments will be used, including explosives detection devices and mirrors to check underneath the vehicles. The driver may also be asked to open up the cargo to allow direct inspection of the goods on a random base.

ACCESS TO THE EXPO SITE FOR RESIDUAL SUPPLIERS

Before being allowed to enter the Expo Site, Generic Suppliers undergo the identification, certification and control process described below:



Service Screening Area

The Service Screening Area is an area specified by the Organizer for all security procedures and the identification and control of the goods (Material Screening) and vehicles (Vehicle Screening) delivering to the Site.

The Organizer reserves the right to inform the Participants of the location of the Service Screening Area and their suppliers, which will be in the Milan metropolitan area at a maximum 30 minutes from the Site.

Identification, registration and accreditation

It's important to note that the identification, registration and accreditation

process for drivers and vehicles involves controls by Expo security and eventually coordination with the police. A minimum of 3 hours should be taken into account. This aspect is absolutely **crucial and should be considered by the Participants when choosing their supplier.**

Vehicle screening

At the Service Screening Area the following vehicle security checks will be carried out before admission to the Expo Site is allowed:

- the driver's accreditation will be checked; if absent the driver must complete accreditation on the database;
- the vehicle's accreditation will be checked; if absent the vehicle must be accredited on the database;
- the driver's cab will be inspected;
- the outside of the vehicle will be inspected.

Material screening

At the Service Screening Area security checks on the goods will also be carried out. Before Residual Suppliers will be allowed to bring goods into the Site:

1. The goods will be screened and checked individually using X-ray machines;
2. If the X-ray screening is positive, the goods will be marked as "Secure Goods";
3. Documents will be issued attesting to the positive screening of the shipment.

Once the above controls have been completed positively, the vehicle can be sealed and the supplier can proceed to request access via the MDS.

Should the screening produce a negative outcome, delivery cannot go ahead and the goods will be refused admission.

Fees for accreditation for admission to the Expo Site, X-ray screening and sealing of the goods will be communicated at a later date.

It is important to note that the Organizer declines all responsibility regarding the non-compliance of suppliers chosen directly by the Participants. Controls will be limited to a visual check of the goods and to make sure the documents correspond to the customer's order.

Booking on the MDS

The supplier must request admission to the Site via the process described in section next chapter. Providing that the request is entered on the MDS by the deadline, scheduling will proceed according to the normal procedures. Should the request not be within the deadline, best efforts will be made to find a free slot for vehicle admission.

Presentation at the entry gate

At this point the vehicles can go directly at the entry gate. Vehicles must

arrive at the time logged in the MDS or within the maximum permitted time windows (generally 10-15 minutes).

Security checks

The security checks carried out at the gates are described in the previous paragraphs.

Master Delivery Schedule

Expo Milano 2015 will take place in a highly residential and industrial environment within the Milan metropolitan area.

As we have seen, the dense road network close to the Site, the huge number of vehicles in circulation, the need to reduce environmental impact, and the vehicle security checks at entry gates all make the management of traffic flows around the Expo Site particularly complex.

These factors mean that a set of procedures and support tools are required to manage flows of materials/services in and out of the Site to meet the standards of effectiveness and efficiency appropriate to a big event like the Expo.

The Master Delivery Schedule (MDS) is a flow management system that has already been successfully used during big events like the Olympics, Expos and Trade Fairs. It schedules in advance all deliveries of goods and services (excluding the transportation of people) to the Site; MDS is essentially a vehicle access management system, developed to meet the Organizer's needs, which manages flows in and out of the Site securely, effectively and efficiently.

This section describes the main functions, processes and procedures behind the Master Delivery Schedule.

How the system works

Based on detailed information about the layout of the Site, its entry gates and a given set of predefined parameters, the system will generate as output a daily schedule of gates accesses that guarantees the smoothest flow of traffic to and from the destination within the Expo site accordingly to the above parameters and constraints. The input is a daily set of data needed to request access for deliveries on a specific day to a pavilion or an area of the Site. The request must be made at the latest by 8 p.m. (cutoff hour) on the day prior to the delivery.

In the event of a conflict between overlapping access times, the system is also able to highlight the conflict and propose alternative solutions.

If the request is made after the cut-off hour, the scheduling of the access to the Expo site will be done with a best effort basis taking into account the priority rules that are set in chapter below.

Logistics model

As soon as the MDS system is up and running, which is expected to overlap with Lock Down of the Site, all deliveries to the Expo Site from whatever place

of origin will be scheduled on the MDS. Deliveries that are not scheduled on the MDS will not be admitted.

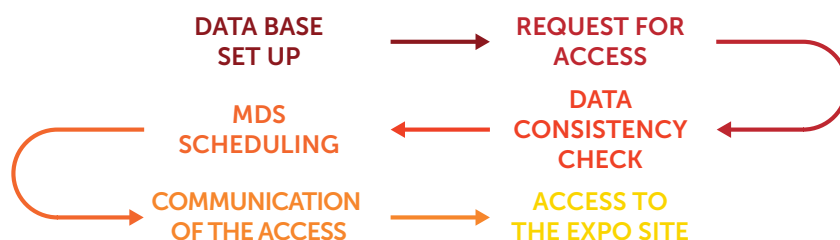
This applies to the following vehicles, either Italian or foreign:

- Vehicles delivering materials from DB Schenker warehouses;
- Vehicles belonging to Suppliers, Sponsors, Official Partners or others delivering directly to the Site;
- Service vehicles such as:
 - waste collection and street cleaning vehicles
 - Food and beverages delivery vehicles
 - Maintenance vehicles
 - etc.

Verification of the MDS schedule will take place at the Site access gates.

Vehicles must arrive at the times logged in the MDS or within the maximum permitted time windows (generally 10-15 minutes); Vehicles arriving later than the scheduled time (outside the maximum time window) will be subject to security procedures determined by Expo.

How to book access via MDS



Personal information and basic data (one-shot activity)

The basic data is the configuration information which the system uses to schedule deliveries. **Each supplier must give the Organizer all the data needed for driver and vehicle accreditation at least 2 months prior to requesting access to the Site.**

Task description

- Definition of personal information required for accreditation for access to Expo Site

Responsibility

- MDS

Timing

- At least 2 months prior to access

Input

- Data on:
 - Transportation providers (vendor ID, company name, full address, telephone, fax, email, mobile phone, contact name and surname with tel.-fax-mobile-email, priority code, run ID, notes, type of

- vehicles used).
- Type of transportation vehicle (vehicle type code, payload, load capacity and max. occupation level, unloading performance (weight/time)).
- Vehicle data (vehicle type code, registration plate, driver's ID).
- Drivers (driver's ID, name, surname, supplier, mobile phone, accreditation).
- Transport unit (type of packaging, size, weight, volume).
- Destination (lot number, , thematic area, etc., priority code, requested time slots for goods deliveries, unloading times, unloading methods, ability to accept simultaneous deliveries, types of vehicles accepted, number of drop points).

Output

- Accreditation of suppliers and vehicles

Request for access to the Expo Site

Before making a delivery to the Expo Site, all suppliers must provide the MDS with the necessary information to schedule access to the gates. The request must be made at the latest by 8 p.m. on the day prior to the delivery. A response will be given in time to plan the delivery. The following information must be complete and sent via the PDMS by filling in the form provided below which will be made available on PDMS in next few months.

Task description

- Requests for access to the Expo Site

Responsibility

- Suppliers

Timing

- By 8 p.m. on the day prior to the access requested

Input

- Data on:
 - The destination and if possible the precise delivery point
 - The requested delivery date and time for the delivery (entry is allowed in specific time windows)
 - The carrier's data (supplier ID, company name)
 - The type of vehicle and registration plate
 - Drivers data (driver's ID, name, surname, supplier, mobile phone, accreditation)
 - The type of product carried
 - Any request for vehicle/resources for unloading
 - Delivery unit (pallet, boxes, etc.) and quantity (no. of pieces)
 - The contacts and telephone nos. (supplier, driver)
 - Type of delivery (multidrop, single delivery, stopover, simultaneous

- drop and pickup, etc.)
- Estimated unloading and stopping time (minutes)

Output

- Confirmation of request received

Analysis of system data

MDS uses the data entered to work out, for each gate, and each access request, the time of arrival at the checkpoint for the controls described in previous paragraphs and, above all, to check the delivery against the MDS (whether the time of arrival is the same as that requested).

Task description

- MDS checks the completeness of the access requests
- In the event of an error an automatic warning message is given at the end of the checks prompting any corrections.
- The bookings entered are stored in a temporary table until they have been checked and validated and are not made available to the simulation module which estimates the length of stay (minutes).

Responsibility

- MDS

Timing

- By 8 p.m. on the day prior to the access requested

Input

- Access request

Output

- OK to plan delivery

MDS scheduling

The daily schedule is worked out for each gate the night before based on the access requests received from each supplier, and the day-to-day needs of the Site services.

All parties - suppliers, sponsors, etc. - must give the requested information (on time and in the manner specified) to be able to enter the shipment on the MDS.

Task description

- For each gate the system produces a daily schedule, taking into account the rules, constraints and priorities, for the deliveries relating to the bookings that have passed the validation process.
- Until the schedule is approved, it is still possible to make changes in response to unexpected emergencies or criticalities.
- In particular it is possible to modify the priority of the delivery.

- Hold one or more deliveries and release the schedule for a destination.

