

Hostelco

FOODSERVICE SOLUTIONS TRADE SHOW

BARCELONA
23-26 MARCH 2026
Gran Via venue

**EVENT
FOLDER**

Alimentaria + Hostelco



Fira Barcelona

Alimentaria  Exhibitions



**FOCUS ON
FOODSERVICE
BUSINESS**



1 UNIQUE POSITIONING

2 SPECIALISTS IN THE HORECA CHANNEL

3 DEMAND IN THE SPOTLIGHT

4 BUSINESS PLATFORM

5 THE MOST INTERNATIONAL FAIR

6 THE SHOWCASE FOR INNOVATION

7 A NEW SETTING FOR THE EXPERIENCE

1

UNIQUE POSITIONING

In 2026, we strengthen the Hostelco + Alimentaria alliance, becoming **the only event in the world that meets all the needs of the Retail and Foodservice ecosystem**, offering the most complete showcase across the board for the food, gastronomy, foodservice and hospitality equipment industry. An unrivalled positioning in the international trade fair market.



85.8%

of exhibiting companies rate their participation in Alimentaria + Hostelco 2024 as totally satisfactory.

2024 FIGURES

3,200

exhibitors
from 68 countries

107,900

professional
visitors
from 120 countries

100,000

m² of net surface
exhibition area

900

international
firms

2,200

buyers
invited

13,500

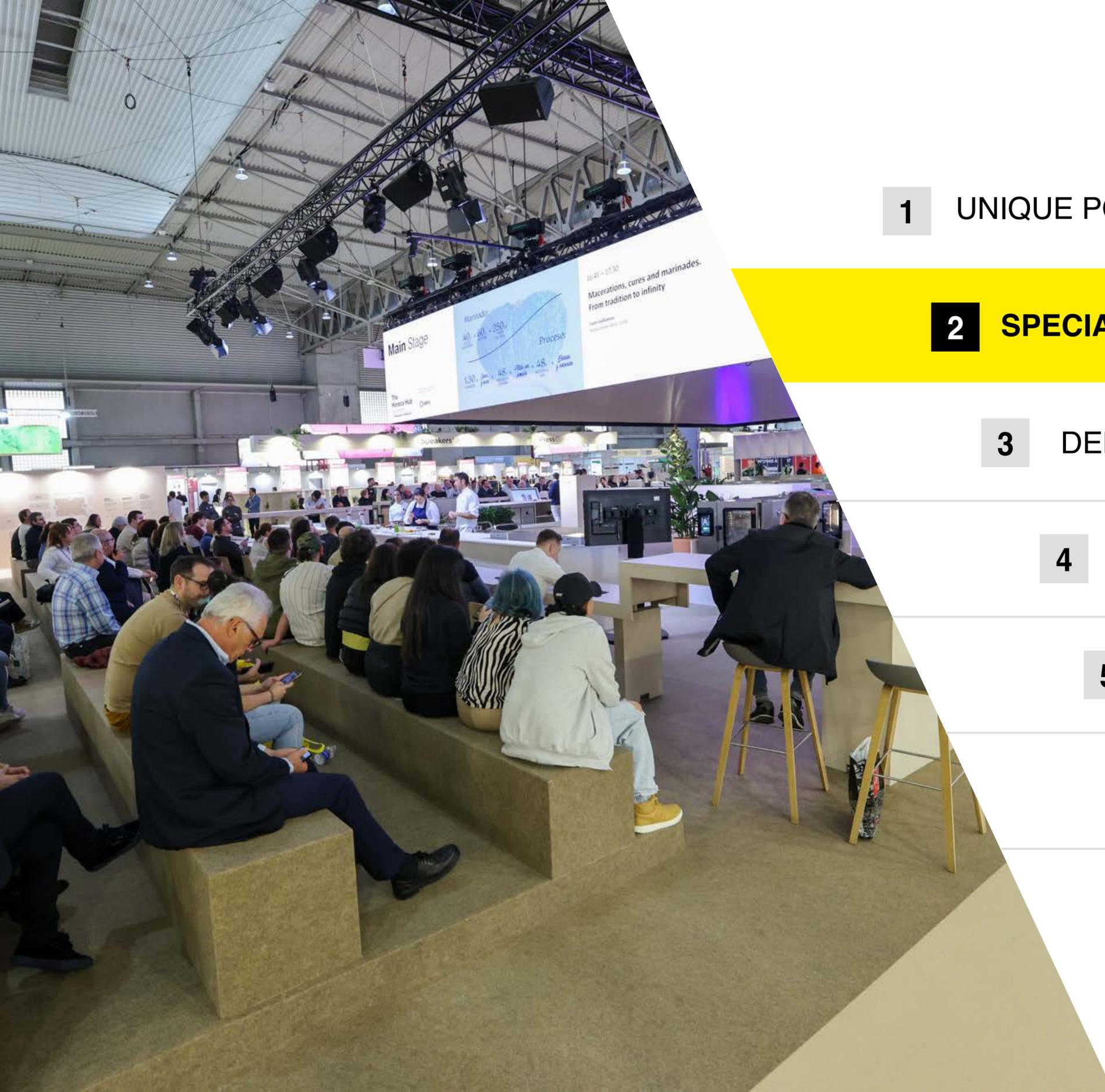
meetings with
companies

350+

activities

700

prestigious
experts and
chefs



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SPECIALISTS IN THE HORECA CHANNEL

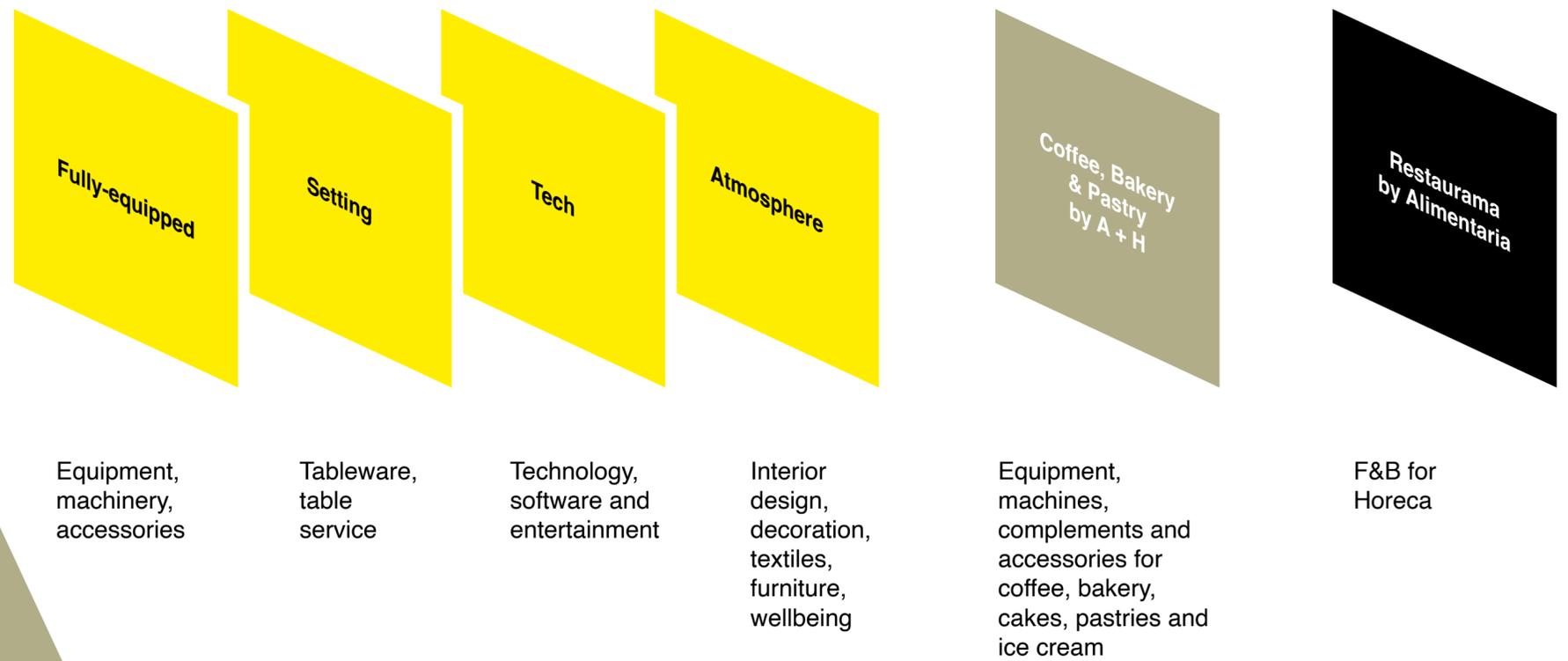
The alliance between Hostelco + Alimentaria creates **the largest international platform for the Horeca channel**, with 700+ exhibitors.

