

Alimentaria

International Food, Drinks & Food Service Exhibition

A unique
Food, Drinks
and Gastronomy
Experience

BARCELONA

18 - 21 March 2024

Gran Via venue

www.alimentaria.com



**The
Alimentaria
Hub**

Trends & Innovation

**The
Horeca Hub**
Live Solutions

by Alimentaria & HOSTELCO

Alimentaria **HOSTELCO**

Business Platform

Alimentaria  Exhibitions

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Alimentaria

The figures say it all

Our pillars

The trade visitors with the most decision-making power

Exhibitor tools

A sustainable event

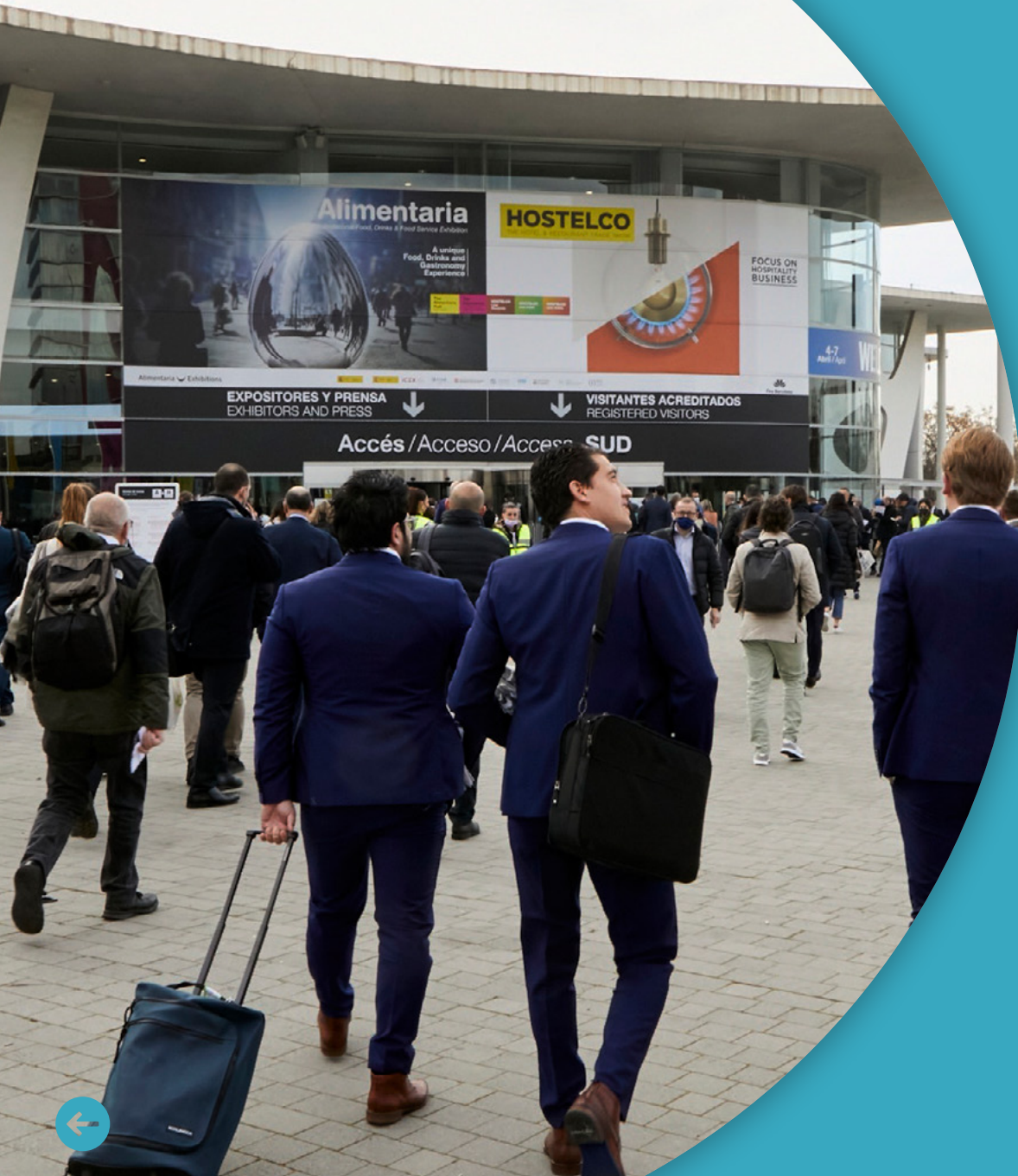
The industry's main stakeholders endorse Alimentaria

Major media impact

Reasons to take part in Alimentaria

Barcelona, international gastronomy capital

Contact us



Alimentaria

A unique Food, Drinks, and Gastronomy Experience

The largest international
platform
for the food, drinks,
restaurant and hotel industry.