Responsibility

- MDS

Timing

- one day prior to access

Input

- Access requests

Output

- Access schedule for each gate

BASIC RULES FOR SCHEDULING DELIVERIES

| LEVEL | PARTNER | | | | | | | |
|--|---|-------|-------|-------|-------|-------|-------|-------|
| 0 | FORCED PRIORITY | | | | | | | |
| 1 | OFFICIAL GLOBAL PARTNER, PREMIUM PARTNER, OFFICIAL PARTNER, SMART LOGISTICS PROVIDER, OFFICIAL SUPPLIER AND PROVIDER, CERTIFIED SUPPLIER AND PROVIDER | | | | | | | |
| 2 | EVENT AND PROJECT SPONSOR | | | | | | | |
| 3 | RESIDUAL SUPPLIER AND PROVIDER | | | | | | | |
| LEVEL | TYPE | | | | | | | |
| A | CERTIFIED | | | | | | | |
| B | NOT CERTIFIED | | | | | | | |
| LEVEL | DELIVERY | | | | | | | |
| a | MULTIDROP / MAINTENANCE | | | | | | | |
| b | SINGLE DROP | | | | | | | |
| ORDER OF PRIORITY FOR ADMISSION — DECREASING ORDER OF PRIORITY | | | | | | | | |
| 0 | 1.A.a | 1.A.b | 2.A.a | 2.A.b | 2.B.a | 2.B.b | 3.B.a | 3.B.b |

The Organizer is free to alter the priority of each individual delivery. In addition, for some suppliers access must be at fixed times (e.g. waste collection, cleaning, maintenance, etc.).

Emergency services, Police, 118 and Fire Service always have priority.

Communication of access to all parties in line with the priorities

The schedule sets out the time of arrival for each vehicle at each gate at the checkpoint where the vehicle will be checked by security personnel against the data on the MDS (that the time of arrival is the same as that requested).

10-15 minutes are allowed for late arrivals at the MDS checkpoints. Vehicles arriving any later than that will be subject to the security procedures determined by Expo.

Task description

- The schedule for each gate, for all suppliers, will be made available to the interested parties in PDF format either by email or on the PDMS.
- The approved schedule must be sent:
 - To all suppliers requesting access to the Expo Site
 - To the security staff on each gate
 - To the control room

Responsibility

- MDS

Timing

- At least one hour prior to access

Output

- The following information will be given:
 - The delivery date
 - The access gate
 - The time slot for arrival at the gate
 - The carrier's data (supplier ID, company name)
 - The type of vehicle and registration plate
 - Drivers data (driver's ID, name, surname, supplier, mobile phone, accreditation)
 - The destination and first drop point in case of multidrop deliveries
 - Type of delivery (multidrop, single delivery, stopover, multiple pickup, etc.)
 - Estimated unloading and stopping time (minutes)

Monitoring of accesses

To track performance and provide maximum operational support, MDS will produce a series of monitoring reports giving information such as:

- Full schedule per gate for the specific day
- Full schedule per supplier including detail of each vehicle

Various statistical reports can also be produced for each gate:

- List of suppliers delivering to a specific gate on a given day
- List of suppliers delivering to a specific gate on consecutive days

- Number of suppliers delivering to a specific gate on a given day
- Number of suppliers delivering to a specific gate on consecutive days
- Number of entries through a specific gate
- Number of entries by type of supplier through a specific gate
- Number of entries per time slot

7 THE LANGUAGE OF FOOD

All over the world eating and drinking does not merely constitute a means of subsistence but also of communication and self-expression. We could go as far as to say that the dining table is a sort of daily Expo, in which families or groups of individuals exhibit their own food culture and their traditions.

This is truly where 'Feeding the Planet' begins, from that little pixel which is each family or group contribution. The 'Energy for Life', on the other hand, is connected with the symbolic, ritual and identity-asserting content of eating and drinking, in which the energy absorbed is converted into nourishment for the whole human being, body and mind alike.

In handling this, every Participant is suggested to consider its own take on three key elements: choice of ingredients, cooking techniques and modes of consumption.

The **choice of the ingredients** determines the basis of the food culture of a community. Selecting from the whole universe of edible things what is to be given the status of food is the very first step: from that selection derives the true nature of that community, whether it is based on farming, herding or hunting.

Subsequently, the decision on what we decide to treat as food has an impact on our landscape, on trade, commerce and the value of materials. In the food repertoire available to each individual Participant there are ingredients and foods that are ordinary and accessible to all and others that are rare and precious. There are ingredients that are certified, sacred, forbidden, industrial or artisanal, age-old or recently adopted. Whatever they are, the selection we make begins to tell our story to anyone we invite to share our food.

Cooking techniques are the second identifying feature. Different techniques applied to the same raw material give it a decisive difference in culture. Consider any ingredient and the multiple ways in which it is interpreted in various culinary traditions. The tradition may be to cook such ingredient, or not to cook it but consume it raw, to cut it up, mince it, liquidize it, to make it into powder, flour, or mousse, or to eat it in its natural state, with its original consistency, form and colour. All these decisions underline more or less evolved techniques and different rituals, the over-use or saving of energy, the re-use of energy or the



discovery of alternative sources. The way in which individual traditions approve or disapprove of a particular way of altering an ingredient's nature is the second universal key to interpret the food of the world.

Lastly, the various ways in which we organize the way, time and place of consumption is another defining characteristic. Food is eaten standing, sitting or kneeling; using the fingers, the hands or special tools; from bowls, tableware, crockery or banana leaves. Our **modes of consumption** mark and proclaim our particular culture. The way food is presented involves giving its communication a specific position, tone and value. Food can be consumed rapidly or slowly, in a business, festive or ritual setting. The whole setting we construct around the provision of food is an integral part of the experience: it sets the stage and provides the atmosphere. The ambience in which we eat comes to represent much of the culture that has produced it.

Participants are invited to bear these three 'interpretation keys' in mind when organizing their F&B provision and especially the modes of communication they intend to deploy. A clear communication on the ingredients, cooking techniques and special modes of consumption of the F&B on offer will help visitors not only to readily understand the specific features of that F&B, but also to fully appreciate the differences between that offering and those of other Participants.

The overall Visitor Experience of Expo Milano 2015 aims at being a memorable one, offering an unprecedented cultural, educational and entertainment opportunity. The F&B Experience is surely to play a leading role in achieving that objective. This is why it is extremely important that the universal language of food reaches Expo visitors in the form of a multisensory experience of a varied nature, both in format and duration.

There are many ways in which the consumption of F&B can be made into an experience – and indeed into an event. Below we suggest four different modes that Participants might take inspiration from – one by one or in combination – for their own Exhibition Spaces:

- **The tasting.** This is the F&B "pixel" of the Expo Milano 2015 experience. The chance to taste something in an exhibition space or during an event is the foremost and simplest way of gaining understanding through food and nutrition;
- **The meal.** This is the primary mode for the F&B Experience. What a meal is will vary according to the culinary tradition in form, duration, arrangements and surroundings, depending on the particular culture it comes from. The meal experience represents a F&B Experience that will engage and capture the attention of visitors more thoroughly and for longer than through tasting;

- **The food show.** This is a demonstration, in a more or less spectacular setting, of the various stages of preparing one or more types of food, through explaining its origin, history and modern significance. It is a piece of 'food theatre'. In particular, we suggest formats such as cooking classes by a chef or lectures by academics and/or producers, rather than out-and-out stage plays on food themes. The strength of these activities lies in the effectiveness of the communication through F&B consumption. Moreover, this kind of attraction can be combined with or lead up to a tasting experience;
- **The hands-on event.** Interactivity and visitor involvement can go as far as including the active participation by the visitor. In this case, the experience does not stop at learning through demonstration or sampling but leads to personal ventures in the handling of F&B products. The hands-on event may have various forms, each one of them best suited to specific target groups such as children, for example.

The '**universal language of food**' model provides a good direction for designing and communicating the various F&B offerings by Participants. For every type of offering, Participants are requested to submit information on the proposed service by filling in the form contained in Appendix I.

Through the information collected via the forms, the Organizer will be able to consolidate a full list of F&B offerings at Expo Milano 2015 and set up a sort of 'F&B platform'. We are convinced that the way in which the narrative of food is conveyed is of key importance. We have therefore decided to provide Participants with a model enabling them to make use of their understanding of the universal language of food in a homogenous way. Participants are, for example, obliged by law to list the ingredients of everything they intend to serve within their own Exhibition Space. They are also invited to inform the Organizer about the recipes they intend to offer. The 'F&B platform', or database of information relating to the F&B provision, will consolidate such precious information becoming a useful management tool and will prove very useful to visitors.

Information provision about F&B is not only a commitment and a priority for the Organizer, it is also a key tool for the Participants: using more or less high-tech means, Participants are invited to share their understanding and information about every single aspect of their F&B offering. The 'universal language of food' pattern offers a functional method of communication covering the most important aspects: ingredients, cooking techniques and modes of consumption.

If every Participant provides information on at least these three aspects for each one of their products and preparations, this would result in an important wealth of knowledge intelligibly expressed in an agreed common manner.

Each Participant could then add historic, cultural, economic, nutritional or sustainability-related information to these basic data, thus contributing to a practical development of the Theme through its F&B provision.

Menus, for instance, could be accompanied by calorie-content advice and nutritional information about each dish or ingredient. Such advice could be integrated further by notes that make it possible to translate the numbers into practical recommendations matching the calories to the amount of exercise needed to use them up. In short: how many exhibition spaces should I visit to burn off my lunch?

Information of this kind can be conveyed through different means. We can, for instance, imagine smartphone apps enabling visitors to download information about the food they are about to eat: where it was produced, how it has been processed, what its environmental impact is from field to plate, the history of the product, what culture it comes from, how and in which occasions it is traditionally consumed...

It should be recalled that Expo Milano 2015 will stand out as an Expo where the most advanced technologies are widely used, in the tradition of Universal Expos which have been – right from the beginning – showcases of innovation, places where people experiment with cutting edge ideas and take a peek into the future.

Thanks to the technological infrastructure that Expo Milano 2015 puts at the disposal of Participants and visitors, it will be possible to enjoy innovative services and cutting edge tools in an integrated way to provide direct and rapid communication with visitors.