We promote synergies between equipment and food and we stand out for our ability to deal with each of our sectors in a specialised manner, with an Organising Committee that **looks after the interests of the sector**.

6 sectors make up the entire offering that provides solutions for the Horeca channel.

EQUIPMENT

FOOD & BEVERAGE



80%
are purchasing decision-makers

94%
were satisfied with the visit

79%
will return in 2026

96%
recommend visiting Hostelco

SPECIALISTS IN THE HORECA CHANNEL
THE SECTOR ENDORSES US

We maintain a continuous and open dialogue with key stakeholders in the industry, who place their trust in us.



Julie Haw
Frost Food and Beverage Pte. Ltd.



Frank Wagner
FCSI



Pere Taberner
Welbilt



Seloua Alaoui
Aswak Assalam



Álvaro López
Unilever



Alfredo Serrano
CLIA



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DEMAND IN THE SPOTLIGHT

By 2026 we are increasing our budget to attract domestic and international demand.

We will offer a personalised experience to domestic distributors, covering their participation costs and including their membership of the Distributor Guide.

In addition, we are launching the **Buyers' Lounge in Hall 6**, guaranteeing the influx of key buyers in the Hostelco halls.

↑ 40%+ ↑

For 2026, we are increasing our domestic and international demand acquisition budget by 40% compared with 2024 to cover their travel and accommodation costs and ensure their attendance.



Hostelco

23% Horeca

- Independent Commercial Catering
- Brand catering
- Hotels
- Leisure
- Collective catering in community centres
- Installer- SAT
- Accommodation
- Contract
- En-route catering
- Delivery (Aggregators)
- Cruise lines

34% Distribution

- Diistributor, wholesaler, buying centre, food and beverage cash & carry
- ORGANISED LARGE-SCALE DISTRIBUTION FMCG
- Food and Beverage Imports
- Distributor, wholesaler, buying centre, Equipment Cash & Carry, Accessories and Machinery
- Equipment, Accessories and Machinery Imports

17% Other

- Institutions/ Sectoral Associations
- Restaurant and Catering Colleges

9% Retail

- Retail trade
- Automatic retailing (Vending)
- E-commerce

17% Manufacturers

- Food and Beverage Manufacturer
- Equipment and Accessories Manufacturer
- Food Processing Machinery Manufacturer

THE PLACE TO MEET FOR KEY PURCHASING DECISION-MAKERS

Main operators by channel that have visited Alimentaria + Hostelco 2024:



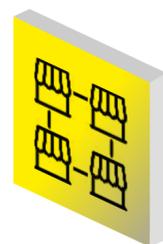
Accommodation/ Hotel

RIU Hotels
Meliá Hotels International
NH Hotels
Barceló Hotel
Management
Iberostar Hotels &
Resorts
Marriott
Palladium Hotel
H10 Hotels
Eurostars Hotel
Princess Hotels &
Resorts
Catalonia Hotels
Paradores de Turismo
de España



Catering for groups in community centres

Serunion
Mediterránea de
Catering
Newrest Group
Aramark
Ucalsa
Arcasa
Albie
Grupo Ausolan
DO & CO Restauración
España, SL
Gate Gourmet Spain
Gastronomía Vasca
Boris 45



Organised Restaurant Groups

Alesea
Restaurant Brands
Iberia – RIBERIA
Food Delivery Brands
Group
McDonald's
Restalia
Granier
Foodbox
Amrest
Rodilla
Grupo Ibersol
365 Obrador



Coffee Shop Chains

Santagloria
Granier
Vivari
Syra Coffee
Manolo Bakes
Starbucks
365 Obrador
Goodnews
El Molí Bread and
Coffee
Chocolates Valor



