

MAISTRA
Collection



WEEKEND FOOD FESTIVAL

11.-13.4.2025.

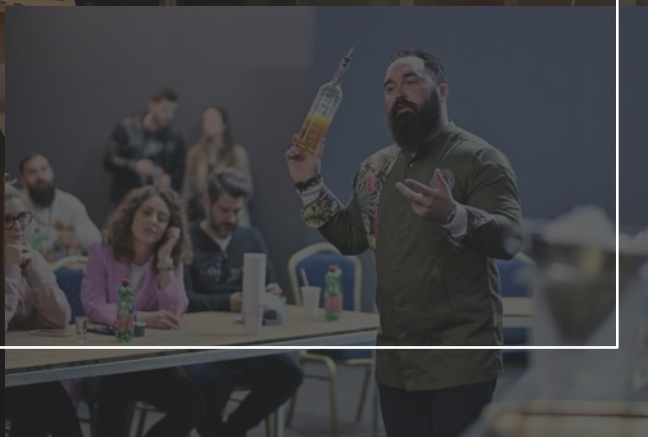
rovinj

www.weekendfoodfestival.com

IT'S MORE THAN JUST A FESTIVAL

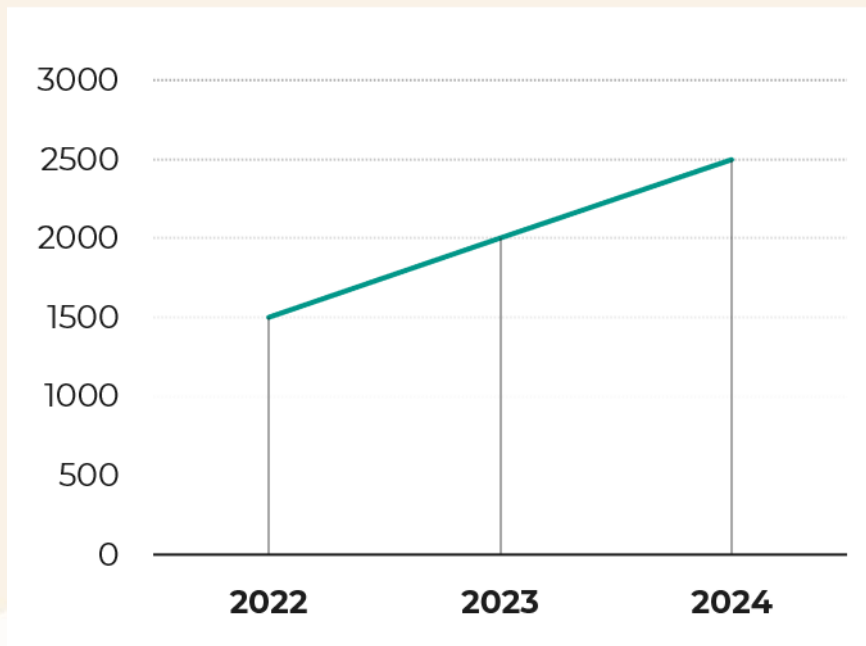
WEEKEND
FOOD
FESTIVAL

It's a celebration of
passion, knowledge,
and the unifying **love**
for food and drinks.



WHO ARE **WEEKEND FOOD FESTIVAL** ATTENDEES?

FESTIVAL ATTENDEES / Broj posjetitelja



- 2500 REGISTERED FESTIVAL ATTENDEES (B2B)
- FREE ENTRANCE B2C
- Culinary professionals - chefs, pastry chefs, culinary students
- F&B Managers
- Food manufacturers and producers
- Restaurant and hotel owners
- Wine makers and distributors
- Spirit experts and distributors
- Ho-Re-Ca industry
- F&B, FMCG industry
- Retail industry
- Food and drinks enthusiasts / foodies
- Food and drinks journalists & bloggers

WEEKEND FOOD FESTIVAL 2024. IN NUMBERS

- + **2,500** visitors over three festival days
- + **140** sponsors, partners, and friends
- + **95** exhibitors: HoReCa, gastronomy, industry, wine oil, coffee...
- + **60** speakers
- + **40** accredited regional media
- + **40** lectures and panel discussions
- + **40** Croatian, regional, and world chefs
- + **18** masterclasses and show cooking sessions