When the Expo approaches, for instance, a section entitled 'Recipes from the World' will be added onto the Expo Milano 2015 website. It will include an international collection of recipes linked to the cultural and local traditions of Participants and will be informative and stimulating for prospective visitors. The section of the website related to Participants will also provide, throughout the six months of the Event itself, the entire set of recipes served by Participants in their Exhibition Spaces. Visitors will also be able to consult the F&B offerings through innovative technological solutions provided at the Expo Site, such as interactive information terminals and smartphone apps for visitor support.

One essential communication tool available to all Participants is the training and involvement of the F&B service staff. The culture of taste has always been connected with the oral tradition: it is the encounter with someone enthusiastic about and proud of his or her food culture which makes a F&B Experience not just worthwhile, but thrilling and universal.

The selection and training of dedicated staff, educated on the Theme of Expo Milano 2015 being the paradigm of reference for all kinds of F&B service, is

the real communication ace in the pack that will ensure a common approach in the F&B provision from every part of the globe.

An obvious corollary must not be forgotten: the F&B Experience, precisely because of its inherent need to be communicated and shared, will often entice the visitor to buy some souvenir. A key part of the F&B communication is at stake here: the ability to offer products to take home, maintaining the usual standards of quality and sustainability. These products will reach the homes of visitors all over the world therefore acting as 'food postcards' from Expo Milano 2015 to millions of households. This means that each Participant has an additional potential window to display its unique culinary products and traditions to reach out to non-visitors and to the world.

Lastly, thanks to our F&B platform, the 'universal language of food' model can provide a compass to guide visitors through the Participants' offerings and around the F&B Experience provided at Expo Milano 2015 in general.

Following one particular ingredient, preparation method or mode of consumption, visitors can explore various Exhibition Spaces in a personalized itinerary across the Site. In one sense Expo Milano 2015 and its Site represents a trip around the world, a unique chance to discover and compare the various cultures of feeding the planet.

When dealing with F&B, as for other elements of the Visitor Experience, it is useful to bear in mind that visitors tend to start from things with which they feel a connection, things they like. They generally start with the known and move from there, by analogy, closer to the unknown. There are as many potential itineraries as there are possible combinations and all are open to influence from the communication and promotion efforts made by the Organizer, by individual Participants or indeed by the preferences of individual visitors. This is because a visitor who may be particularly struck by a certain component of the F&B Experience can, by increasingly high-tech word of mouth, recommend it to others, with the result that other visitors will adapt their itineraries to include such recommendation.

The individual itineraries – whether conscious or casual, thoroughly researched or superficial, planned or random – are still journeys at the end of which the traveller draws up a personal balance. This is why we need to strive to ensure that visitors can retrace their steps at the end of an exciting experience and reconstruct the personal route they have travelled.

The decision by each Participant to adhere to one or more specific itineraries will be based on its particular circumstances, but it should always be borne in mind that the primary itinerary to which all Participants belong is the one called for by the **Theme Feeding the Planet, Energy for Life**, the one designed to tackle the huge subject of food and nutrition as a universal opportunity for meeting and educational sharing between different peoples and cultures.

The better the contents of the Theme succeed in permeating every kind of offering, the more the common denominator of Expo Milano 2015 will be an innovative way of representing and sharing F&B elements. And the more the unique – indeed unrepeatable – personal itinerary of the individual visitor be part of a broader, shared itinerary in the quest for the answers urgently needed by the planet, its food, its life and its energy.

8 FREQUENTLY ASKED QUESTIONS

To make it easier for Participants to design their F&B offering and related areas, the Organizer has prepared a list of questions by subject areas to cast light on various practical aspects of the activities of producing and serving F&B at the Expo Site.



OPERATIONS AND SERVICES

1) Will there be any charge for cleaning the Exhibition Space?

Yes. All services will be charged for. The principle is the same as in a residential building: Participants are responsible for cleaning their own Exhibition Space and the Organizer will take care of cleaning the common and also of waste disposal, for which the Participants will pay a set rate. The Organizer will also offer Participants a cleaning service for their own Exhibition Spaces (Self-Built or within the Clusters), with a two-tier tariff: basic cleaning, charged for by the square metre, and extra services (dusting, polishing, etc.), charged for by the hour. A delegated staff from the Participant must be in the premises during the provision of such services.

2) How are the changing rooms for the staff organized?

Each Exhibition Space must be equipped with changing rooms for the staff. For further details please refer to the Official Participants Guide Self-Built Exhibition Spaces – Design, Construction, Set-Up and Dismantling and to the Guidelines on Hygiene and Safety for Food Areas (V. 2.0 December 2013).

3) Are energy services provided free of charge?

No. Their charges are currently under negotiation at reduced rates between the Organizer and the local utility companies. For further details about the energy services available please refer to the Official Participants Guide Self-Built Exhibition Spaces – Design, Construction, Set-Up and Dismantling.

4) Are Technology Services provided free of charge?

Technology Services are offered in three packages (basic, advanced and top). Each package comprises a number of services and the related charges vary accordingly. For additional details related to the Technology Services and the

corresponding charges, please refer to chapter 5 in the Participants Guide – Technology Services for Self-Built Exhibition Spaces.

5) Will there be a night watchmen service?

The Organizer takes care of the security service and the patrolling of the Expo Site, excluding the Exhibition Spaces assigned to the individual Participants. The Organizer will select a number of contractors with which Participants may be able to make individual arrangements for a night watchmen service in their own Exhibition Spaces. Further details on this matter will be available in due course.

6) Will there be ancillary services, such as tableware for hire or laundry for instance?

Further details on this matter will be available in due course.

7) What waste reduction services will there be?

Participants should arrange for unused food to be kept intact so as to retain its nutritional and hygiene qualities. The Organizer is considering setting up a service within the Expo Site for collecting, transporting and distributing the food to charities, depending on the size of the recoverable F&B. Further details on this matter will be available in due course.

8) Will there be any specific arrangements for persons with disabilities?

Participants are requested to design their Exhibition Space without architectural barriers and according to Universal Design best practices to make sure that persons with disabilities have equal access to spaces and can enjoy all their services. For further details see the Official Participants Guide Self-Built Exhibition Spaces – Design, Construction, Set-Up and Dismantling.

9) What are the most important aspects of the F&B provision suggested by the Guidelines on Green Procurement?

The sustainability principles concern the provision of goods and services for F&B with special attention to the following: raw materials, packaging, consumables, equipment, logistics and transport, environmental management of the services and customer information. Please refer to the Guidelines on Green Procurement for additional information.

10) Are there arrangements for collecting specific data and information on the adoption of the sustainability principles indicated in the Guidelines on Green Procurement?

The Organizer requests the cooperation of Participants in measuring the environmental benefits achieved by applying the environmental principles set out in the Guidelines on Green Procurement. Participants must therefore be prepared to provide data on the F&B choices they make. Further details on this

matter will be available in due course.

11) Should cooking equipment be electric or gas-based?

Cooking equipment may be electric or - with prior authorization only - wood-fired. Gas equipment is not allowed. For further details please refer to the Guidelines on Hygiene and Safety for Food Areas (V. 2.0 December 2013).

12) What type of tableware should be used?

Participants may use either washable or disposable tableware. In the latter case (large and small plates, trays, cutlery, ice-cream spatulas, cups and glasses) all products sourced must be of biodegradable and compostable material meeting standard EN 13432 so that they can be sent to composting/digesting centres after proper separate collection. For further details see the Guidelines on Green Procurement.

13) Will a supply of disposable tableware be provided?

Participants intending to use disposable tableware will need to procure their own, which must be of biodegradable and compostable material meeting standard EN 13432. The Organizer may select a number of vendors with which Participants may make their own individual arrangements for sourcing the necessary equipment. Further details on this matter will be available in due course.

14) Will softened water be available?

No. The water available in the Expo Site will be drinking water from the public supply. For a list of the service equipment available on the Expo Site, please refer to the Official Participants Guide Self-Built Exhibition Spaces – Design, Construction, Set-Up and Dismantling. Participants should make their own arrangements for any water softening as well as provide the related details when submitting their Detailed Design (in particular see C.3.1. of Annex 2 in the form Notification of Commencement of Independent Construction Activity).

15) Where will the waste storage areas be? Are they exclusive?

Each Self-Built Exhibition Space must be designed to include a dedicated area where waste can be stored during the day for removal the following night. For further details on the characteristics of waste storage areas please refer to the Official Participants Guide Self-Built Exhibition Spaces – Design, Construction, Set-Up and Dismantling and to the Guidelines on Hygiene and Safety for Food Areas (V.2.0 December 2013), both available on the PDMS.

In addition to that, information related to waste management will be available in the Waste Management Guide of Expo Milano 2015, to be published by June 2014.

16) Has the size of the storage area been determined?

Each Self-Built Exhibition Space should have storage areas appropriately sized for the Participant's needs. In particular, as regards F&B products, we recommend designing storage areas large enough for accommodating at least two days of supply. For further details relating to the characteristics of the goods storage areas please refer to the Official Participants Guide Self-Built Exhibition Spaces – Design, Construction, Set-Up and Dismantling and to the Guidelines on Hygiene and Safety for Food Areas (V.2.0 December 2013), both available on the PDMS.

17) Is it possible to cook and prepare food inside a Cluster single unit?

Yes, only if the layout with the kitchen area – preparation and service - has been chosen by the Participant. If not it is possible to serve only dry food as part of the market.

ADMINISTRATIVE AND REGULATORY ISSUES

Participants need to be fully aware of the legal obligations relating to F&B services in order to properly organize their F&B offering.

A brief account of the workplace health, safety and food hygiene rules is given below in form of Frequently Asked Questions.