Retail

Walmart
Amazon
Costco
Aldi
Edeka GroupiTM
Alibaba
HEB
Mercadona
Sistème U
Coop Group
Conad Consorzio
Nazionale



Equipment Distributors

Alarsa Hostelera
Commercial Friolosan
Cook Room - Glovo
Dimasa
Emicela
Espressa Coffee & More
Euroline
Gastroproject
Global Espresso
Machines
Hostelbe
Hostelgrup
Luciano Aguilar SA
Pilsa Technical Catering
Rubio Expocash SL
Serhs Projects
Pecomark SA

DEMAND IN THE SPOTLIGHT:

SHARING A UNIQUE SPACE

For the first time in 2026 Alimentaria + Hostelco will have a single Buyers' Lounge, a rest area and business centre for all domestic and international buyers invited by the two shows. Located in Hall 6, guaranteeing the influx of retail, large-scale distribution and Horeca buyers in the Hostelco halls.



HORECA Area

All the Horeca exhibition offering in one place.



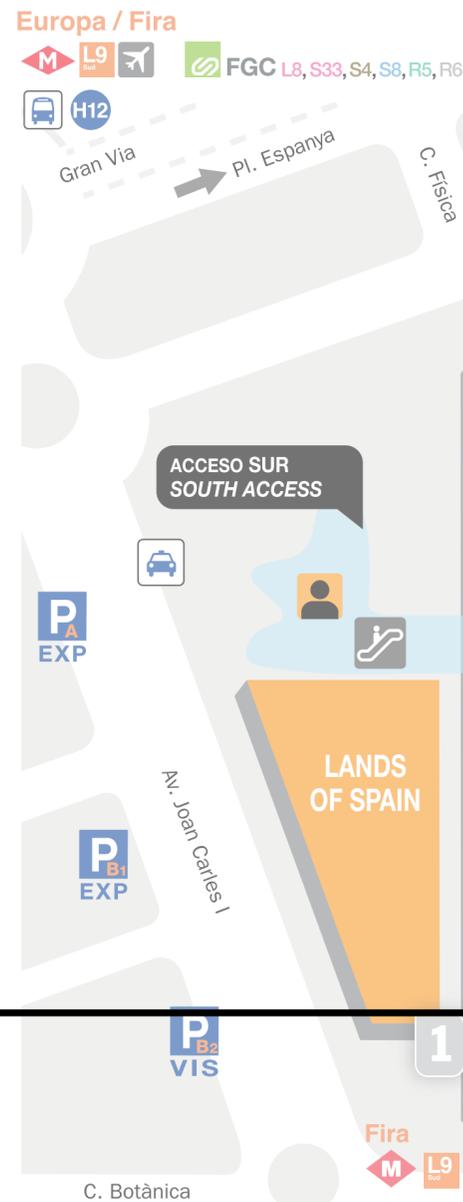
Buyers' Lounge

Shared between the two shows.



Shuttlebus

Single shuttle bus stop in front of the entrance to Halls 4 and 6.



Provisional plan subject to change

3

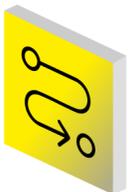
DEMAND IN THE SPOTLIGHT: PERSONALISED EXPERIENCE FOR TOP DOMESTIC DISTRIBUTORS

By 2026, we will offer a customised experience to **leading Spanish distributors** who meet the requirements stipulated by the organisation, covering their participation costs and including their membership of the Distributor Guide.



DISTRIBUTOR'S GUIDE

The tool demanded by the restaurant and catering industry and developed by Hostelco. A veritable yearbook to find your nearest dealer and service partner.