CHEFS & RESTAURANTS



Alejandro
Serrano



Steven
Vunić



Paul
Ivić



Jeffrey
Vella



Grega
Repovž



Mate
Janković



Remy
Dellele



David
Skoko



Jure
Tomić



Mate
Sučić



Filip
Čirić



Ante
Udovičić



Katarina
Vrenc



Maximilian
J.W. Thomae



Ivana
Bekavac



Matija
Bogdan

WEEKEND FOOD FESTIVAL



MASTERCLASSES



SHOW COOKING



WEEKEND FOOD MARKET

WEEKEND
FOOD
FESTIVAL



Rangite! Zone

WEEKEND
FOOD
FESTIVAL



A return to local values through sustainability and tradition

RANGITE! is a special zone within the Weekend Food Festival in Rovinj that brings to life the rich history, local customs, products, and gourmet traditions of the city.



Inspired by local legends and cultural heritage, RANGITE! emphasizes sustainability, creativity, and a return to the authentic values of Rovinj.

This concept, designed by Maistra, celebrates authentic Rovinj and Istrian cuisine through the interpretation of local products and recipes, creating a unique gourmet experience in the spirit of sustainable tourism.

WEEKEND KITCHEN



PR ACTIVITIES

WEEKEND
FOOD
FESTIVAL

MEDIA PARTNERS:

Nova TV - Pun Kufer, In Magazin

Hanza mediji - Dobra hrana, Jutarnji list

Vino & Fino - Srbija

Diplomacy & commerce - Srbija, Hrvatska

Ja TRGOVAC

24 sata gastro

Journal.hr

Journal.si

Journal.rs

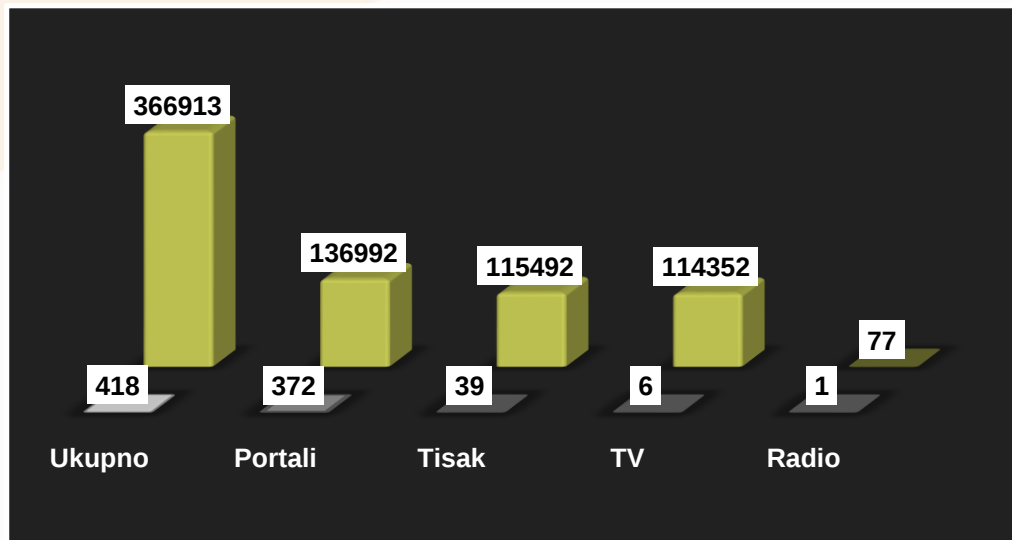
HoReCa Pro

Novi list

Glas Istre

Index.hr

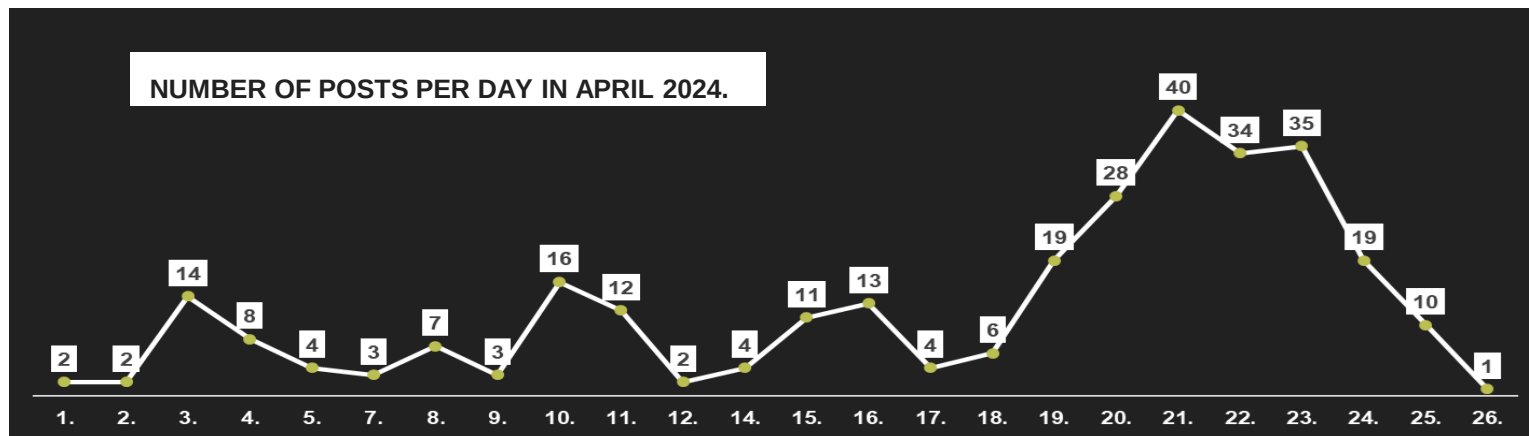
NUMBER AND VALUE OF PUBLICATIONS ACCORDING TO THE TYPE OF MEDIA



Calculation of the value of media announcements: Presscut.hr

VALUE OF MEDIA ANNOUNCEMENTS

Media	Nmb of announcements	Value €
Portal	372	136.992
Press	39	115.492
TV	6	114.352
Radio	1	77
Total	418	366.913



Calculation of the value of media announcements: Presscut.hr

Glas Istre

Počeo 3. Weekend Food Festival u Rovinju: Ove godine naglasak na lokalnoj gastronomiji i predstavljanju svjetski priznatih kulinarskih talenata

19.04.2024 13:24 | Autor: Glas Istre



Panelisti na govorniku i uokolo gosti iz okolice. (Glas Istre)

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Panelisti na govorniku i uokolo gosti iz okolice. (Glas Istre)

Opsjednuti smo burgerima i jelima iz Azije, a Zagreb se pretvara u fritezu

Iako imamo fantastičnu domaću gastronomiju i jednake takve namirnice, silno smo opsjednuti zapadnom i istokom, istaknuo je Vesna Miletić, vlasnica i chefica poznatog zagrebačkog restorana Tač.



Panelisti na govorniku i uokolo gosti iz okolice. (Glas Istre)

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Danas je u Rovinju počeo Weekend Food Festival i ove godine regionalno orijentiran



Na Weekend Food Festivalu oda punjenim paprikama i janjetini s bižima

Prisustvovali smo panelu "Gastronomski scena ide nizišro" Vesne Miletić, Davida Skoke i Hrvoja Zirojevića

Zagreb se pretvara u jednu veliku fritezu. Iako imamo fantastičnu domaću gastronomiju, iako imamo jednake takve namirnice, silno smo opsjednuti zapadom i istokom, burgerima, sve više i jelima s istoka Azije. Pomodni smo, a ne vidimo da upravo mi smo jedne od najboljih pretpostavki za istinski vjehnski, autentični gastronomiju.

Vrlo su snuho i sugestivno, na panelu "Gastronomski scena ide nizišro" organiziranog u okviru ovogodišnjeg izdanja Weekend Food Festivala koji se tradicionalno održava u rovinjskoj Fabrici, odjeknuje riječi Vesne Miletić, vlasnice i chefica omjenog zagrebačkog restorana Tač.