For further considerations relating to built-in equipment and structural characteristics, please refer to the Official Participants Guide Self-Built Exhibition Spaces – Design, Construction, Set-Up and Dismantling; the Guidelines on Hygiene and Safety for Food Areas (V. 2.0 December 2013); and the Guidelines on Technical System Requirements for Self-Built Exhibition Spaces, all available on the PDMS.

The relevant larger framework consists of the main European regulations and Italian both national and regional laws.

In particular, it must be noted that all Participants intending to manage F&B provision are obliged to produce an HACCP manual. HACCP stands for Hazard Analysis Critical Control Point System – a system based on monitoring those food-processing points where there may be a risk of biological, chemical or physical contamination. It is designed to prevent food contamination hazards. For more information about the HACCP process please refer to the official website of the World Health Organization (www.who.int). It must also be pointed out that the Organizer is currently preparing specific Guidelines on Food Safety, which will be issued in 2014.

The Organizer is working with the competent authorities to examine the scope for possible partial exemptions to streamline this matter. A helpdesk will be set up in the incoming months to support Participants in obtaining the necessary permits.

1) What minimum safety features must be guaranteed in the design of the food production and serving areas?

Food production and serving areas must comply with the minimum requirements established by Italian law. For further details please see the Guidelines on Hygiene and Safety for Food Areas (V. 2.0 December 2013).

2) What insurance coverage should be provided?

Participants need to provide the insurance coverage mandatory under Italian law. In case they wish to acquire additional insurance coverage they can obtain information on available insurance brokers from the Organizer. For further details see also Special Regulation 8 and in particular Article 5 on Classes of Compulsory Insurance.

3) Will there be any duties on waste?

Yes. All the details of duties on waste will be included in the above-mentioned Waste Management Guide.

4) Will any royalties be levied on sales?

Yes. Royalty rates are contained in Special Regulation 9.

5) What are the obligations arising for F&B from the special Environmental Impact Assessment (EIA) procedure?

The obligations arising from the EIA procedures for the Event concern the following:

- The reduction of packaging by means of a strategy designed to prevent waste production, maximize re-use and achieve high separate collection targets. On this, please refer to Special Regulation No. 7 on Transportation, Customs Clearance and Handling of Goods;
- Favouring the use of draught dispensers for water and soft drinks;
- In case of waiter service and self-service forms of F&B offering, the provision of water in jugs or returnable glass bottles. We recommend limiting the use of glass and discouraging customers from taking any glass container off the premises where the drink is served;
- The use of washable tableware is to be preferred to disposable items. If disposable tableware is used it must be of biodegradable and compostable material meeting standard EN 13432 so that it can be sent to composting/digesting centres;
- Separate collection of waste under arrangements to be specified by the Organizer.

6) Will there be any checks or inspections of the Exhibition Spaces?

The Organizer may request Participants to access their premises to assess how far the prescribed measures have been put in place. Further details on this matter will be available in due course.

7) What are the main laws, standards and regulations with which any space used for F&B-related activities must comply?

The relevant food hygiene provisions are the implementing regulations provided for in EC Regulation 178/2002 establishing the general principles and requirements of food law, and in EC Regulation 852/2004 on the hygiene of foodstuffs (for all matters regulated by EC Regulations please refer to the Access to European Law website <http://eur-lex.europa.eu/en/index.htm> for further details)

8) What kinds of registration are needed?

All providers of F&B must be registered with the Local Health Board (Azienda Sanitaria Locale). The Organizer is working with the competent authorities to examine the scope for possible partial exemptions to streamline this matter. A helpdesk will be set up in the next few months to provide support to Participants concerning all the permits needed.

9) What are the obligations of the Food Business Operator?

Under EC Regulation 852/2004 the Food Business Operator holds the following obligations:

- To ensure that all stages of food processing are carried out in a hygienic manner;
- To put in place, implement and maintain permanent food safety procedures based on HACCP principles (Hazard Analysis and Critical Control Points), including identifying critical food safety control points;
- To prepare a Self-monitoring Manual containing all the instructions concerning the nature, frequency and outcome of HACCP food safety procedures;
- To withdraw from sale any products liable to present an immediate health risk to customers.

10) What is the Self-monitoring Manual? What is the HACCP method?

The HACCP (see above) is an analytic method for identifying and preventing hygiene hazards to consumer health, based on the implementation of self-monitoring procedures. It entails an obligation to set up a documented hygiene self-monitoring system - the HACCP Manual - so as to detect any risks of

biological, microbiological, chemical or physical, and to put specific self-monitoring measures in place.

The main control points concern storage temperatures, cooling systems (if any), inspection of goods on arrival and hygiene of food preparation surfaces.

11) Is any special training required?

EC Regulation 852/2004 introduced a food safety training obligation. All F&B workers must complete a food industry training course. In the Lombardy region this matter is regulated by Regional Law 33/2009.

12) How can a traceability procedure be put in place?

Operations must meet the requirements of EC Regulation 178/2002 through proper management of purchase documents by vendors and a system for identifying ingredients.

13) What is 'product withdrawal'?

If an operator believes some F&B products on sale does not meet the food safety requirements it should promptly implement procedures for withdrawing that product from sale and notify the competent authorities. In order to be able to do so, the operator should have a product tracking/traceability procedure in place.

14) What if the product has already been sold to the consumer?

If the product has already reached the consumer, the operator must carefully and effectively inform consumers of the reasons for its withdrawal from sale and - if necessary - recall products provided to consumers if other measures are insufficient for achieving a high degree of health protection.

15) How should F&B products be stored?

F&B products should be preferably kept in their original packaging so that their expiry date, batch number and vendor details are accessible at all times. When this is not possible, they should be kept sealed against contamination in food-grade containers showing the Best Before date and batch number(s). Different kinds of food must not be kept in the same container. Storage temperatures must be respected.

16) Is there any legislation regulating the length of time for which F&B may be kept?

Indeed there is. European measures such as Regulation 853/2004 as well as domestic laws such as Presidential Order 327/80 prescribing the temperatures at which food products must be kept.

The table below sets out the temperatures for food preservation.

17) May raw fish be sold?

Raw fish may only be sold if it has been made safe by freezing for at least 24 hours at -20°C or at least 15 hours at -35°C.

The rules to be followed - which are included in EC Regulations 853/2004 and 1276/2011 - set out methods designed to kill Anisakis larvae, which could seriously compromise the health of consumers. These rules only apply to finned fish and cephalopods (squid, octopus or cuttlefish) served raw or barely cooked (not exceeding 60°C in the middle).

The use of the safety freezing method must be notified to the Local Health Board (Azienda Sanitaria Locale) and must comply with strict monitoring and recording procedures (which must also be included in the HACCP Manual).

If the fish is bought ready freeze-processed by the vendor, a certificate to that effect must be enclosed with every supply.

18) Are there laws governing the labelling of packaged products?

Anyone selling F&B products in the European Union is subject to EC Regulation 1169/2011 setting out rules for providing consumer information on food.

| PRODUCT | TEMPERATURE (C°) |
|--|--------------------------------|
| UNSTERILIZED DAIRY DRINKS | +4 |
| YOGURTS OF VARIOUS KINDS | +4 |
| FRESH PASTA, PREPACKED | +4 |
| FRESH PASTA, LOOSE | +4 |
| STABILIZED PASTA | AMBIENT TEMP. (18°-20°) |
| RAW MILK | +6 |
| FOOD PRODUCTS WITH EDIBLE GELATINE COVERING | +4 |
| ENCLOSED PERISHABLES WITH CREAM AND/OR CUSTARD FILLING | +4 |
| COOKED PERISHABLES TO BE EATEN COLD (COOKED MEATS, ROAST BEEF, ETC.) | +4 |
| FRESH MEAT | +7 |
| POULTRY, RABBIT ETC. | +4 |
| EGGS | AMBIENT TEMP. |
| FRESH OR DEFROSTED FISH PRODUCTS; REFRIGERATED COOKED CRUSTACEAN OR SHELLFISH PRODUCTS | TEMP. NEAR THAT OF MELTING ICE |
| FROZEN FOOD | -18 |
| FROZEN MEAT | -18 |
| COOKED PERISHABLES TO BE EATEN HOT (READY-MADE DISHES, SNACKS, CHICKEN ETC.) | BETWEEN +60°C AND +65°C |

19) What are the rules concerning produce/products sold loose?

In general, the ingredients of any product must be indicated and the best practice is to have a comprehensive directory of ingredients available for consultation. It is necessary to provide warnings of all the allergens listed in Directive EC 89/2003 and in Attachment II to Regulation 1169/2011.

A list of the substances and products included in allergies or intolerance is provided below.

- A. Cereals containing gluten, namely: wheat, rye, barley, oats, spelt, kamut or their hybridised strains, and products thereof, except:
 - (a) wheat based glucose syrups including dextrose (*);
 - (b) wheat based maltodextrins (*);
 - (c) glucose syrups based on barley;
 - (d) cereals used for making alcoholic distillates including ethyl alcohol of agricultural origin;
- B. Crustaceans and products thereof;
- C. Eggs and products thereof;
- D. Fish and products thereof, except:
 - (a) Fish gelatine used as carrier for vitamin or carotenoid preparations;
 - (b) Fish gelatine or Isinglass used as fining agent in beer and wine;
- E. Peanuts and products thereof;
- F. Soybeans and products thereof, except:
 - (a) Fully refined soybean oil and fat (*);
 - (b) Natural mixed tocopherols (E306), natural D-alpha tocopherol, natural D-alpha tocopherol acetate, and natural D-alpha tocopherol succinate from soybean sources;
 - (c) Vegetable oils derived phytosterols and phytosterol esters from soybean sources;
 - (d) Plant stanol ester produced from vegetable oil sterols from soybean sources;
- G. Milk and products thereof (including lactose), except:
 - (a) Whey used for making alcoholic distillates including ethyl alcohol of agricultural origin;
 - (b) Lactitol;
- H. Nuts, namely: almonds (*Amygdalus communis*L.), hazelnuts (*Corylus avellana*), walnuts (*Juglans regia*), cashews (cashew nutsum occidentale), pecan nuts (*Carya illinoensis*(Wangenh.) K. Koch), Brazil nuts (*Bertholletia excelsa*), pistachio nuts (*Pistacia vera*), macadamia

or Queensland nuts (*Macadamia ternifolia*), and products thereof, except for nuts used for making alcoholic distillates including ethyl alcohol of agricultural origin;

- I. Celery and products thereof;
- J. Mustard and products thereof;
- K. Sesame seeds and products thereof;
- L. Sulphur dioxide and sulphites at concentrations of more than 10 mg/kg or 10 mg/litre in terms of the total SO₂ which are to be calculated for products as proposed ready for consumption or as reconstituted according to the instructions of the manufacturers;
- M. M. Lupin and products thereof;
- N. N. Molluscs and products thereof.