Alimentaria is the leading food, drinks and gastronomy event in Spain, a link with Latin American markets and an international benchmark for the sector.

Alimentaria takes place every two years and will be held for the third time in a row with HOSTELCO, the international restaurant, hotel and contract catering equipment show.

Alimentaria & HOSTELCO (A&H) will once again furnish **the finest internationalisation, business and innovation platform** to provide the food and drinks and hospitality equipment industry with **the largest cross-sector range in the market.**

This unique standout positioning translates into an event with greater internationalisation and innovation which enables exhibitor companies to generate **new and better business opportunities and international expansion.** Because expanding opportunities for the internationalisation of Spanish agri-food companies is still one of Alimentaria's priority goals.





The figures
say it all



85,000 sq.m
net exhibition
area



3,000 exhibitor
companies
29 % international
57 countries



100,000 visitors
23 % international
150 countries



2,115 hosted
buyers
36 % international



13,000
scheduled business
meetings



214
activities
and conferences



51 chefs
35 Michelin stars



€180 million
in estimated economic
impact in Barcelona

Data from Alimentaria 2022



Our pillars

Innovation



Gastronomy
& Food Service



Verticality



Internationalisation



Our pillars

Innovation



Gastronomy & Food Service



Verticality



Internationalisation



Innovation: a boost for business

The Alimentaria Hub

Trends & Innovation

Innovation and the latest trends come together at The Alimentaria Hub, the meeting point to find out what will shape the **future of the food and beverage industry**.

Over 12,500 business meetings with international buyers, talks, seminars, conferences, product launches, research presentations, exhibitions, start-ups and award ceremonies with more than 125 speakers and 3,850 delegates. **A networking venue and an advisory service for exporting.**

All of this is backed by the Partners, great ambassadors of the project, directly associated with the Hub's strategic priorities.

[More information about The Alimentaria Hub](#)



3,240 sq.m
in area



129
activities



125
speakers



3,850
delegates



69
INNOVAL
companies



12
sponsors



300
innovations

Data from The Alimentaria Hub 2022



Our pillars

Innovation



Gastronomy
& Food Service



Verticality



Internationalisation





Gastronomy & Food Service: the strength of our alliance confirms us as a leader for the HORECA channel

The Horeca Hub

Live Solutions

by **Alimentaria** & **HOSTELCO**



22,360 sq.m
net exhibition
area



49,000 visitors

65 % HORECA profile

35 % other profiles with an
interest in HORECA

10 % international

113 countries



51 chefs

35 Michelin stars



556 exhibitor
companies

31 % international
from

31 countries



152 activities

Data from Alimentaria 2022

Our pillars

Innovation



Gastronomy
& Food Service



Verticality



Internationalisation



Sector depth and cross-cutting synergies



85,000 sq.m

net exhibition
area

16,000 sq.m in dynamic areas



3,000

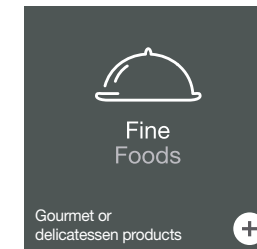
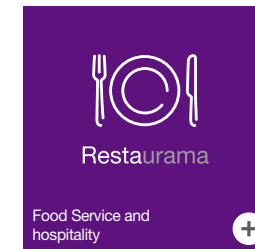
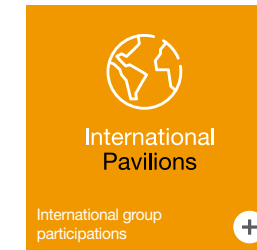
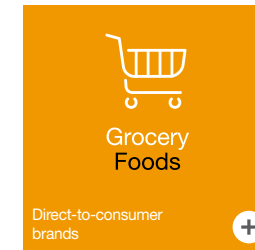
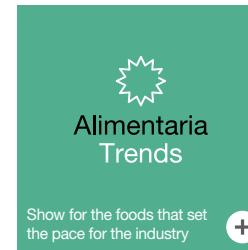
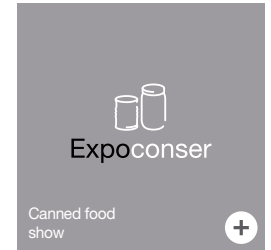
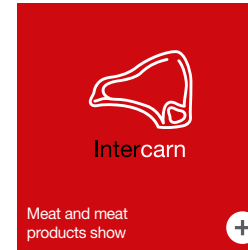
exhibitors

