



CATERING PROPOSAL

CONGREAT

Association Brand

The name "Congreat" is a portmanteau of "congress," "great," and "eat," a fusion that reflects the essence of what we want to communicate.

The word "congress" underlines the connection with the mice environment, while "great" and "eat" express the exceptionality and culinary delight offered by Congreat.

The graphic sign that emphasizes the word "eat" represents a stylization of the recognizable outline of the silhouette of Allianz MiCo.

This unique visual captures the essence of Congreat catering, fusing the world of conferences with culinary excellence and reflecting contemporary dynamism combined with refined elegance.

Below is the food proposal of the Congreat brand.

All the menu proposals described below are to be considered as examples as they are Tailor Made to the customer based on his requests and the specifications of the event.



CONGREAT		PRICE LIST	
Caffè	€ 1,30	Macchinetta	€ 4,80
Cappuccino	€ 1,60	Fruit salad	€ 2,90
Capuccino	€ 1,60	Barretta	€ 2,90
Cioccolata calda	€ 3,70	Patatine sacchetto	€ 2,90
Hot chocolate	€ 3,70	Chips	€ 2,90
Caffè americano	€ 2,50	Toast	€ 5,00
American coffee	€ 2,50	Toast	€ 5,00
Decaffeinato/organic/green	€ 1,60	Cremoso	€ 2,70
Decaf / barley / glowing coffee	€ 1,60	Coffee cream	€ 2,70
Tea / Camomilla	€ 1,60	Yogurt	€ 3,80
Tea / Chamomile	€ 1,60	Yogurt	€ 3,80
Latte macchiato	€ 2,50	Gelato	€ 4,00
Milk with coffee	€ 2,50	Glaze of white wine or Prosecco	€ 4,00
Sorbetto di frutta	€ 3,60	Hot dog	€ 6,50
Fruit juice	€ 3,60	Hot dog	€ 6,50
Bibita lattina	€ 3,70	Tramezzini gluten free - no	€ 7,00
Soft drink	€ 3,70	lattosio	€ 7,00
Acqua Naturale e Frizzante	€ 2,00	Gluten free - lactose free	€ 7,00
Still or sparkling water	€ 2,00	sandwiches	€ 7,50
Spremuta d'arancia	€ 5,50	Panini / Piadina	€ 7,50
Orange juice	€ 5,50	Sandwiches / Piadina	€ 7,50
Birra	€ 4,20	Focaccia romana	€ 8,90
Beer	€ 4,20	Romana focaccia	€ 8,90
Calice di vino o prosecco	€ 6,00	Insalata mista e vegetariana	€ 8,50
Glass of white wine or Prosecco	€ 6,00	Mixed/vegetarian salad	€ 8,50
Bottiglia di vino o prosecco	€ 20,00	Sushi take	€ 15,00
Bottle of white wine or Prosecco	€ 20,00	Sushi sashimi	€ 13,00
Spritz	€ 8,00	Tartare di salmone	€ 11,00
Spritz	€ 8,00	Salmon tartare	€ 11,00
Brioche*	€ 1,80	Poke salmon/vegetarian	€ 17,00
Brioche*	€ 1,80	Vegetarian / salmon poke	€ 17,00
Freddo*	€ 2,70	Primo piatto del giorno	€ 8,50
Butter brioche*	€ 3,00	Fried chicken	€ 8,50
Muffin* anche senza glutine	€ 1,30	Dolci al cucchiaio	€ 6,00
Muffin* with gluten free options	€ 1,30	Veal parter dessert	€ 8,50
Mini Brioche	€ 1,30	Vitello in salsa tonnata	€ 8,50
Mini Brioche	€ 1,30	Veal with tuna sauce	€ 8,50
Fetta di torta	€ 4,50	Bresaola con rucola e scaglie	€ 8,50
Slice of cake	€ 4,50		
Birra			

CONGGREAT

DRINK COFFEE BREAK

DRINK OPTIONS:

Coffee in thermos
Hot water
Tea selection

Specifications included in the quote:

- Service from 30 minutes
- Setting up a distribution point (W.540 cm) every 180 people, with black tablecloths
- A high table for every 20 people with a black elastic tablecloth
- Use of disposable BIO material: glasses / small glasses / napkins
- No dedicated staff

