

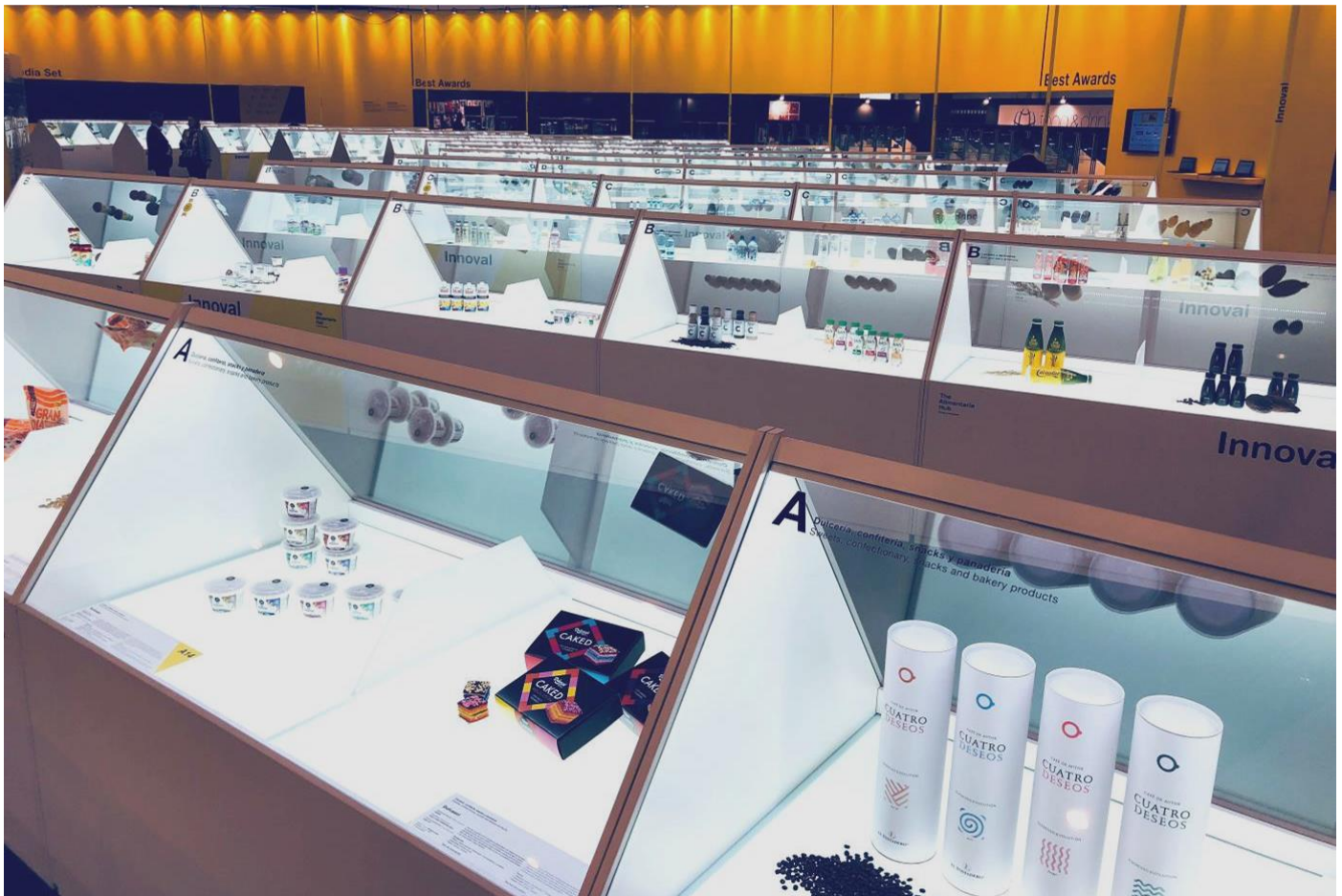
Innoval
at
The Alimentaria Hub

Alimentaria

The Alimentaria Hub, The Global Event

The Alimentaria Hub is the great connection center between innovation, knowledge and trends for the food industry and its related agents. A powerful economic hub where current affairs in **Sustainability 360°, Nutrition, Health and Well-being, Marketing and Communication, Internationalization and Globalization, Distribution and Retail, R+D+i** and the value of brands are addressed.

Your participation in Innoval offers you different considerations:



Alimentaria  Exhibitions

Avda. Reina Maria Cristina, s/n. 08004 Barcelona (España) - Tel. + 34 93 452 18 00 – innoval@alimentaria.com

The great showcase that collects all the news.

Innoval, the exhibition space for the novelties of the food industry, every detail is taken care of to the maximum. Its showcases house the latest releases and become the center of attention.



The Alimentaria Hub catalogue: all the information at your fingertips

The Alimentaria Hub has its own catalog that documents all the novelties presented at Innoval. In it, the participating brands explain their products and their innovation keys .

ALIMENTACIÓN SECA, DESHIDRATADA, CONSERVAS Y SEMICONSERVAS
DRIED AND DEHYDRATED FOODS, CANNED FOODS

Nescafé Dolce Gusto Caffè Latte Avena, Almendra y Coco

Category
Award
2022

C

Gama de café con bebidas vegetales en cápsula de NESCAFÉ Dolce Gusto, con tres recetas: Avena, Almendra y Coco. Recetas 100% vegetales, veganas y sin lactosa para disfrutar de la comodidad de una sola cápsula y tu cafetera NESCAFÉ Dolce Gusto.