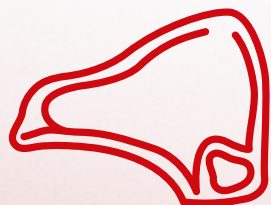


60

represented countries

Forecast for Alimentaria 2024



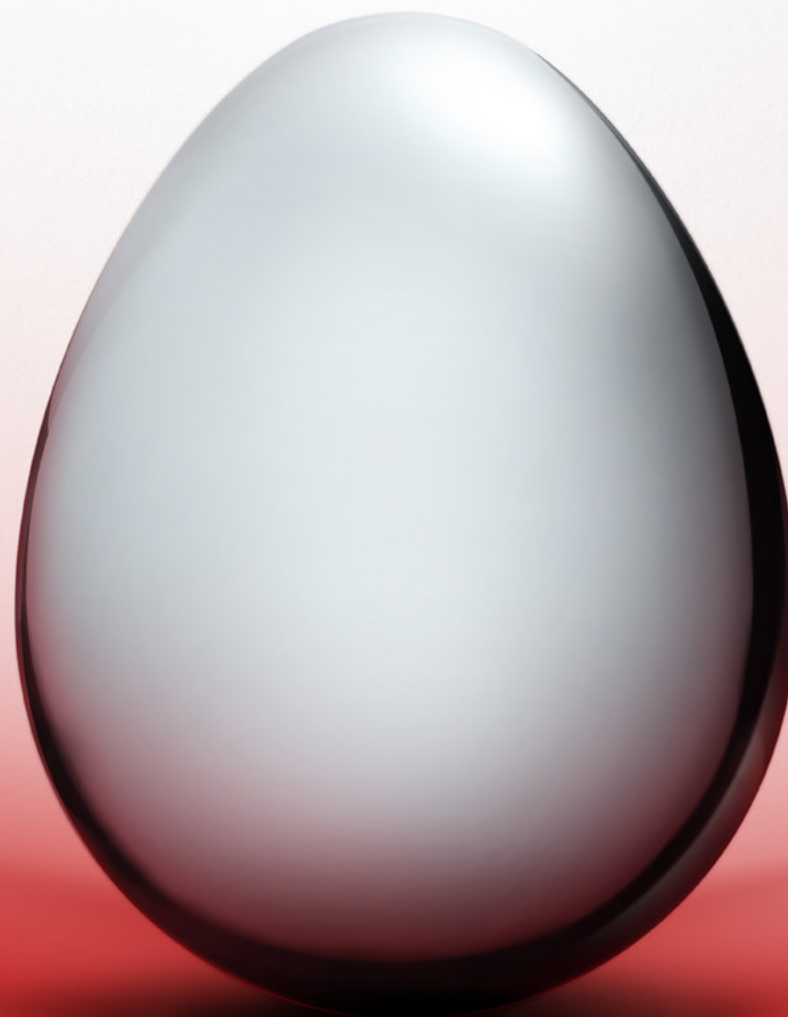


Intercarn

MEAT AND MEAT PRODUCTS

Intercarn is the **leading international platform** for the Spanish meat industry.

Internationalisation, innovation, business **opportunities** and a varied sector **range** are the highlights of this show featuring raw, processed, cured, pre-cooked, dried, Iberian and ready-to-eat products.