Važno je pokazati što imamo i možemo dati svijetu

U dva dana manifestacija ističe važnost gastro i eno scene kroz panel diskusije, predavanja, showcoking radionice i masterclassove, a ovogodišnje izdanje donosi i novitete, poput Weekend Food Marketa



Panelisti na govorniku i uokolo gosti iz okolice. (Glas Istre)

Dobra Hrana - Lani brutalno iskreni Skoko, ove godine Vesna Miletić: "Zagreb se pretvara u jednu veliku fritezu"

Rovinj je i ove godine do 21. travnja domaćin Weekend Food Festivala, kojemu su ovoga puta u fokusu domaći chefovi, restorani, teme, jela i problemi. Među prvim panelima koji su održani na ovogodišnjem izdanju WFF-a bio je i onaj koji je vodio Petar Štefinač pod nazivom "Gastronomski scena ide nizišro" u kojoj su Vesna Miletić ispred zagrebačkog restorana Tač, Hrvoja Zirojević ispred splitskog restorana Dvor i David Skoko ispred konobe Batelina u Barjolanu govorili zašto ignoriramo važnost dobrih tradicionalnih tehnika i restorana, u kojoj smo formi, jesmo li dobri kao što mislimo (ili ipak nismo)...

Odmah na početku Skoko se referirao na prošlogodišnji panel koji je "jedan na jedan" imao sa Štefinačem, a koji je podigao veliku prašinu (o kojem možete čitati ovdje) rekavši kako mu je bilo krivo što je pritom bio toliko iskren, otvoren i pomalo, kako je rekao - brutalan.

ADVERTISING - GO2DIGITAL

WEEKEND
FOOD
FESTIVAL



OVERALL
IMPRESSION:
4.532.371

TOTAL ACTIVE
VIEWERS:
847.966

DIGITAL
CITYLIGHT

OVERALL
IMPRESSION:
2.382.642

OUTDOOR
LARGE AREAS

TOTAL NUMBER OF
VEHICLES:
2.149.729

INSTAGRAM

PUBLISHED POSTS
(post + reel): 121

STORIES: 396

NEW FOLLOWERS: 660

ACCOUNTS REACHED:
424 K (+893%)

ACCOUNTS ENGAGED:
2350 (+189%)

TOTAL FOLLOWERS:
7.685 (+9,3%)

POST REACH:
424,9 K (+893,4%)

POST ENGAGEMENT:
6,1 K (+402,9%)

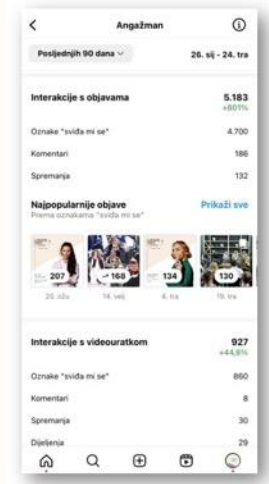
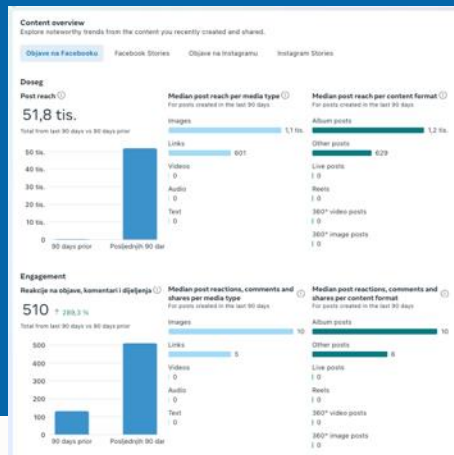
FACEBOOK

POSTS: 121

NEW FOLLOWERS: 248

POST REACH: 51,8 k

POST ENGAGEMENT:
510 (+289,3%)



WEEKEND
FOOD
FESTIVAL

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SOCIAL MEDIA



WEBSITE

weekendfoodfestival.com

EMAIL

info@b2b-global.eu