STANDARD COFFEE BREAK

DRINK OPTIONS:

Coffee in thermos
Hot tea in thermos
Fruit juices in carafe
Still / sparkling water

FOOD OPTIONS: 2 options to choose from

Selection of shortbread biscuits
Assortment of mini brioches
Mini chocolate vanilla muffins
Mini krapfen
Mini donuts
Cake squares

Specifications included in the quote:

- Service from 30 minutes
- Setting up a distribution point (W.540 cm) every 180 people, with black tablecloths
- A high table for every 20 people with a black elastic tablecloth
- Use of disposable BIO material: glasses / small glasses / napkins
- Dedicated service staff in total black uniform

HEALTHY COFFEE BREAK

DRINK OPTIONS:

Coffee in thermos
Hot tea in thermos
Dispenser with flavoured water
Still / sparkling water

FOOD OPTIONS:

Mono-portion cereal bars
Mono-portion dried fruit
Basket of whole fruit
Mono-portion glass with plain Greek yogurt and granola / fruit

Specifications included in the quote:

- Service from 30 minutes
- Setting up a distribution point (L.540 cm) every 180 people, with black tablecloths
- A high table for every 20 people with a black elastic tablecloth
- Use of disposable BIO material: glasses / small glasses / napkins
- Personnel dedicated to the service approximately one for every 40 guests depending on the number of guests and service method

ALL DAY COFFEE STATION

DRINK OPTIONS:

- Coffee in thermos
- Hot tea in thermos
- Fruit juices in carafe
- Soft drinks in carafe
- Still / sparkling water

Specifications:

- 8-hour continuous service
- Self service
- Personal service only for set-up / dismantling and beverage refill every 3 hours
- Setting up a distribution point (W.540 cm) every 180 people with black tablecloths
- Use of disposable BIO material: glasses / small glasses / napkins /

CONGREAT

LIGHT BUFFET LUNCH

DRINK:

Still and sparkling water Coffee in thermos

FOOD:

Assortment of mini buns with cold cuts, cheese and vegetarian fillings Cous Cous with chickpeas, roasted carrots, seeds and feta Fresh whole seasonal fruit

Specifications included in the quote:

- 2 hour service
- Setting up a distribution point (W 540 cm) every 150 people with black tablecloths
- A high table for every 20 people with a black elastic tablecloth
- Use of disposable BIO material: glasses / small glasses / napkins / saucers / cutlery
- Personnel dedicated to the service approximately one for every 40 guests depending on the number of guests and service method

CLASSIC BUFFET LUNCH

DRINK:

Still and sparkling water
Soft drinks in carafe
Coffee in thermos

FOOD:

Beef carpaccio marinated in herbs with Grana Padano and mushrooms
Grilled octopus bites with black olives, potatoes and assorted seasonal vegetables
Ligurian savoury pie with seasonal vegetables etimo
Mezzemaniche with tomato fillet, Taggiasca olives and salted ricotta
Salmon sovrana with delicate asparagus
Assortment of small pastries

Specifications included in the quote:

- 2 hour service
- Setting up a distribution point (W 540 cm) every 150 people with black tablecloths
- A high table for every 20 people with a black elastic tablecloth
- Use of disposable BIO material: glasses / small glasses / napkins / saucers / cutlery
- Personnel dedicated to the service approximately one for every 40 guests depending on the number of guests and service method

HEALTHY BUFFET LUNCH

DRINK:

Still and sparkling water
Fruit juice in a carafe
Coffee in a thermos

FOOD:

Basmati rice with 4 Cs: Chickpeas, Carrots, Cumin, Turmeric with almonds and raisins
Beetroot carpaccio, Grana flakes, walnuts, rocket
Caprese salad with fiordilatte, San Marzano tomatoes, basil emulsion
Turkey carpaccio with kale salad (cabbage - carrots) and Greek yogurt
Savoury green vegetable tart
Fresh seasonal fruit cascade

Specifications included in the quote:

- 2 hour service
- Setting up a distribution point (W 540 cm) every 150 people with black tablecloths
- A high table for every 20 people with a black elastic tablecloth
- Use of disposable BIO material: glasses / small glasses / napkins / saucers / cutlery
- Personnel dedicated to the service approximately one for every 40 guests depending on the number of guests and service method

CONGREAT

LUNCH BOX

BASIC - Option less than 2 pieces

Choose between:

Sandwich stuffed with cold cuts and cheeses
or
Sandwich stuffed with vegetables (vegetarian)

Fresh seasonal fruit
Still or Sparkling Water 0.5 lt.

