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press release no.5

**RIMINIWELLNESS 2025: WELLNESS STARTS WITH HEALTHY EATING**

**WHAT'S NEW IN THE FOODWELL AREA**

* **From May 29 to June 1, at Rimini Expo Centre, historical partners and new brands will return for an edition of RiminiWellness dedicated to protein innovation.**
* **From pasta to enriched drinks, food brands will share their stories through immersive experiences at the 19th edition of the international event curated by Italian Exhibition Group.**
* **Dedicated space for functional food trends, featuring cooking demos, talks, and experiential formats presented by ambassadors and innovative companies.**

*Rimini, 29 May – 1 June 2025* – At the **19th edition** of **RiminiWellness 2025**, the **FoodWell Area** once again serves as a key reference point for those who view nutrition as an essential ally for physical and mental well-being. Running from **May 29 to June 1**, the event promoted by **Italian Exhibition Group** returns to Rimini Expo Centre and along the Riviera dedicated to the culture of healthy living, where food takes centre stage. Rich in innovation and content, this area showcases the leading brands in functional nutrition. It offers a unique opportunity for enthusiasts and industry professionals, featuring a range of products from protein to enriched beverages, and from plant-based options to sports nutrition. This experiential journey combines taste, awareness, and health.

**MAJOR PROTEIN COMPANIES IN THE FOODWELL AREA**

**The Amadori Group – The Italian Protein Company** is the Food Partner of the event for the third consecutive year. As an Italian leader in the agri-food industry, the group reaffirms its commitment to RiminiWellness with a wide range of protein specialties. On this occasion, they will also present a new project on **sarcopenia**, a condition characterised by the loss of muscle function that affects about 30% of individuals over 65 in Italy, reinforcing the connection between nutrition and health. A brand-new addition to the fair, **Barilla** is at the forefront with its new **Barilla Protein+** line, a high-protein pasta designed for those who exercise and seek the perfect balance between taste and nutrition. In the **Fiteducation® Golden Stage**, Barilla also offers a programme packed with lessons from international experts in dance, functional, and combat training. **Danone HiPRO** has confirmed its participation, welcoming attendees to an experiential space featuring a fitness stage in collaboration with BuddyFit, an online training platform. This is an opportunity for participants to receive personalised advice on workouts and nutrition, as well as to discover the protein products from the line. Finally, **FunnyVeg**, a consulting agency specialising in the plant-based world, returns to Rimini with a series of events that blend taste and innovation. These include a workshop dedicated to a new fermented pasta high in fibre and protein, a gourmet-veg challenge in collaboration with the Kioene brand, and the presentation of Gemme, legume gnocchi designed for those seeking to combine flavour, speed, and wellness in the kitchen.

**FUNCTIONAL WATER: WELLNESS ALSO COMES FROM HYDRATION**

A healthy diet cannot overlook an essential element for physical well-being: hydration. The trend of infused waters continues to garner significant interest, and for the first time, **Levissima+** is participating as a Hydration Partner, reinforcing its mission to become a benchmark in the wellness industry. Levissima+ will have a large space with a stand dedicated to personal regeneration, where athlete and influencer Giulia Calcaterra is scheduled to participate on Sunday, June 1. Levissima+ will also engage the public alongside Jill Cooper, offering Super Jump sessions, yoga, and functional workouts. At the event, the brand will support its "Regenerating together" project, which aims to promote a healthy and environmentally friendly lifestyle. **Acqua Sant'Anna** is present with the **Sant'Anna PRO** line, designed for training and sports, especially for those who want to train every day and feel good. And of course, **San Benedetto Mineral Water**, which is participating with Aquaprotein, featuring 15 grams of protein along with zinc and magnesium; Aquavitamin, the line of vitamin drinks in mineral water, with the introduction of a new cedar flavour; Skincare, containing collagen, zinc, and hyaluronic acid for a new beauty ritual; and Energade Protein, a re-integrator with mineral salts and a source of protein. **Lauretana** is once again the technical sponsor of the Active area, supplying water to all stages and activities both inside and outside the venue, as part of **RiminiWellness OFF**.

**FUNCTIONAL FOOD AND ALTERNATIVE APPROACHES: THE FUTURE OF NUTRITION**

The FoodWell Area is also enhanced with alternative and creative offerings like **Ketobar**, Italy's first and only ketogenic restaurant based in Rimini. Conceived by former cyclist Mirco Bastianelli, it will host a talk titled "The Role of the Low-Carb Diet in Sports." On this occasion, **Dr. Lorenzo Vieri**, a sports physician, will illustrate the positive effects of the ketogenic approach on athletic performance and muscle growth, featuring testimonials from soccer players **Eleonora Goldoni** and **Asia Bragonzi**. The activities include a **keto cooking demo** by Chef Tomas Marfella and silent training sessions led by Coach Maximilian Arcidiaco. Finally, **Heinz** returns as a Dressing Partner, offering products like Mayo Veg and Ketchup Zero, alongside well-known brands such as **Fage, Yoga, Valsoia, Ventura, Bekind, Novi**, and **Mielizia**. On Saturday, the latter will host a meeting on the benefits of honey in daily nutrition, sponsored by CONAPI, Europe's largest beekeeping cooperative.

**THE AMBASSADORS' STORY**

The theme of nutrition will also be explored through some of the most popular faces in wellness, such as **Laura Crugnola**, a nutritionist, Hyrox athlete, and the main ambassador of the event, as well as the **2foodfitlovers**, Raffaele Del Piano and Caterina Piccirilli, who are back with their successful brands Fitporn and Even Gelato, embodying the new frontier of functional food.

**ABOUT RIMINIWELLNESS 2025**

**Date**: 29 May – 1 June 2025; **event type**: international expo; **organiser**: Italian Exhibition Group S.p.A.; **recurrence**: annual; **edition**: 19th; **open to:** general public and operators; **info**: [www.riminiwellness.com](http://www.riminiwellness.com)



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Il presente comunicato stampa contiene elementi previsionali e stime che riflettono le attuali opinioni del management (“forward- looking statements”) specie per quanto riguarda performance gestionali future, realizzazione di investimenti, andamento dei flussi di cassa ed evoluzione della struttura finanziaria. I forward-looking statements hanno per loro natura una componente di rischio ed incertezza perché dipendono dal verificarsi di eventi futuri. I risultati effettivi potranno differire anche in misura significativa rispetto a quelli annunciati, in relazione a una pluralità di fattori tra cui, a solo titolo esemplificativo: andamento del mercato della ristorazione fuori casa e dei flussi turistici in Italia, andamento del mercato orafo - gioielliero, andamento del mercato della green economy; evoluzione del prezzo delle materie prime; condizioni macroeconomiche generali; fattori geopolitici ed evoluzioni del quadro normativo. Le informazioni contenute nel presente comunicato, inoltre, non pretendono di essere complete, né sono state verificate da terze parti indipendenti. Le proiezioni, le stime e gli obiettivi qui presentati si basano sulle informazioni a disposizione della Società alla data del presente comunicato.