* And the products thereof, in so far as the process that they have undergone is not likely to increase the level of allergenicity assessed by the Authority for the relevant product from which they originated.

20) What about additives?

Many additives permitted elsewhere are banned in the European Union, including Italy. The only additives allowed are those listed in EC Regulation 1333/2008 as amended by EC Regulation 438/2013.

21) Are there penalties for breaching these obligations?

Indeed there are. Article 515 and Article 440 to 445 of the Italian criminal code punish fraud in the conduct of business.

The Italian Food Safety Act (Legislative Order 193/2007) also prescribes penalties in relation to food.

22) Are there any laws on workplace safety?

The relevant legislation is the Italian Occupational Health & Safety Code (Legislative Order 81/2008).

23) What are the main statutory duties?

The main statutory duties are as follows:

- To appoint a dedicated Occupational Health and Safety Officer (RSPP, Responsabile del Servizio di Prevenzione e Protezione);
- To draw up a Risk Assessment (DVR, Documento di Valutazione dei

Rischi);

- to draw up a Safety Plan (POS, Piano Operativo di Sicurezza).

24) What is the DVR?

The Risk Assessment - or DVR - is a document describing and evaluating risks and identifying the necessary prevention and protection measures.

25) What needs to be done in relation to emergencies?



Emergency procedures must be established: they should identify an emergency team, including a Fire Officer and First Aid Officer.

ANNEX 1







A calendar of seasonal produce in Italy during the six months of the Expo is set out below, with sections for fruits and vegetables, meat and fish. The list is indicative and should not be considered exhaustive.



| VEGETABLES | | | | | |
|---------------|-------------------|-------------|----------------|----------------|------------------|
| MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER |
| ARTICHOKES | ASPARAGUS | AUBERGINE | AUBERGINE | AUBERGINE | BASIL |
| ASPARAGUS | AUBERGINE | BASIL | BASIL | BASIL | BEANS |
| BEANS | BEANS | BAY | BAY | BEANS | BEETROOT |
| BEETROOT | BEETROOT | BEETROOT | BEETROOT | BEET TOPS | BROCCOLI |
| BROAD BEANS | BORAGE | CARROTS | CARROTS | BEETROOT | BRUSSELS SPROUTS |
| BROCCOLI | BROAD BEANS | CELERY | CELERY | CABBAGE | CABBAGE |
| CABBAGE | CABBAGE | CHILLIES | CHILLIES | CARROTS | CARROTS |
| CARROTS | CARROTS | CHIVES | CHIVES | CAULIFLOWER | CAULIFLOWER |
| CELERY | CELERY | CUCUMBERS | CUCUMBERS | CELERY | CELERIAC |
| CHARD | CHARD | ENDIVE | ENDIVE | CHICORY | CELERY |
| CUCUMBERS | COURGETTE FLOWERS | GARLIC | GARLIC | CUCUMBERS | CHICORY |
| CURLY LETTUCE | CUCUMBERS | GREEN BEANS | GREEN BEANS | ENDIVE | CUCUMBERS |
| ENDIVE | CURLY LETTUCE | LETTUCE | LETTUCE | FENNEL | ENDIVE |
| GARLIC | GARLIC | MARJORAM | MARJORAM | GARLIC | FENNEL |
| GREEN BEANS | GREEN BEANS | MINT | MINT | GREEN BEANS | GARLIC |
| HORSERADISH | ONIONS | MONKS BEARD | ONIONS | LEEKS | LAMB'S LETTUCE |
| LEEKS | PARSLEY | ONIONS | OREGANO | LETTUCE | LEEKS |
| LETTUCE | PEAS | OREGANO | PARSLEY | MARROWS | LETTUCE |
| MONKS BEARD | PEPPERS | PARSLEY | PEPPERS | ONIONS | MARROWS |
| PARSLEY | POTATOES | PEPPERS | POTATOES | PARSLEY | ONIONS |
| PEAS | RADISHES | POTATOES | ROCKET | PEPPERS | PARSLEY |
| PEPPERS | ROCKET | ROCKET | SALAD | POTATOES | PEPPERS |
| RADISHES | SALAD | SALAD | SORREL | ROCKET | POTATOES |
| RHUBARB | SPINACH | SORREL | SWISS CHARD | SHALLOTS | RED LETTUCE |
| ROCKET | TOMATOES | THYME | THYME | SWISS CHARD | ROMAN CHICORY |
| SCALLIONS | ZUCCHINI | TOMATOES | TOMATOES | TOMATOES | SHALLOTS |
| SHALLOTS | | TURNIP TOPS | TURNIP TOPS | WILD MUSHROOMS | SPINACH |
| SPINACH | | WILD FENNEL | WILD FENNEL | ZUCCHINI | TRUFFLES |
| SPRING ONIONS | | ZUCCHINI | WILD MUSHROOMS | | TURNIP TOPS |
| TOMATOES | | | ZUCCHINI | | TURNIPS |
| TURNIPS | | | | | WILD MUSHROOMS |
| ZUCCHINI | | | | | ZUCCHINI |

|  FRUIT  | | | | | |
|--|--|--|--|--|---|
| MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER |
| BANANAS BLACK CHERRIES BLOOD ORANGES CHERRIES LEMONS MEDLARS PEACHES PLUMS RASPBERRIES STRAWBERRIES | APRICOTS BANANAS BLACK CHERRIES BLACKCURRANTS CHERRIES LEMONS MEDLARS MELONS PEACHES PEARS RASPBERRIES STRAWBERRIES WATERMELON | APRICOTS BANANAS BLACKBERRIES BLACKCURRANTS BLUEBERRIES LEMONS MELONS MULBERRIES PEACHES PEARS PINE NUTS PLUMS PURPLE FIGS RASPBERRIES WATERMELON WILD STRAWBERRIES | BANANAS BLACKBERRIES BLACKCURRANTS BLUEBERRIES GOOSEBERRIES GRAPES LEMONS MELONS MULBERRIES PEACHES PEARS PINE NUTS PLUMS PURPLE FIGS RASPBERRIES WATERMELON WILD STRAWBERRIES | ALMONDS BANANAS BLACKBERRIES CAROB FIGS FOREST FRUITS GRAPEFRUIT GRAPES JUZUBE LEMONS MELONS PEACHES PEARS PLUMS POMEGRANATES PRICKLY PEAR WALNUTS WATERMELON | ALMONDS APPLES BANANAS CHESTNUTS CITRON GRAPEFRUIT GRAPES HAZELNUTS LEMONS PEARS PERSIMMON PINEAPPLE POMEGRANATES QUINCE SLOES WALNUTS |

|  SEA FISH  | | | | | |
|---|---|---|--|---|---|
| MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER |
| AGONI HERRING ANCHOVIES ANGELFISH BRILL CROAKER DENTEX DOGFISH DORY GILTHEAD BREAM GREY MULLET GURNARD HAKE MACKEREL PANDORA RED MULLET SARDINE SEA-BASS SOLE SWORDFISH TUNA | ANCHOVIES ANGELFISH BARBEL COD CROAKER DENTEX DOGFISH DORY GILTHEAD BREAM GREY MULLET GROUPE HAKE MACKEREL PANDORA RED MULLET ROCKFISH SARDINE SEA-BASS SOLE SWORDFISH TUNA | ANCHOVIES ANCHOVY ANGELFISH ARSELLE CLAMS COD CROAKER DENTEX GILTHEAD BREAM GREY MULLET MACKEREL PANDORA RED MULLET ROCKFISH SOLE SWORDFISH TUNA | AGONI HERRING ANCHOVIES ANGELFISH BREEDS BRILL COD CROAKER DENTEX DOGFISH DORY FISH HAMMER GILTHEAD BREAM GREY MULLET GROUPE MACKEREL MURENE PANDORA RED MULLET ROCKFISH SARDINE SOLE SWORDFISH TUNA | ANCHOVIES DENTEX GILTHEAD BREAM GREY MULLET GROUPE MACKEREL RED MULLET ROCKFISH SARDINE SEA BREAM SOLE SWORDFISH TUNA | COD CROAKER DORY GILTHEAD BREAM GREY MULLET GROUPE ROCKFISH SARDINE SEA BREAM SEA-BASS SOLE TUNA |

|  CRUSTACEANS AND SHELLFISH  | | | | | |
|--|---|--|---|--|--|
| MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER |
| | ARSELLE CLAMS BABY SQUID CLAMS CUTTLEFISH DATE MUSSELS LOBSTER MUSSELS OCTOPUS PRAWNS SEA SNAILS SHRIMPS SQUID FRY | LOBSTER PRAWNS RAZOR CLAMS SCAMPI | CLAMS CUTTLEFISH LOBSTER SQUID FRY | CLAMS CUTTLEFISH LOBSTER MOSCARDINI MUSSELS OCTOPUS OYSTERS PRAWNS SQUID FRY | CLAMS CUTTLEFISH LOBSTER MUSSELS OCTOPUS OYSTERS SQUID FRY |