GREEN - Option less than 2 pieces

Choose between:

Mixed salad with proteins
or
Mixed vegetarian salad

Fresh seasonal fruit
Still or Sparkling Water 0.5 lt.

SPECIFICATIONS

- Buffet with distribution of products in numbers adequate to the minimum guaranteed communicated
- Paper bags for distribution
- Fork knife + napkin kit (if necessary)
- Individually packaged products
- Waiters for 30 minutes of distribution
- Cleaning

COMPLETE - Option less than 3 pieces

Choose between:

Sandwich stuffed with cold cuts and cheeses
or
Sandwich stuffed with vegetables (vegetarian)

Mixed Salad
or
Vegetarian Salad

Fresh seasonal fruit
Still or Sparkling Water 0.5 lt.

EXTRA

Kosher products starting from +50% of the total
Products for celiacs starting from +50% of the total



DINNER BUFFET

DRINK

White wine / Red wine Still and sparkling water

FOOD

Starter

Caprese with cherry tomatoes and cherry mozzarella
Parma ham with netted melon Orange and fennel salad
Selection of fresh and mature cheeses with mustards

First courses

Mezzemaniche with tomato fillet, Taggia olives and aged ricotta

Second courses

Roast veal with Robespierre sauce and paprika potatoes
Quiche with courgettes and scamorza

Fresh seasonal fruit

Small Sicilian Cannoli Fresh Pastry Mignon

SPECIFICATIONS:

- Use of ceramic and glass material
- Round tables for 10 people each with white Maya / Charlotte chairs
- Mixed linen tablecloth in colour to be defined
- drinks at the table
- n. 1 buffet every 150 people
- waiters for buffet service: n. 2 per buffet



CONGREAT

WELCOME COCKTAIL

DRINK

Prosecco
Non-alcoholic fruit cocktail
Still and sparkling water

FOOD

Brisé basket with olive paté mousse and confit cherry tomatoes
Mini tartlets with herb robiola mousse
Mini vegetable quiches (warm)
Cannoncini with smoked ham paté and chopped pistachios
Focaccias with beef roast beef and mustard sauce
Small brioche buttons with turkey and béarnaise sauce
Mini wholemeal rolls with chickpea hummus and grilled courgettes
Vol au vent with smoked salmon mousse
Canapés with smoked swordfish and horseradish sauce

Specifications included in the quote

- 2 hour service
- Setting up a distribution point (W.540 cm) every 150 people with black tablecloths
- A high table for every 20 people with a black elastic tablecloth
- Use of disposable BIO material: glasses / small glasses / napkins / saucers / cutlery
- Glass goblets for spirits
- Staff dedicated to the service approximately one for every 30 guests depending on the number of guests and service method

COCKTAIL FINGER

DRINK

Prosecco
Additional alcoholic drink (1 choice between: White wine / Red wine / Bottled beer / Aperol Spritz in a carafe)
Soft drinks / Non-alcoholic fruit cocktail
Still and sparkling water

FOOD

Brisé basket with olive paté mousse and confit cherry tomatoes
Mini tartlets with herb robiola mousse
Mini vegetable quiches (warm)
Cannoncini with smoked ham paté and chopped pistachios
Focaccias with beef roast beef and mustard sauce
Small brioche buttons with turkey and béarnaise sauce
Mini wholemeal rolls with chickpea hummus and grilled courgettes
Vol au vent with smoked salmon mousse
Canapés with smoked swordfish and horseradish sauce

SWEETS

Mini sweet cannoli

Specifications included in the quote

- 2 hour service
- Setting up a distribution point (W.540 cm) every 150 people with black tablecloths
- A high table for every 20 people with a black elastic tablecloth
- Use of disposable BIO material: glasses / small glasses / napkins / saucers / cutlery
- Glass goblets for spirits
- Dedicated service staff: one for every 30 guests approximately



GALA

✦ Elevate your food experience ✦

Corporate brand

The brand guidelines draw on the clean and elegant aesthetic of the Serif font. This typographic choice aims to communicate a sense of modernity and elegance, essential elements to capture attention in the business world.