350
exhibitors



17 %
of visitors are interested in meat and meat products



14,000 sq.m
exhibition area

Forecast for Alimentaria 2024



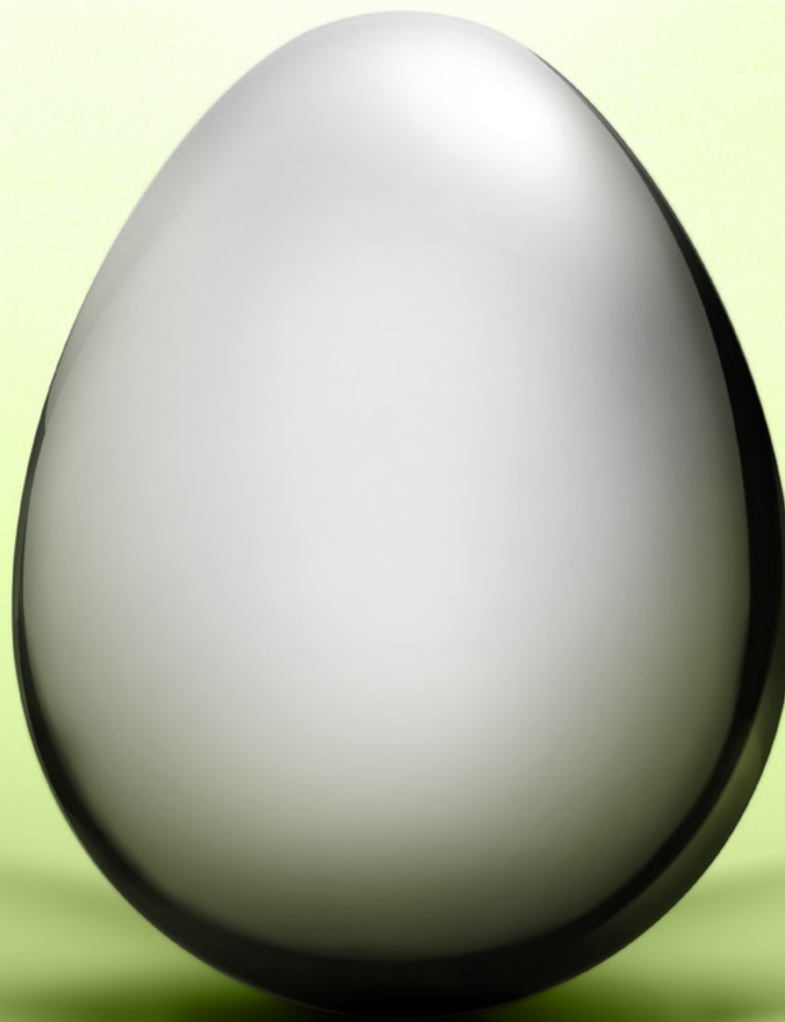


Organic
Foods

CERTIFIED ORGANIC PRODUCTS SHOW

Organic food takes **pride of place** at Organic Foods. A show which drives **a constantly growing segment** in which Spain is one of the world's preeminent producers.

Besides showcasing the latest **innovations** and **trends**, it also features **The Organic Market & Trends Award** which recognises the organic produce with the greatest international reach.