|  FRESHWATER FISH  | | | | | |
|--|--|--|-------------------|--|---|
| MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER |
| CARP PERCH PIKE SALMON SHAD STURGEON TENCH TROUT | BLEAKS CARP CHUB EELS GRAYLING PERCH PIKE STURGEON TENCH | BARBEL BLEAKS CARP CHUB EELS GRAYLING PERCH TENCH TROUT VAIRONE | PIKE WHITEFISH | BARBEL BLEAKS CARP CHUB EELS GRAYLING PERCH PIKE SALMON TENCH TROUT WHITEFISH | AGONI HERRING BARBEL BLEAKS CHUB EELS GRAYLING PERCH PIKE SALMON TENCH TROUT WHITEFISH |

|  MEAT  | | | | | |
|---|---|---|--|--|---|
| MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER |
| BEEF CHICKEN DONKEY DUCK HORSE KID LAMB MUTTON PEACOCK PIGEON RABBIT SPRING CHICKEN TURKEY VEAL | BEEF CHICKEN DONKEY DUCK HORSE PEACOCK PIGEON RABBIT SPRING CHICKEN VEAL | BEEF CHICKEN CHICKEN DUCK PEACOCK PIGEON RABBIT VEAL | BEEF CHICKEN DUCK PEACOCK PIGEON RABBIT VEAL | BEEF CHICKEN DONKEY HORSE PORK RABBIT VEAL | BEEF CHICKEN DONKEY DUCK HORSE PEACOCK PIGEON PORK RABBIT VEAL |

| <div>  <div>GAME</div>  </div> | | | | | |
|--|------|------|--|---|--|
| MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER |
| | | | HARE LARK PARTRIDGE PHEASANT QUAIL THRUSH WOODCOCK | HARE LARK PARTRIDGE PHEASANT QUAIL SNIPE THRUSH WARBLER WILD BOAR WILD DUCK WILD GOAT WOODCOCK | HARE LARK PARTRIDGE PHEASANT QUAIL SNIPE THRUSH WARBLER WILD DUCK WILD GOAT WOODCOCK |

ANNEX 2



As an example, a list of ingredients commonly used in the world various cuisines and available on the Italian market is provided below. The list is in no way exhaustive.

| | | |
|---|---|--|
| ABURA | BLUEBERRIES | CURRY PASTE |
| AJI AMARILLO | BRAZIL GINGER | DAIKON, DAIKON EXTRA |
| AKKAWI | BREADFRUIT | DATE MUSSELS, DATE MUSSELS BARCHI |
| ALGAE | BRINJAL | DODOL |
| APPLE: <i>GOLDEN INCL, JONAGOLD INCL, BRAEBURN, CRISP PINK, FUJI XF, GRANNY SMITH, RED DELICIOUS, APPLE RED DELICIOUS FANCY, APPLE RED DELICIOUS CHOICE</i> | BULGHUR, BULGUR | DOENJANG |
| ARTICHOKES | CABBAGE CAPPUCCIO, CHINESE CABBAGE | DUCHI |
| ARU | CACAO FRUIT | DURIAN |
| ASSAFETIDA | CAINO | EDDOES |
| ATTA FLOUR | CARAMBOLA | EGUSI |
| AVOCADO, AVOCADO FUERTE, AVOCADO PINKERTON, AVOCADO RYAN, AVOCADO HASS | CARDAMOM | ENOLA BEANS |
| AZUKI BEANS | CASHEW NUTS | FEIJOA |
| BABACO | CASSAVA, CASSAVA LEAVES | FENUGREEK |
| BABY CORN | CHAPATI | FIGS |
| BAJRA | CHAYOTE, CHAYOTTE | FLOWER WATER |
| BAMBOO | CHERIMOYA | FRENCH BEANS |
| BANANA, BANANA FLOWERS, BANANA LEAVES, BANANA NO GAS BONITA, BANANA RED | CHICKPEA FLOUR | GANJANG |
| BERBERE | CHIKUWA | GARAM MASALA |
| BILTONG | CHILLIES GREEN MIXED AND RED RAWIT | GARLIC FRESH, GARLIC GREEN & YELLOW PATTISON, GARLIC LOOSE, GARLIC BRAIDAS |
| BIYORI | CHINESE AUBERGINES | PURE WHITE, GARLIC TRIS |
| BLACK LENTILS | CHIVES | GHEE |
| BLACK TURTLE | CHOCLO CONF. | GINGER, GINGER 'PURA VIDA' |
| BLACKBERRIES | CHUKA SOUBA | GINGSENG |
| BLANCHED CELERY | CINNAMON | GLUTINOUS RICE |
| BLEU D'ARTOIS POTATOES | CLEMSON OKRA | GOCUHJANG |
| BLUE HONEYSUCKLE | CLOVES | GOJI BERRIES |
| | COCONUT, COCONUT DESSICATED, COCONUT FRESH, COCONUT MILK, COCONUT OIL | GOOSEBERRIES |
| | CONJEE | GRAPEFRUIT STARRUBY |
| | CORIANDER | GRAPEFRUIT WHITE |
| | | GREEN ASPARAGUS |

| | | |
|---|------------------------------------|---------------------------------------|
| GREEN SAUERKRAUT | MEJU | PANCH PHORAN |
| GRENADILLA | MELONS CANTALOUPE, MELONS GALIA, | PANDAN |
| GROUNDNUT OIL | MELONS PIEL DE SAPO, MELONS YELLOW | PANDANUS |
| GUANABANA | MINEOLAS | PANEER |
| GUANABANA GUMBO | MINI CARROTS | PAPAYA |
| GUAVA | MINI CAULIFLOWERS | PARANTHA |
| GUMBO | MINI FENNEL | PARSNIPS |
| HALVA | MINI GREEN ASPARAGUS | PASSIONFRUIT |
| HIBISCUS FLOWERS | MINI LEEKS | PEACHES, PEACHES PARAGUAIANA, |
| HIJIKI KATSUOBUSHI | MINI PINEAPPLES | PEACHES YELLOW |
| HORSERADISH | MINI RED BEETROOT | PEARL MILLET |
| ICEBERG LETTUCE | MINI RED CABBAGE | PEARS GUYOT |
| INJERA | MINI SWEET CORN | PEARS LIMONERA |
| JACKFRUIT | MINI TURNIPS | PEAS |
| JERUSALEM ARTICHOKE | MINI VIOLET ARTICHOKE | PEPINO |
| JOLLOF | MINI WATERMELON | PEPPER HOT |
| JOWAR | MINI WHITE CABBAGE | PEPPER, PEPPER HABANERO RED, PEPPER |
| KABSA | MINT | HABANERO YELLOW, SICHUAN PEPPER |
| KAKI FRUIT | MIRIN | PERFUMED THAI RICE |
| KIMCHI | MISO | PERSIMMONS |
| KIWANO | MITMITA | PHYSALIS, SAVANNA PHYSALIS |
| KIWI, KIWIFRUIT GOLDEN | MITSUBA | PINEAPPLE DEL MONTE GOLDEN, PINEAPPLE |
| KOGANE | MODAK | GOLDEN VENECIA |
| LADDU | MU ER MUSHROOMS | PINK GINGER |
| LAHOH | MUNGO BEANS | PINTO BEANS |
| LAOS | MYOGA (GINGER) | PITAHAYA AND RED PITAHAYA, PITAHAYA |
| LAVASH | NAAN | YELLOW |
| LEAVES OF LIFE | NAMEKO MUSHROOMS | PLANTAIN, PLANTAIN EXTRA RICH MADURO, |
| LEMON GRASS | NASHI | PLANTAIN LEAVES, PLANTAIN RICH GREEN |
| LEMONS | NDOLE | POMEGRANATE MOLASSES |
| LIMEQUAT | NECTARINES, PLATERINA NECTARINES | PONZU |
| LIMES, LIME LEAVES, DRIED LIME LEAVES, | NISHIKI | POTATO, POTATO ORANGE SWEET, POTATO |
| LIMES 'INDAIA', LIMES 'NICE GREEN', LIMES | NITER KIBBEH | REDSKIN SWEET, POTATO SWEET, POTATO |
| LA BAMBA | NIXTAMAL | RATTE |
| LONGAN | OBI NON | POTATOES CHERRY |
| LOTUS ROOT | OGBON, OGBONO | PRICKLY PEAR |
| LUCUMA | OJARA | PUNA YAM |
| LULO | OKOMESAN | QUINOA |
| LYCHEES | OKRA | RAMBUTAN |
| MANDARINS | OLLUCO | RAVA |
| MANGO 'TOMMY ATKINS' AGRODAN, MANGO | ORANGES CARA CARA | RED LENTILS |
| AGRODAN, MANGO KEITT, MANGO OMER, | ORANGES NAVEL | REDCURRANTS |
| MANGO SWEET, MANGOES MAYA GOLD | ORANGES VALENCIA | RICE FLOUR |
| MANGOSTEEN | OSMANTHUS | RICE VINEGAR |
| MANIOC | PACAI | ROCOTO |
| MARACUJA | PALM HEARTS, PALM OIL, PALM SUGAR | ROSE, ROSE ESSENCE, ROSE WATER, |
| MATOKÉ | PANCH | ROSEAPPLE RED WATER |

ROTI
SAFFRON
SAGÜ
SALAK
SATHU
SATSUMA AGE
SESAME SEED
SHALLOTS
SHICHEMI TOGARISHI
SHIITAKE MUSHROOMS
SHIRATAKI
SHISO
SOBA
SPROUTING SEEDS
STAR ANISE
SUGARCANE
SUGRAONE WHITE GRAPES

SWEET CORN
TAHINI
TAMARILLO
TAMARIND
TANKARA
TAPIOCA STARCH
TARO
TEFF FLOUR
TOFU
TOMATO ON THE VINE
TORSHI
TSAMPA
TSOUKEMONO
Tsuma
TSUYAYAKA
TUCANO EDDOES
TURMERIC

UMEBOSHI
VACUUM CHESTNUTS
WATERMELON CRIMSON
WHITE LONG BEANS
WOODAPPLE
XALVO
YAK
YAM
YOKAN
YUCCA MANIOC
YUCCA TROPICAL ASE
YUDE ADZUKI
YUZO
ZAPOTE
ZUCCA
ZUCCA DELICAT

ANNEX 3

The **Expo Milano 2015 Site is located in the heart of the Milan metropolitan area**, specifically in the road and public transport network northwest of the city in the area along the Sempione Route. It is a highly urbanized area and lies within the Municipalities of Baranzate, Bollate, Pero and Rho.