Every visual element is designed to convey a sense of precision and attention to detail. This modern aesthetic translates into a brand identity that speaks the language of Business, striking the observer with a beauty underlined by its clarity. The logotype, with its clean and harmonious shape, conveys a sense of balance and refinement. The elegant curves recall the art of culinary presentation, while the negative spaces give lightness and airiness to the overall design.

Below is the food proposal of the Gala brand.

All the menu proposals described below are to be considered as examples as they are Tailor Made to the customer based on his requests.



GALA

✦ Elevate your food experience ✦

COFFEE BREAK

DRINK:

Espresso Coffee
Selection of Teas
Fresh fruit extracts
Still / sparkling water

FOOD: (3 options to choose from)

Selection of artisanal shortbread biscuits
Fresh pastries
Mini savoury croissants filled with milk
Bread bonbons with vegetable mousse
Mono-portion Greek yogurt with muesli and honey
Mono-portion seasonal fruit salad
Small pancakes with maple syrup, fruit compote, hazelnut cream
Show cooking eggs

SPECIFICATIONS INCLUDED IN THE QUOTE:

- 30 minute service
- Setting up a distribution point (W.540 cm) every 100 people, with midnight blue tablecloths
- A high table for every 10 people with a black elastic tablecloth
- Use of glass and ceramic material
- Dedicated service staff (1 waiter for every 35 guests)

CLASSIC BUFFET

DRINK

Franciacorta
Craft beer
Selection of white and red wines
Still and sparkling water
Possibility of a Sommelier to tell the winemaking journey

SELECTION CURED MEATS

Local and Italian cured meats such as Bresaola della Valtellina, Varzi salami, DOP mortadella, Parma ham aged 36 months accompanied by a buffet of breads (white, black with seeds, with walnuts, with figs, taralli, breadsticks)
Island with chef for visible cutting

CHEESE SELECTION

Local and Italian cheeses such as Asiago, Gorgonzola, Scamorza, Taleggio, Grana Padano in shape, accompanied by honey and mustards

FRESH CHEESE SELECTION

Selection of fresh cheeses such as mozzarella, nodini, straciatella, buffalo mozzarella, ricotta.
Possibility of show cooking with cheesemaker on sight

TRADITIONAL FIRST COURSES

Risotto alla Milanese
Maccheroncini with amatriciana sauce
Island with 2 chefs for live preparation

PIZZA

Selection of pizzas with classic toppings
Presence of 1 chef for live finishing

DESSERT

Selection of fresh pastries from the Italian tradition.
Presence of 1 chef for preparations/fillings in view.

GALA

✦ Elevate your food experience ✦

COCKTAIL FINGER

DRINK

Trentino Alto Adige, Brut Trento DOC, Pisoni 2019 Craft beer Selection of white and red wines Still and sparkling water Possibility of a Sommelier to tell the winemaking journey

COLD FINGER FOODS

Buffalo straciatella with mullet bottarga petals and confit lemon peel Marinated tuna cube with avocado and green apple, radish sprouts Wild salmon marinated in citrus fruits on crispy fennel and pink grapefruit Zucchini turbans with beetroot hummus Small brioche buns with Waldorf salad Venere rice with zucchini brunoise, red prawns and mint

HOT FINGER FOODS

Mini saffron rice arancini with melting heart of PDO fontina Crunchy casket with revisited aubergine parmigiana Small potato morsels with crusco pepper powder Volauvent with Castelmagno fondue flavoured with truffle

DESSERT

Our sweet finger foods

DINNER GALA

WELCOME APERITIF

Trentino Alto Adige, Brut Trento DOC, Pisoni 2019 The original Venetian Spritz with Select

Pumpkin bread crostini with truffle foie gras Smoked swordfish carpaccio with lime and pink pepper Choux pastry puffs with artichoke foam

DINNER SERVED

Starter

Artichoke in oil, creamy buffalo mozzarella, Taggiasca olives, raisins and herb bread crumble

First course

Porcini mushroom, potato and Casera cheese lasagna

Second course

Braised veal cheek with mountain butter mashed potatoes and black cabbage chips

Dessert

Citrus and chocolate ingot

BEVERAGE

Lombardy, Lugana, Azienda Agricola Ricchi 2021 Trentino Alto Adige, Lagrein Greif Kornell 2022 Still and sparkling water Espresso coffee