New
project | **Alimentaria
2024**



90
exhibitors



28 %
of visitors are interested
in organic produce



1,500 sq.m
exhibition area

Forecast for Alimentaria 2024

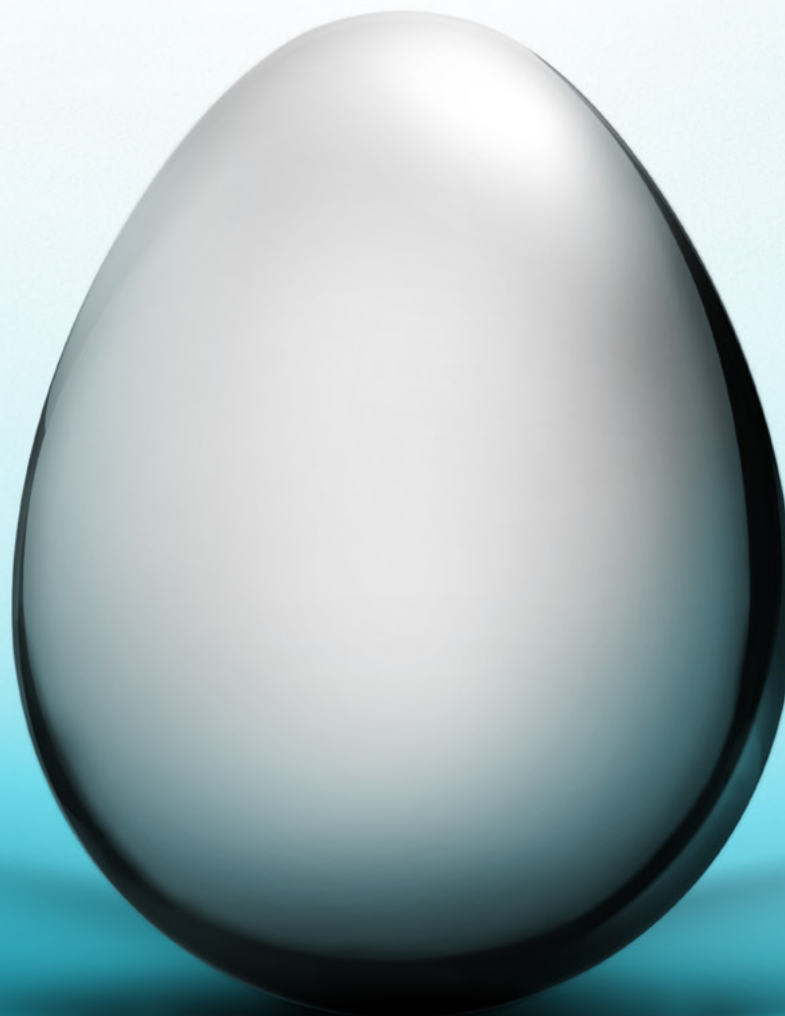




Interlact

MILK AND DAIRY PRODUCTS SHOW

The milk and dairy products show presents the **latest innovations** in an industry that is championing its **robust position in the agri-food sector**, exhibiting the finest tradition with a major focus on **innovation**.



120
exhibitors



20 %
of visitors are interested
in milk and dairy products



3,700 sq.m
exhibition area

Forecast for Alimentaria 2024





Expoconser

CANNED FOOD SHOW

Expoconser highlights the Spanish canning industry's major commitment to **internationalisation, quality and the high added value** of its products.

The show brings together the latest novelties in canned, smoked, salted, marinated and pre-cooked products.



120
exhibitors



28 %
of visitors are interested in canned
fish, vegetables
and fruit



3,200 sq.m
exhibition area

Forecast for Alimentaria 2024



Alimentaria Trends

**SHOW FOR THE FOODS THAT
SET THE PACE
FOR THE INDUSTRY**

Alimentaria Trends is the perfect showcase in which to display and discover the **latest food trends in organic, dietary and functional products, gourmet foods and halal items.**