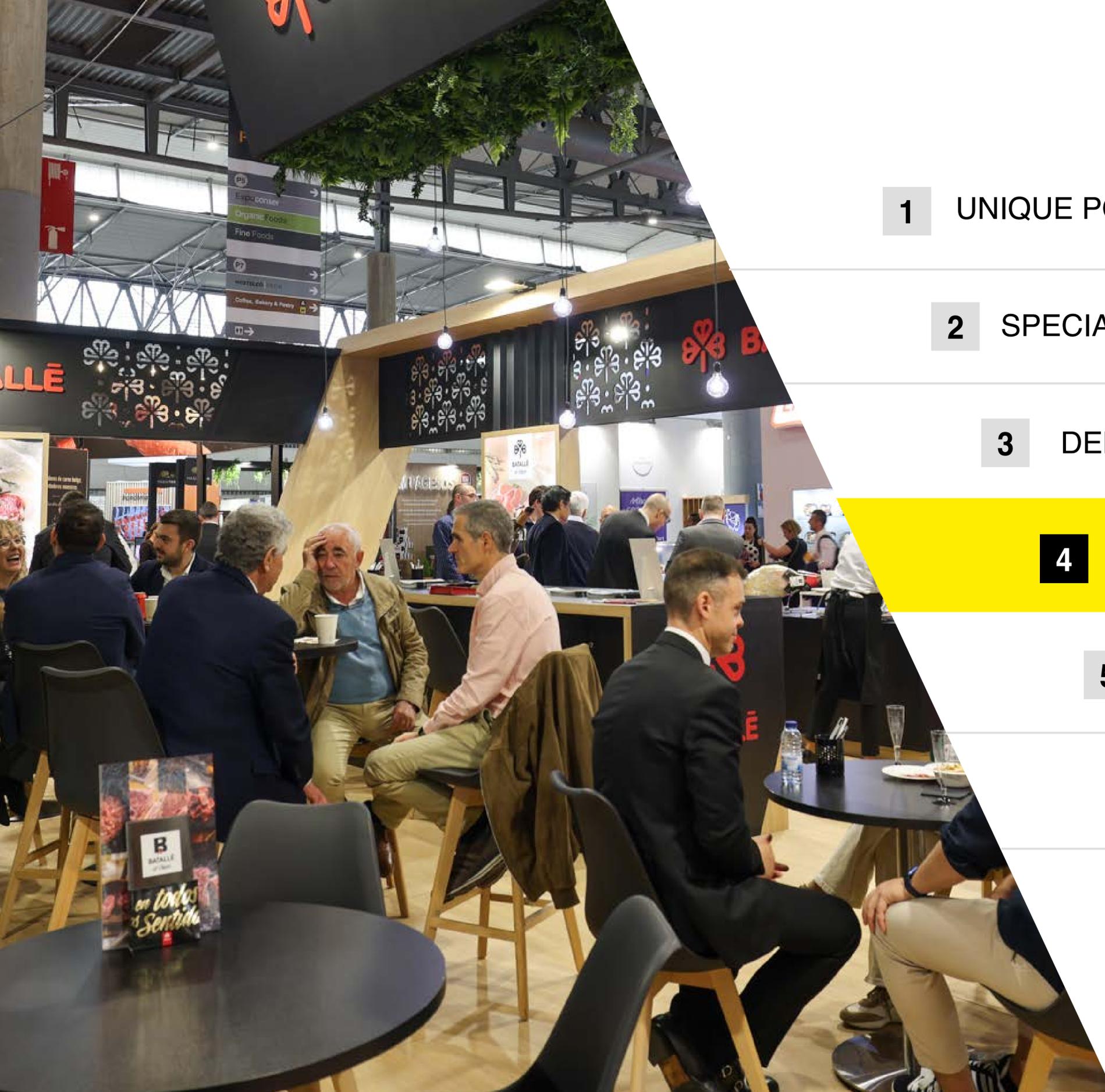


DISTRIBUTOR'S ROUTE

Route for machinery and kitchenware companies, specifically designed to generate a unique experience for distributors.

- A dynamic route organised by the exhibitors of the Fully'Equipped (equipment, machinery, accessories) and Setting (kitchenware, table service) sectors with activities at their stands.
- Ad-hoc communication campaign before, during and after the event.





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BUSINESS PLATFORM

Alimentaria & Hostelco **maximise business opportunities for exhibitors** by banking on loyalty and invitation programmes that guarantee the presence of buyers with decision-making power from all over the world.