It will be possible to enrich the proposals with live cooking show experiences, such as:

- Maitre Chocolatier Lindt
- Master cheesemaker

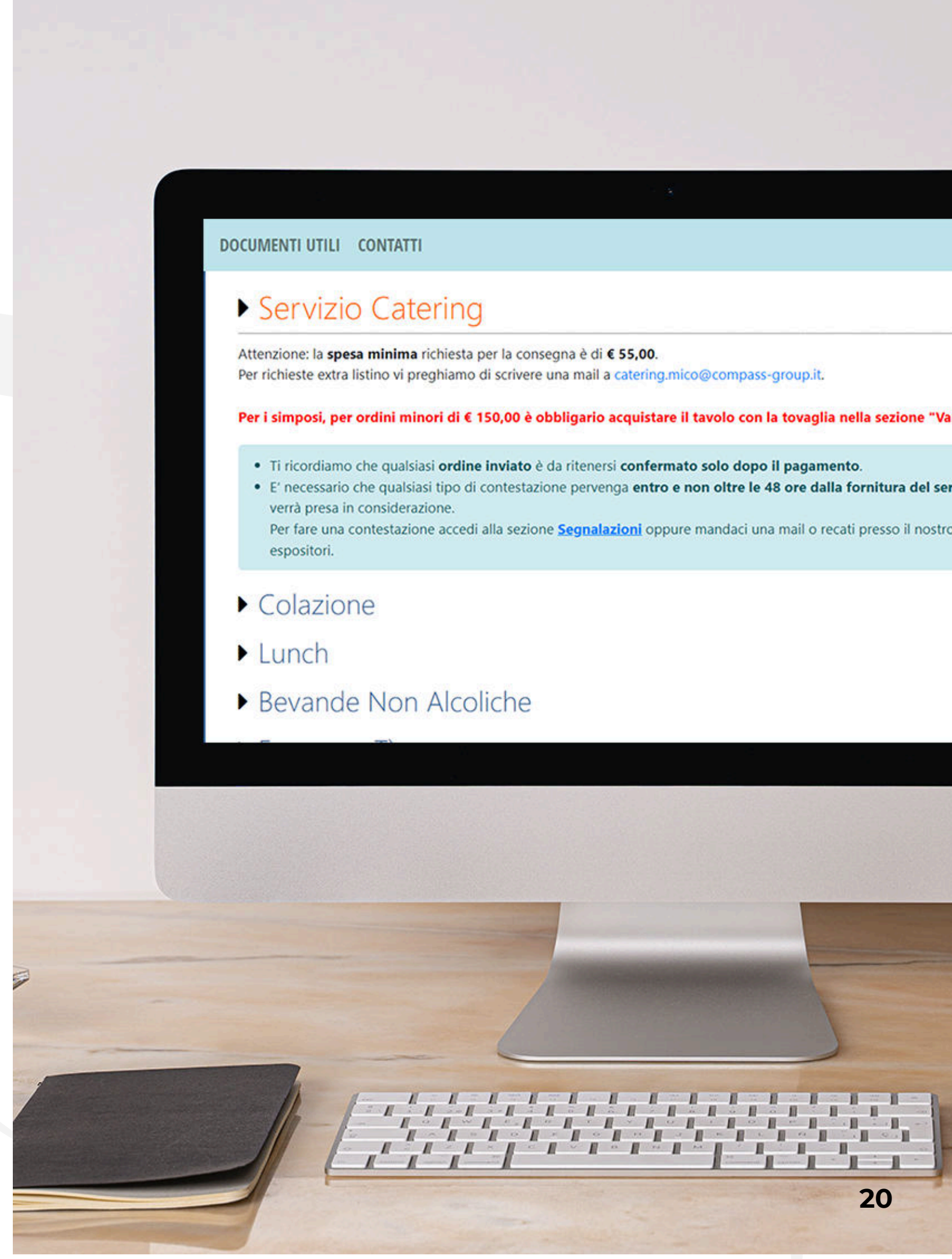
DIGITAL INNOVATION

E-COMMERCE PLATFORM MANAGEMENT

The BuildUp platform is a webshop dedicated to exhibitors of trade fair events who want to purchase products or services for the event, where there is an area dedicated to catering, which is used when the organizational secretariat of the event requests it.