The area, of around 927,000 sqm, stretches to the north of the Milan-Turin railway line and is connected by a rich road and mobility infrastructure, surrounded by industrial zones. The Expo Site is also adjacent to the Rho–Pero fairgrounds.

The exposition area has been designed as an integral landscape – an island encircled by a waterway – structured around two perpendicular axes with strong symbolic value: the Decumanus and the Cardo, the ordering elements of ancient Roman cities. The Site is conceived as an outdoor exhibition area featuring more than 28 hectares of vegetation and greenery. No logistic or warehouse spaces are foreseen within the Site apart from those foreseen by the Participants inside their own pavilions.

The urbanized environment and the presence of a dense infrastructure network represent a considerable advantage in terms of general accessibility, but at the same time a risk factor and a major constraint for logistics management. The Organizer therefore asks Participants when organizing its logistics to take due account of the territorial fabric in which the Expo Milano 2015 Exposition Site is located to minimize the reciprocal impacts between freight traffic and the industrial and urban areas involved.

Territorial context

This section gives brief directions on how persons and goods can best reach the Site, from:

- **ports**
- **airports**
- **railways and urban public transport**
- **roads and motorways**

It also sets out some practical advice for Participants and their logistics

partners to minimize the impact on public transport network.

Ports

The main ports of Northern Italy are in Genoa, La Spezia, Leghorn, Venice and Trieste. Below is a brief description of the two biggest ports for goods imports/exports, Genoa and Trieste.



Port of Genoa

The Port of Genoa is the main point of entry in the Tyrrhenian Sea, Italy's biggest industrial and trading port by traffic and size and one of the busiest in the Mediterranean. The thirteen cargo and passenger terminals are connected by the major shipping companies to every destination in the world, handling considerable volumes of traffic. It is around 150 km from the Expo Site.

For further information on the services available please see <http://www.porto.genova.it/>.

To reach the Expo Site from Genoa take the A7 motorway, then the motorway/ring road A50/E62, then the Pero Nord exit.

Port of Trieste

The Port of Trieste is the main point of entry on the Adriatic Sea, and around 400 km from the Expo Milano 2015 Site. An international hub for land/sea intermodal exchange for Central and Eastern Europe, it also provides frequent and direct sea links with China, India and Far East.

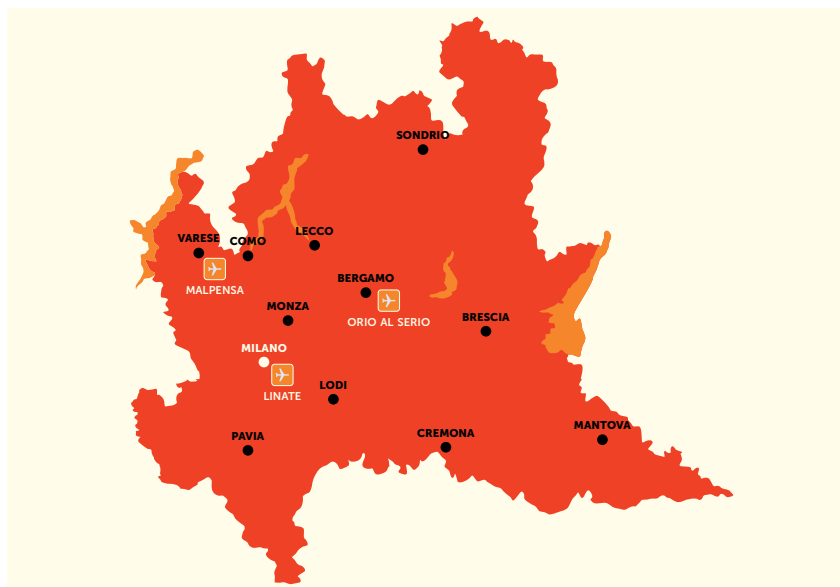
For further information on the services available please see:
<http://www.porto.trieste.it/>.

The Port of Trieste is one of Italy's most important railway hubs, thanks to an internal rail structure with links to national and international railways.

To reach the Expo Site from Genoa take the A4 motorway, then the SS33, then the Pero Nord exit.

Airports

The Milan area airport system consists of Milano Malpensa, Milano Linate and Bergamo Orio al Serio. Milano Malpensa and Bergamo Orio al Serio handle cargo as well as passenger flights.



Milano Malpensa

Milan-Malpensa Airport (MXP) lies around 40 km northwest of the Expo Milano 2015 Site. The airport has two passenger terminals (Malpensa Terminal 1 and Malpensa Terminal 2) and one cargo terminal (Malpensa Cargo). Currently the airport is Italy's hub biggest for cargo traffic, handling almost 50% of all goods entering Italy.

For further information please see:

http://www1.seamilano.eu/landing/index_it.html.

To reach the Expo Site from Milano Malpensa:

take the A8 motorway, then the SS33, then the Fiera Nord exit.

Milano Linate

Milan-Linate Airport (LIN) lies around 30 km east of the Expo Milano 2015 Site. The airport only handles domestic and international short-medium haul passenger flights.

For further information please see: <http://www.milanolate.eu/it>.

To reach the Expo Site from Milano Linate:

take the motorway/ring road via the A51, A4/E64 and A8.

Bergamo Orio al Serio

Bergamo Orio al Serio (BGY) lies around 50 km northeast of the Expo Milano 2015 Site. The airport has one passenger terminal and one cargo terminal.

For further information please see: <http://www.orioaeroporto.it>.

To reach the Expo Site from Bergamo Orio al Serio:

take the A4 motorway, then the SS33, then the Pero Nord exit.

Besides the 3 Milanese airports, a major point of entry for cargo traffic is also Rome Fiumicino airport.

Rome Fiumicino

Leonardo da Vinci-Rome Fiumicino Airport (FCO) is around 500 km south of the Expo Milano 2015 Site. The airport has 4 passenger terminals (Fiumicino is Italy's biggest passenger airport) and one cargo terminal (Cargo City).

For further information please see: <http://www.adr.it/fiumicino>.

To reach the Exposition Site from Rome Fiumicino:

take the A1 motorway, then the A50 Tangenziale Ovest (West Ring Road), then the Fiera Milano-Milano exit.

Rail

International and national railway network

Milan metropolitan area railways benefit from their location at the intersection between two major TEN-T European corridors:

EAST - WEST: corridor 3 (Mediterranean Corridor), connecting the Iberian Peninsula with the Hungary/Ukraine border;

NORTH-SOUTH: corridor 6 (Rhine-Alpine Corridor), which connects the ports of Northern Europe (Rotterdam and Antwerp) with Genoa.



The main railway links to/from Milan are the following:

- West: Milan-Turin;
- East: Milan-Brescia-Verona-Brenner and Milan-Brescia-Venice-Trieste;
- North: Milan-Gallarate-Domodossola and Milan-Chiasso;
- South: Milan-Bologna and Milan-Genoa.

Cargo

For goods transport in the immediate vicinity of Milan there are numerous railways hubs, such as the terminals of Segrate and Busto Arsizio/Gallarate.

For more information please see:

<http://www.trasporti.regione.lombardia.it> and <http://www.cargo.trenitalia.it/>.

Freight Villages

In addition, within a radius of 100 km from Milan there are several major freight villager for rail-road intermodal interchange: Novara Freight Village, Mortara Freight Village (PV), Rivalta Scrivia Freight Village (AL).

For more information and a complete list of Italian interports please see:

<http://www.unioneinterportiriuniti.org>.

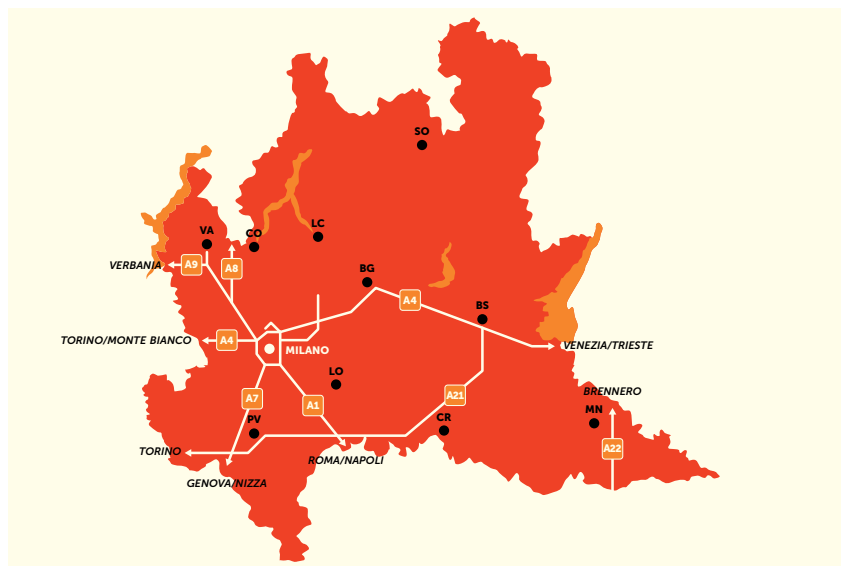
Roads and highways

The Expo Milano 2015 Site lies within a dense network of transport infrastructure to the northwest of Milan. Connections with the network are via a system of roads and highways adjacent to the Site - in part newly built, in part upgraded existing roads - that guarantee adequate functional standards.