915
guest Horeca
buyers



57% of them were
international

78%
have had between
10 and 30 business
meetings
during the fair

11%
had more than
30 meetings



4

BUSINESS PLATFORM A HIGH INTERNATIONAL PRESENCE



Hosted Buyers Programme

Invitation to high-level international buyers

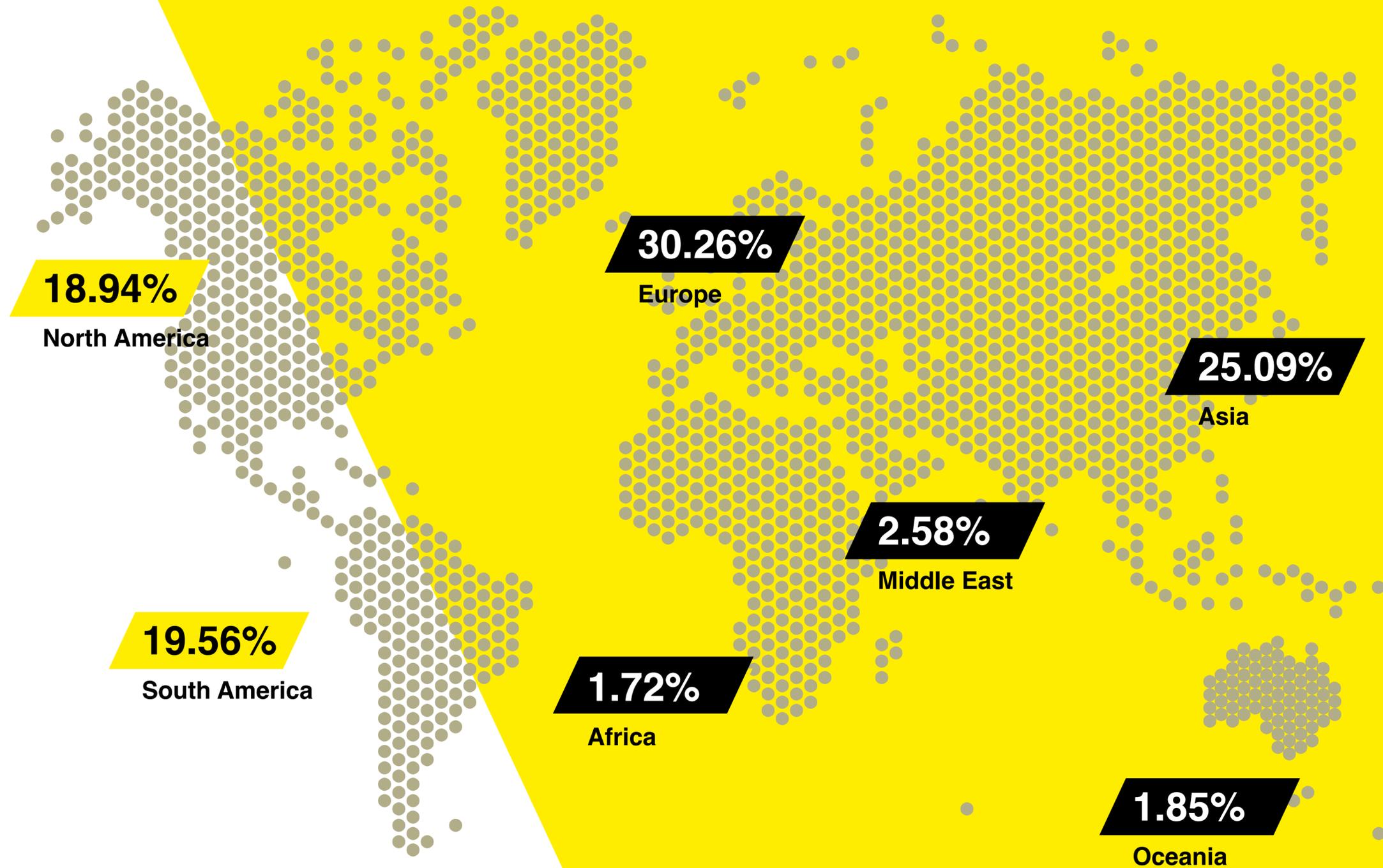
[LINK TO THE PROGRAMME](#)



Key Buyers Programme

Invitation to buyers from the top Spanish players

[LINK TO THE PROGRAMME](#)



4

BUSINESS PLATFORM

PROFITABLE AND SCALABLE BUSINESS OPPORTUNITIES

We have a department that is assigned exclusively to **recruiting strategic profiles from the entire value chain of the hospitality industry**, with in-depth knowledge of hotel chains, restaurant chains and communities as well as the contract sector.

