



ITALY-AMERICA
CHAMBER OF COMMERCE OF TEXAS
ITALIAN CHAMBERS OF COMMERCE ABROAD



www.tasteofitaly.com

THE ITALIAN FOOD & BEVERAGE TRADE FAIRS

2026

Networking · Opportunities · Growth





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TASTE OF ITALY

the showcase of Made in Italy in the heart of the US

A food & beverage trade event, organized by the
Italy-America Chamber of Commerce of Texas.
It is the only event in the United States dedicated exclusively
to authentic Italian food and beverage products.

Taste of Italy Houston™

Founded in 2015, Taste of Italy takes place every year in March in Houston.

Over the years, **special editions** have also been organized in:
Dallas • El Paso • New Orleans • Los Angeles • Vancouver • Tulsa

Why participate

A unique opportunity to enter the U.S. market:

-  Buyers from major retail chains
-  Independent and chain restaurants
-  Importers and distributors active at local, state, and national levels





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WHY TAKE PART IN TASTE OF ITALY?

Texas & South-Central USA: a fast-growing market
A rapidly expanding area, highly receptive to Made in Italy
food & beverage.

In 2024, Italy exported **€7.9 billion** in food, agricultural products and
beverages to the U.S., representing 11–12% of total Italian agri-food exports.

With record-high exports in 2024, Italy strengthens its role in the U.S. and
identifies **Texas** as one of the **most promising markets** for future growth.

What the market wants

High-quality Made in Italy products are gaining ground in retail, HoReCa, and distribution,
with rising demand for authentic and premium items.





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TASTE OF ITALY HOUSTONTM
since 2015
A benchmark event for Made in Italy.

SPECIAL EDITIONS



TASTE OF ITALY @ EATALY DALLAS
since 2022
Growing participation of qualified industry professionals.



TASTE OF ITALY EL PASO
since 2023
A journey of growth and relationships.



TASTE OF ITALY TULSA
since 2025
New opportunities.





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Con il patrocinio di:



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane



Consulate General of Italy
Houston

www.tasteofitaly.com

TASTE OF ITALY HOUSTON™

March 1-3, 2026

Hilton Houston Post Oak by the Galleria

The winning format that has made Taste of Italy a reference event for the past 11 years returns in 2026 enriched with new ideas, content, and business opportunities.

Taste of Italy Houston 2.0 expands the audience of buyers from Texas and more than 14 states across the American Sunbelt, introducing more effective meeting formats between Italian companies and industry professionals.



[Watch the video of
Taste of Italy 2025](#)





Taste of Italy Houston™ 2026

A bigger, richer, more connected event

- **FROM 2 TO 3 DAYS OF OPPORTUNITIES**

A longer event to maximize networking, support quality B2B meetings, and offer greater visibility to participating companies.

- **NEW TYPES OF EXHIBITION SPACES**

In addition to BASIC desks, companies will be able to choose PREMIUM stations, offering more space for product displays and customizable booth setups.

- **OPENING TO THE PUBLIC**

In its final phase, Taste of Italy Houston will also open its doors to the general public, inviting them to experience true Made in Italy through tastings and meetings with producers.

- **VIP BUYERS PREVIEW**

An exclusive preview dedicated to VIP buyers, enabling privileged meetings with Italian exhibitors before the official opening of the event.

- **EXPERIENTIAL ACTIVITIES**

In addition to masterclasses, the 2026 program will feature showcooking sessions, retail tours, and immersive activities designed to highlight Italian products and create new connections with industry professionals and end consumers.



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Evento condiviso con:

Simply Italian

 GREAT WINES 

The **Simply Italian** events have been promoting Italian wine worldwide since 2010, connecting producers with international industry professionals through **seminars, tastings, and B2B meetings**.

Activities include **trade workshops** and **exclusive press engagements**, all aimed at enhancing the **Simply Italian Great Wines** brand and aligned with the mission of Taste of Italy.

FEBRUARY 25, 2026 | SIMPLY ITALIAN- MIAMI

Created by **IEM – International Exhibition Management**, the event is dedicated exclusively to Italian wine and takes place in Florida, one of the most dynamic U.S. markets for the sector. In 2026, the event celebrates 15 years.

*Special Price to participate in
Simply Italian Miami + Taste of Italy Houston*





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2026

SPECIAL EDITIONS



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October 30, 2026
Taste of Italy El Paso, Texas
3rd year



October 8, 2026
Taste of Italy Tulsa, Oklahoma
2nd year



October 7, 2026
Taste of Italy @ Eataly Dallas
5th year



March 5-6, 2026
3rd year
organized and managed by



Italian Chamber of Commerce
in Canada - West





Reserve one or more desks for one or more **SPECIAL EDITIONS** at discounted prices.



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			Early bird (EURO)			
Date	Event	Full Price (EURO)	Nov. 15, 2025	Dec. 19, 2025	Apr. 30, 2026	Jul. 17, 2026
Mar. 1-3	Taste of Italy Houston (BASIC)	2.850,00	2.450,00	2.650,00		
Mar. 1-3	Taste of Italy Houston (PREMIUM)	3.900,00	3.450,00	3.700,00		
Oct. 7	Taste of Italy Dallas (Texas)	1.950,00			1.550,00	1.750,00
Oct. 8	Taste of Italy Tulsa (Oklahoma)	1.800,00			1.400,00	1.600,00
Oct. 30	Taste of Italy El Paso (Texas)	1.800,00			1.400,00	1.600,00
Special price Taste of Italy Houston + Vancouver						

TASTE OF ITALY HOUSTON

The **BASIC** desk includes:

- 1 table (180x80cm), 2 chairs, 1 name placard with the company name, standard tasting equipment (ice included)*

The **PREMIUM** station includes:

- 1 booth (6 sqm), 1 table (180x80cm), 2 chairs, 1 shelf for product display, 1 name placard with the company name, 1 identification sign, standard tasting equipment (ice included)*

For non-members of the IACC Texas, a registration fee of €300 is required. VAT not applicable. All payments are in Euros.

For the **SPECIAL EDITIONS** of TASTE OF ITALY, the fee includes:

- 1 table (180x80cm), 2 chairs, 1 name placard with the company name, standard tasting equipment (ice included)*

*Any special equipment may be requested in addition to the standard set when registering for the event(s) and will be quoted separately.

CUSTOM DISCOUNTS, IN ADDITION TO THE EARLY BIRD RATE, ARE AVAILABLE FOR MULTIPLE DESKS AND/OR EVENTS AND/OR GROUP PARTICIPATION OF COMPANIES.



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Ask for the form
to register for one or more events



tasteofitaly@iacctexas.com



click **HERE** to schedule
a call with Francesca



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