Our product list is loaded into the system, with photos and descriptions, and exhibitors can choose which and how many products to order, up to a deadline (commonly decided by us and MiCo) approximately 7-5 days before the event.

When exhibitors choose products, they remain in the cart until payment is completed and, only once the purchase is confirmed, the order slip arrives in our Compass profiles as a notification.



DIGITAL INNOVATION

APP QROMO

In addition to the cash points, to improve queue management and offer a digital experience at each MiCo retail point (whether fixed or temporary or during catering), we offer you the possibility of paying via the Qromo App.

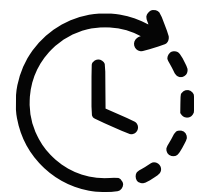
In just 10 seconds you will be able to order and make payments directly from your phone.

The advantages of the Web App for MiCo customers are:



SCAN, ORDER & PAY

The customer chooses the products, orders and pays conveniently from his phone



NO WAITING

No queues at the checkout thanks to the ability to order and pay directly from your phone.



NO APP AND REGISTRATION

You can pay in just a few clicks without any registration and without having to download any app.

USER JOURNEY

QR SCAN

The user scans the QR Code with his device

HOMEPAGE

After scanning, the user sees the store home page

MENU

The customer chooses the products, orders and pays conveniently from his phone

PRODUCT CHOICE

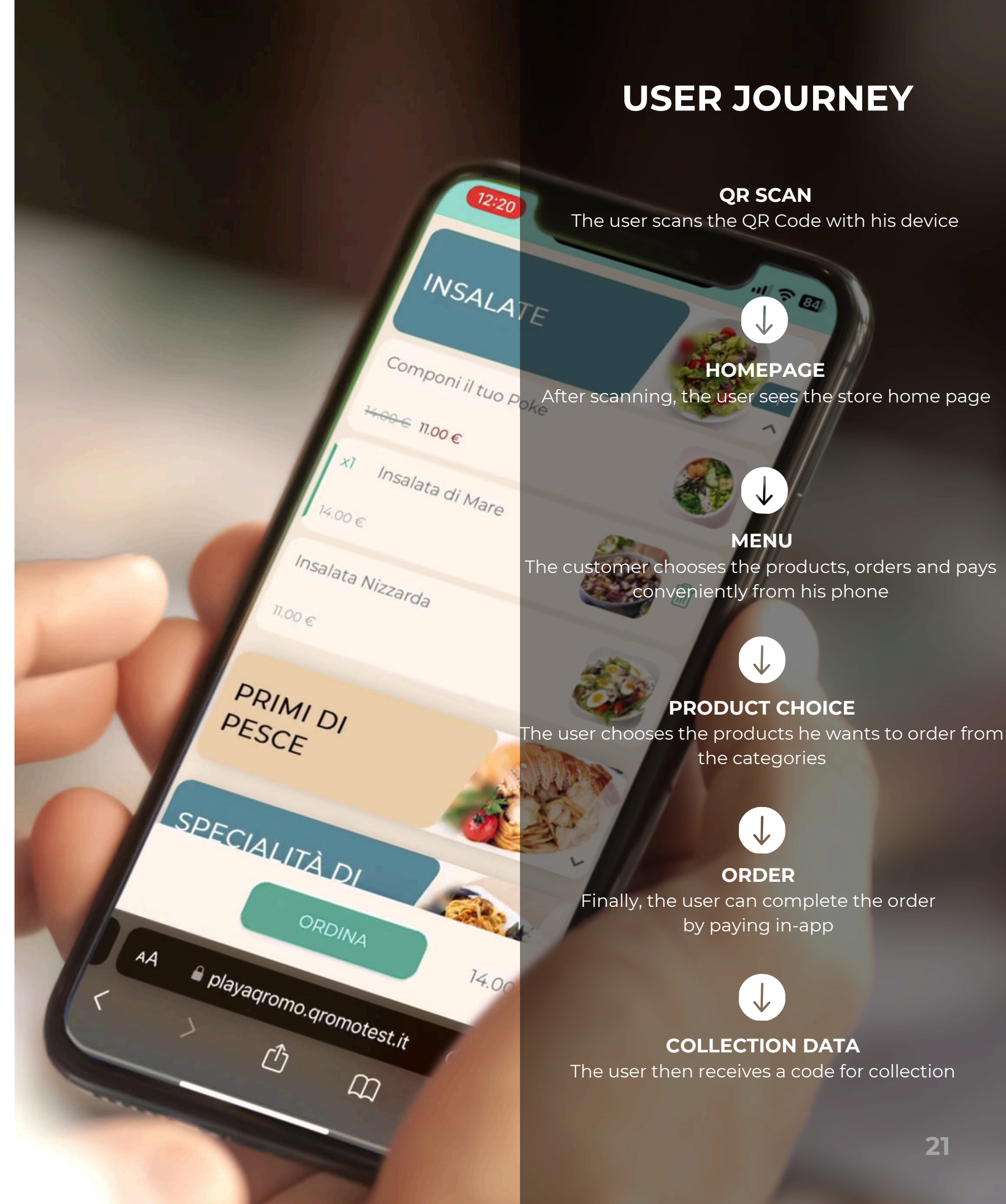
The user chooses the products he wants to order from the categories