Refer your potential clients to us through the Referral Programme, and we will cover their visit expenses on your behalf.



Recommend Programme

Refer your potential clients to us and we will cover their visit expenses on your behalf.

[LINK TO THE PROGRAMME](#)



Matchmaking System

An online platform for scheduling business meetings with Hosted Buyers.





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THE MOST INTERNATIONAL FAIR

The only trade fair in Spain that welcomes nearly **10,000 international trade visitors** with an interest in the Horeca channel. They come from **72 countries that are strategic** for internationalising our offering.

EXHIBITORS

64%	EUROPEAN UNION	62%
10%	LATIN AMERICA	15%
03%	REST OF EUROPE	09%
08%	ASIA, OCEANIA	07%
02%	NORTH AMERICA	05%
13%	ÁFRICA, MIDDLE EAST	02%

VISITORS





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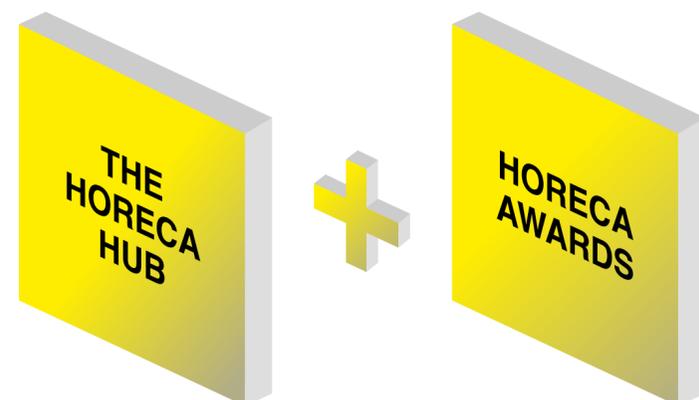
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THE SHOWCASE FOR INNOVATION

Hostelco is the showcase for all the **trends in the sector**. In **The Horeca Hub**, we bring together all the experts to disseminate sectoral knowledge.

We also detect and highlight all the **new developments and innovations** that our exhibitors present at Hostelco through all our communication channels.





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NEW EXPERIENCES

Hostelco 2026 prepares a **well organised and easy-to-follow programme** with new activities that offer **solutions to the challenges of the industry**, through networking meetings, practical demonstrations, routes designed by sector and demand profile, training sessions and recognition of excellence with the new Horeca Awards



The Horeca Hub
Live Solutions
by Alimentaria & HOSTELCO

The best innovation and business platform for the Horeca channel

Restauración en Colectividades
Meeting point
by Alimentaria & HOSTELCO



A unique space and benchmark for group and community catering



Coffee, Bakery & Pastry
Taste&Talks
by Alimentaria & HOSTELCO

The activity space of Coffee, Bakery & Pastry for the exchange of experiences and expertise

Food & Hospitality Startups
by Alimentaria & Hostelco



Innovation, talent, business, entrepreneurship

HORECA NIGHT

Exclusive Horeca Awards Gala Evening (limited seating)



HOSTELCO AWARDS2026

The awards that give recognition to the industry

DISTRIBUTOR ROUTE

Discover all the exhibiting brands of equipment at Hostelco



COFFEE ROUTE

Behind the coffee experience, there is always a good product and a good machine. Meet industry professionals

MAIN STAKEHOLDERS

ORGANISING COMMITTEE

Frozen doughs
Bakery, Pastry and equipment



Coffee and machine



Technology



Machinery and spare parts
importer/manufacture



Projects / Purchasing centre/
Equipment distributor



Furnishings manufacturer



Manufacturing, distribution
and HORECA logistics



Organised Catering



Collective catering



Purchasing
center



Catering



Leading foodservice brands

Food Service Institute

The hotel industry



INSTITUTIONS



RELIVE THE 2024 EDITION



SALES CONTACTS

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Fully Equiped - Setting -
Atmosphere
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Veronica Puig

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Ferran Escardó

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Berta Rasal

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Hostelco

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Thank you

See you again on
23-26 March 2026
in Barcelona

Alimentaria + Hostelco