TENDENCIA

Placer: Cosmopolitismo y exotismo
Conveniencia: Facilidad de preparación
Salud: Ligereza y nutrición
Sostenibilidad: Producto sostenible

TIPO DE INNOVACIÓN

Innovación radical (nuevo producto desconocido por el mercado objetivo y que utiliza una nueva tecnología)

Plant-based coffee capsules range with three different recipes: Oat, Almond and Coconut. 100% plant based, vegan and dairy free recipes to enjoy from the comfort of your home and with your NESCAFÉ Dolce Gusto machine.

TREND

Pleasure: Cosmopolitanism and exoticism
Convenience: Ease of preparation
Health and Confidence: Weight loss and nutrition
Sustainability: Sustainable Product

TYPE OF INNOVATION

Radical innovation (new product unknown to the target market and using new technology)

CARACTERÍSTICAS FEATURES

Formato y peso de producto Weight & Packaging
Pack de 12 cápsulas

Vida útil estimada Estimated shelf life
12 meses

Temperatura de conservación Preservation temperature
Ambiente. Lugar fresco y seco.

Fabricante Manufacturer
Nestlé

Fabricado en Made in
Reino Unido

Fecha de lanzamiento Launching date
03 / 2021

País de comercialización Commercializing Country
España

Canales de venta Commercial Channel
Retail

Precio aprox. Approximate price
4,89 €

Agencia de desarrollo Product Development Agency
Nestlé

Jefe de producto Product Manager
Berta Cruz

Empresa Company
Nestlé España
María Gómez - Innovation Project Manager

Calle Campoamor, 2 08950
Esplugas de Llobregat / Barcelona España
+34 608 309 012
www.nestle.es



Sector Sector
Grocery Foods

Pabellón Pavilion
P.2

Nº Stand
D - 450

INNOVAL room by CaixaBank: the stage of innovation

In **The Alimentaria Hub** there are congresses, business meetings, product exhibitions, presentations and new launches. The latter take place in the Innoval room, a highly visible setting in which brands communicate with their stakeholders. By prior reservation, the use of the room is free for companies participating in Innoval.



"Guide for innovation in the food sector": University and business, closer

Alimentaria collaborates with the Foundation Triptolemos in promoting research food to bring scientific advances closer to business reality.

All companies participating in **Innoval** may receive the "Guide for innovation in the Agri-food Sector". The guide offers free information with more than 10,000 references (projects, patents, doctoral theses and research groups) classified by business activity sectors and thematic areas.



Innoval: epicenter of media attention

More than **700 accredited reporters** and **72 million** impacts in the press, television, radio and online. Alimentaria and The Alimentaria Hub are a true focus of attention for the media from all over the world.

For this reason, having up-to-date information about your company and the news that you are going to present at Innoval is essential to make your participation a success in terms of informative repercussion.



Promotional newsletters: communication without intermediaries

Taking advantage of the magnitude and segmentation of its database, Alimentaria publishes various newsletters that have a direct impact on those visitors and buyers. The most direct way to communicate to your real and potential customers what new features you are going to present at the show, which has more than 100,000 visitors. **Diffusion in RRSS, with more than 800,000 impressions in own networks.**

Innoval
at The Alimentaria Hub

A spectacular trade show with almost 300 new launches

Although Alimentaria in itself is a compendium of new products, Innoval is the place at the show to find the latest launches in the food industry and serves as a barometer of trends.

Innoval is the exhibition space for products that represent a genuine innovation in the sector. Showcasing almost 300 new products, this area forms the gateway to The Alimentaria Hub.

FIND OUT



Samplia: Innoval's strategic partner

Samplia, experts in the intelligent distribution of samples through its app, gives visitors to Alimentaria the opportunity to try the products present in the innovation showcase and then receive feedback on the products tested through a brief survey.



Innovation Seal:

The Alimentaria organization makes the seal that accredits it as such available to all participants. We invite you to make use of the products presented in your launch, promotion and packaging campaigns. The winning companies will be provided with the seal for graphic integration in their stand, which accredits them as winners in their category, channel, trend or international product.

International
Award
Innoval
2024

Retail
Award
Innoval
2024

Category
Award
Innoval
2024

Impulse
Channel
Award
Innoval
2024

Horeca
Award
Innoval
2024

Trends
Award
Placer
Pleasure
Innoval
2024

Trends
Award
Salud y confianza
Health and
confidence
Innoval
2024

Trends
Award
Conveniencia
Convenience
Innoval
2024

Trends
Award
Sostenibilidad
Sustainability
Innoval
2024

The efficiency of sampling

Innoval products will be available to VIP visitors/Buyers in the Buyers' Lounge. Undoubtedly, an effective strategy to make yourself known and attract new customers.

For its part, **the Buyers' Lounge**, an exclusive and reserved space that, located in The Alimentaria Hub, is used as a work and rest area for VIP visitors, national and international buyers, senior industry and distribution officials, invited by the organization. The winning products of this edition may be exhibited in this unique space, as long as the company requests it.