ORDER

Finally, the user can complete the order by paying in-app

COLLECTION DATA

The user then receives a code for collection



FIXED REFRESHMENT POINTS

In a constantly evolving world where, in the food & beverage sector, consumer choices are guided, it is important to constantly study new trends to amaze and respond to the food and wine needs of a vast and varied audience such as the one that populates MiCo every year.

We have chosen to completely renovate the fixed catering points present inside the pavilions, both from an aesthetic and technological point of view and from an offer point of view. The key words that guided our Sales Office and our Marketing Office were:

Innovation

Variety

Attractiveness

Versatility

The focus is on consumer comfort to give them a 360° experience.

Inside the MiCo South Pavilions Level 2, Level 3 0 and Hall 1 Level 1, we have studied a complete food offering format, to be able to respond to the needs of every time of the day from breakfast to aperitif. Instead, in Pavilion 3 balcony, where 3 venues follow one another in a Food Court logic, the choice that guided us was to completely expand and differentiate the formats.

The quality levels of service and the gastronomic offer allow the consumer to choose between several complementary proposals:

The “bite and run” consumption

Lunch at the table to savor Italianness

The refined and sophisticated choice of a wine bar

The fixed point outside in Piazza Mico South Wing will be redeveloped with the aim of fitting into an urbanization and development project of the park in front of Citylife, taking up the themes of nature to fully marry with Urban Walking.



SUSTAINABLE PROPOSALS

At Compass we aim to discourage the consumption of foods of animal origin in favor of a Plant Based diet, a diet strongly recommended for a healthier lifestyle, allows to drastically reduce global CO2 emissions (Carbon footprint) and the waste of water resources used for the production of foods of animal origin (Water footprint). We study the new trends and evolutions of the sector, to allow our guest a variety of traditional, vegetarian, gourmet, healthy, fusion recipes and proposals for specific needs such as gluten free, kosher, halal diets.

At Saporita customers can find dishes prepared with the following raw materials:



PLANTED

VEGAN PROTEIN PRODUCT

Planted is the first vegan protein product designed to replace meat, completely planted based. Made from pea protein, pea flour, with added vitamin B12.



BEYOND MEAT

PLANT-BASED BURGERS

Beyond Meat Company produces plant-based burgers, made with quality ingredients such as peas and brown rice, enriched with a natural plant-based protein that gives the flavor of meat.



RUSTICELLI

KOSHER E GLUTEN FREE

Rustichelli Company aims to provide high quality and kosher culinary excellence, combining the authenticity of a restaurant-style menu with the highest standards of food safety and hygiene. It also produces gluten-free products, under its own brand NOGLUT®.



FELICIA PASTA

BIOLOGICA O GLUTEN FREE

Felicia pasta brings to the table an experience of well-being, taste and balance, made with organic and gluten-free raw materials such as buckwheat, brown rice, oats, chickpeas, lentils, peas and beans.



PADAN TRADITIONS

KOSHER

From the encounter between our tradition and the Jewish one, the lines of Kosher certified dry pasta and stuffed pasta are born