Motorways

Milan is connected to Europe and the rest of Italy and via the following motorways:

- A8 and A9 to Switzerland;
- A4 (west) to Piemonte and France;
- A4 (east) to Venice and Austria (A22 Brenner);
- A7 (west) to Genoa and France;
- A1 to Central/Southern Italy.



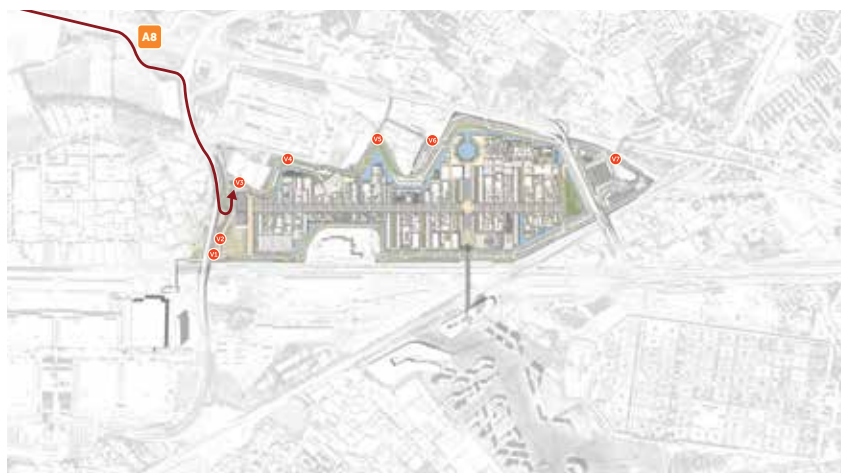
For further information please see <http://www.autostrade.it/>.

Motorway connections near the Expo Site are via the Fiera Milano exit on the A8 (Milan-Lakes), the Pero Nord exit on the A4 (Milan-Turin) and the Fiera Milano exit on the main SS33 Simplon highway. Directions on how to reach the Expo from these exits are given below.

Route from A8 motorway to Expo Site

A8 motorway – Expo Site from North-West

After the Milano Nord motorway toll barrier follow the signs for Milano > Fiera Milano exit > SS33/Rho-Monza for Fiera Milano – Rho > Milano exit > for Milan – Rho



Route from A4 motorway to Expo Site

A4 from West – Expo Site

Before the Milano Ghisolfi motorway toll barrier take the Pero Nord exit > Tangenziale Ovest A50 for Como – Varese > first exit Fiera Milano > SS50/ Rho-Monza for Monza > Milano exit > for Milan – Rho



Route from A4 motorway from east – Expo Site

After the Milano Est motorway toll barrier follow the signs for Torino > Como - Varese exit > A8 motorway for Como - Varese > Fiera Milano exit > SS8/Rho-Monza for Fiera Milano – Rho > Milano exit > for Milan – Rho



Route from A4 motorway from east – Expo Site

After the Milano Est motorway toll barrier follow the signs for Torino
 > Fiera Milano - Pero exit > SS33/Rho-Monza for Fiera Milano – Rho >
 Milano exit > for Milan – Rho



Route from A1 motorway – Expo Site (northern entrances)

After the Milano Sud motorway toll barrier follow the signs for Milano
 > Tangenziale Ovest A50 – Turin – Como – Varese exit > Tangenziale Ovest A50
 for Como – Varese > first exit Fiera Milano > SS33 for Monza > Fiera Milano -
 Milano exit > for Milan – Rho

Route from A7 motorway – Expo Site (northern entrances)

After the Milano Ovest motorway toll barrier follow the signs for Milano
 > Tangenziale Ovest A50 – Turin – Como – Varese exit > Tangenziale Ovest
 A50 for Como – Varese > first exit Fiera Milano > SS33 for Monza > Fiera
 Milano - Milano exit > for Milan – Rho



Route from A1 motorway – Expo Site (northern entrances)

After the Milano Sud motorway toll barrier follow the signs for Milano > Tangenziale Ovest A50 – Turin-Como-Varese exit > Tangenziale Ovest A50 for Como – Varese > second exit Milano Gallaratese > SS11 for Pero > follow A8 for Como – Varese > Fiera Milano exit > SS33/Rho-Monza for Fiera Milano – Rho > Milano exit > for Milan – Rho

Route from A7 motorway – Expo Site (northern entrances)

After the Milano Ovest motorway toll barrier follow the signs for Milano > Tangenziale Ovest A50 – Turin – Como – Varese exit > Tangenziale Ovest A50 for Como – Varese > second exit Milano Gallaratese > SS11 for Pero > follow A8 for Como – Varese > Fiera Milano exit > SS33/Rho-Monza for Fiera Milano – Rho > Milano exit > for Milan – Rho



Route from A1 motorway – Expo Site (eastern entrances)

After the motorway toll barrier follow the signs for Milano > Tangenziale

Ovest A50 – Turin – Como – Varese exit > Tangenziale Ovest A50 for Como – Varese > second exit Milano Gallaratese > SS11 for Pero > C.na Merlata exit > Local road > Via Stephenson

Route from A7 motorway – Expo Site (eastern entrances)

After the motorway toll barrier follow the signs for Milano > Tangenziale Ovest A50 – Turin – Como – Varese exit > Tangenziale Ovest A50 for Como – Varese > second exit Milano Gallaratese > SS11 for Pero > C.na Merlata exit > Local road > Via Stephenson



Non-urban highways

The Expo Site can also be reached via the SS33/Rho-Monza from the northeast. Before the Milano Est motorway toll barrier take the Monza – Tangenziale Nord A52 exit > Tangenziale Nord A52 for Como > follow the SS35 for “autostrade – Milano” > Rho exit > SP46 Rho-Monza for Rho – Bollate > follow SS33/ Rho-Monza for Fiera Milano > Milano exit > for Milan – Rho



Secondary / minor roads

The Expo Site can also be reached via ordinary city streets.

- **From the city centre** along Via Palizzi and Via Stephenson
- **From Milano-Quarto Oggiaro** along Via Amoretti and Via Stephenson
- **From Arese – Baranzate** (northwest) along Via Milano

The use of these secondary roads is to be avoided as they pass through a heavily residential and traffic congested area that is not suggested to heavy cargo traffic. Cargo traffic can also interfere with ambulances on their way to Sacco Hospital.



General guidelines on highways and motorways

Milan's metropolitan transport networks are particularly subject to commuter traffic in and out of the city. It is therefore strongly recommended to take this into account and avoid road deliveries during peak weekday hours:

- 7.30 – 10 a.m.;
- 5 – 8 p.m.

Participants and their suppliers should take suitable measures to minimize the impact of logistics activity on the public highways, bearing in mind the numerous entities involved in Expo Milano 2015 who will access the Expo Site and use the transport infrastructure simultaneously. They should also bear in mind the occurrence of trade fairs and exhibitions with particular reference to the SS33 and the Tangenziale Ovest A50.

Expo Milano 2015 invites everyone to stick to the motorway network and avoid local secondary roads in the town centres of Baranzate, Pero, Rho and Bollate, to:

- avoid increasing traffic congestion during the daytime;
- avoid creating noise pollution at night.

The Organizer invites all Participants to minimize the use of road haulage as far as possible in preference for more sustainable forms such as rail or

intermodal freight transport.

The Organizer reserves the right to issue special provisions on the use of public roads near the Site, binding on Participants, following reports of problems by the police or highway authorities.

An important restriction on goods traffic is the Via Montello underpass under the A8 motorway in Baranzate, where traffic is restricted to vehicles with a height of less than 2.75 m.



In the event of oversize loads or transportation of dangerous substances to the Expo Site, Participants or logistics partners must make their own arrangements with the road and highway authorities in accordance with the law.

The Organizer reminds you that, according to Italian law, oversize or exceptional loads include vehicles which, for specific requirements, exceed the profile or weight limits laid down by articles 61 and 62 of the Highway Code.

The planned infrastructure works may suffer changes or delays. The information given here must therefore be considered as purely indicative and non-binding on Expo Milano 2015.

FORM

Here is a facsimile of the F&B Form that Participants will be able to download from the Participants Digital Management System (PDMS).

Participants are kindly requested to provide as much detail as possible when completing the form.



APPENDIX 1

Food & Beverage Form

| | | | |
|--|--|---|--|
| Name of Official Participant | | | |
| Date of Participation Notification | | | |
| Participation Theme | | | |
| Mode of Participation | | | |
| Self-Built — Lot Number | | | |
| Cluster — Cluster name – Unit Number | | | |
| Other | | | |
| F&B Provision | | | |
| Main ingredients | | | |
| Typical ingredients | | | |
| Cooking techniques | | | |
| Mode of consumption | | | |
| Service mode | | | |
| Format of F&B | | | |
| Measures taken to apply Green Procurement | | | |
| Number of meals per day | | | |
| Types of tableware | <input type="checkbox"/> Washable, re-usable | <input type="checkbox"/> Disposable, in compostable and biodegradable material meeting UNI EN 13432 | |
| Applicant's contact | | | |
| Name | | | |
| Address | | | |
| Telephone | | | |
| e-mail address | | | |
| Fax | | | |
| Commissioner General of Section (signature) | | | |