Vegan
Foods



Free
From



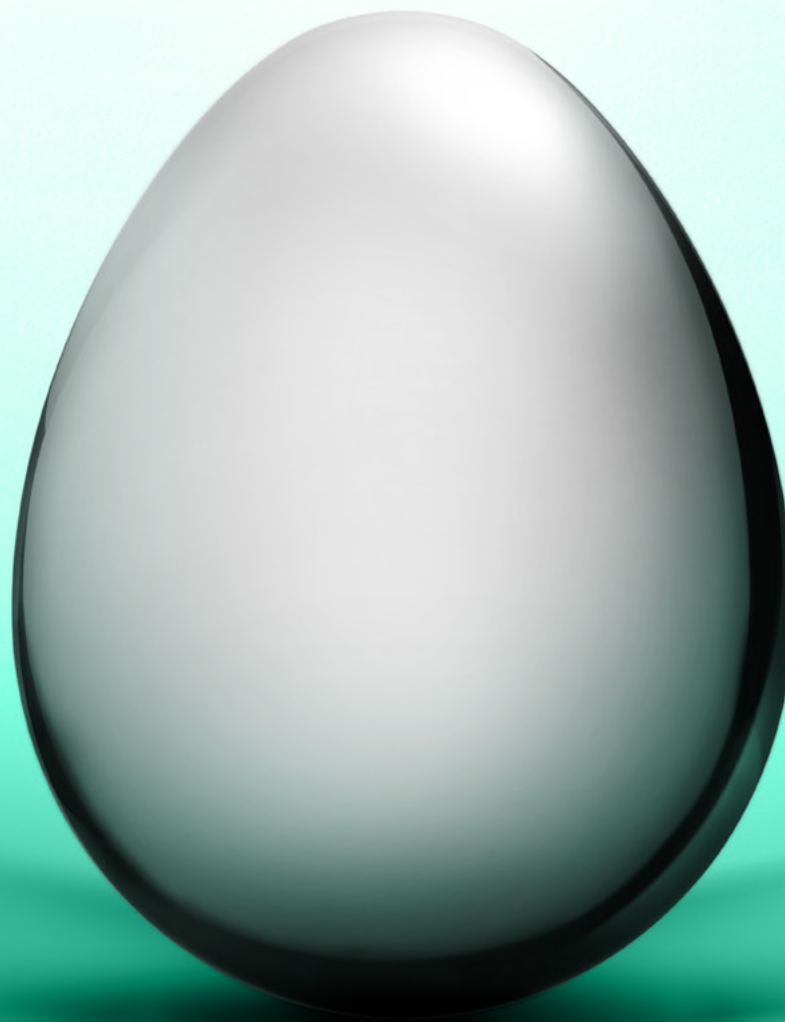
Halal
Foods



Functional
Foods



Plant
Based



New
project

**Alimentaria
2024**



70
exhibitors



26 %
of visitors have Alimentaria Trends
products in their portfolio



500 sq.m
exhibition area

Forecast for Alimentaria 2024

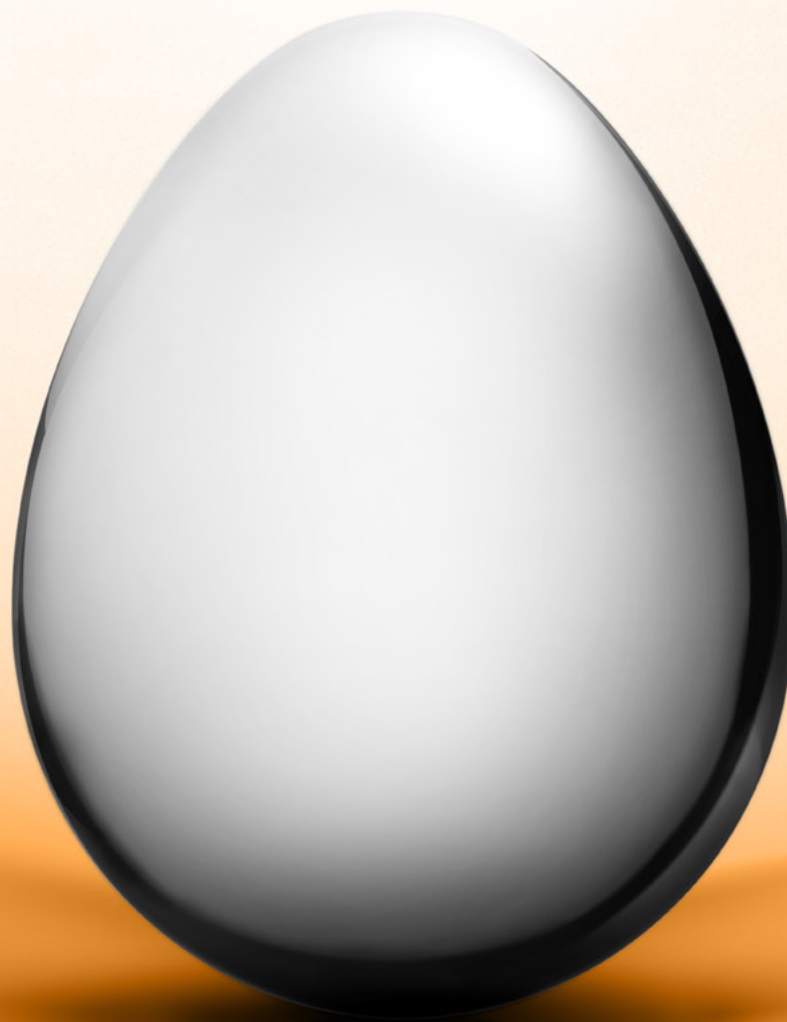


Grocery Foods

DIRECT-TO-CONSUMER BRANDS

Grocery Foods is the show
for **fast-moving consumer goods**.

It is the most diverse venue in the trade
show in terms of what's on offer
and features the **leading national and
international brands
in the food industry**.



Sector
depth



180
exhibitors



45 %
of visitors are interested in
miscellaneous food products



8,400 sq.m
exhibition area

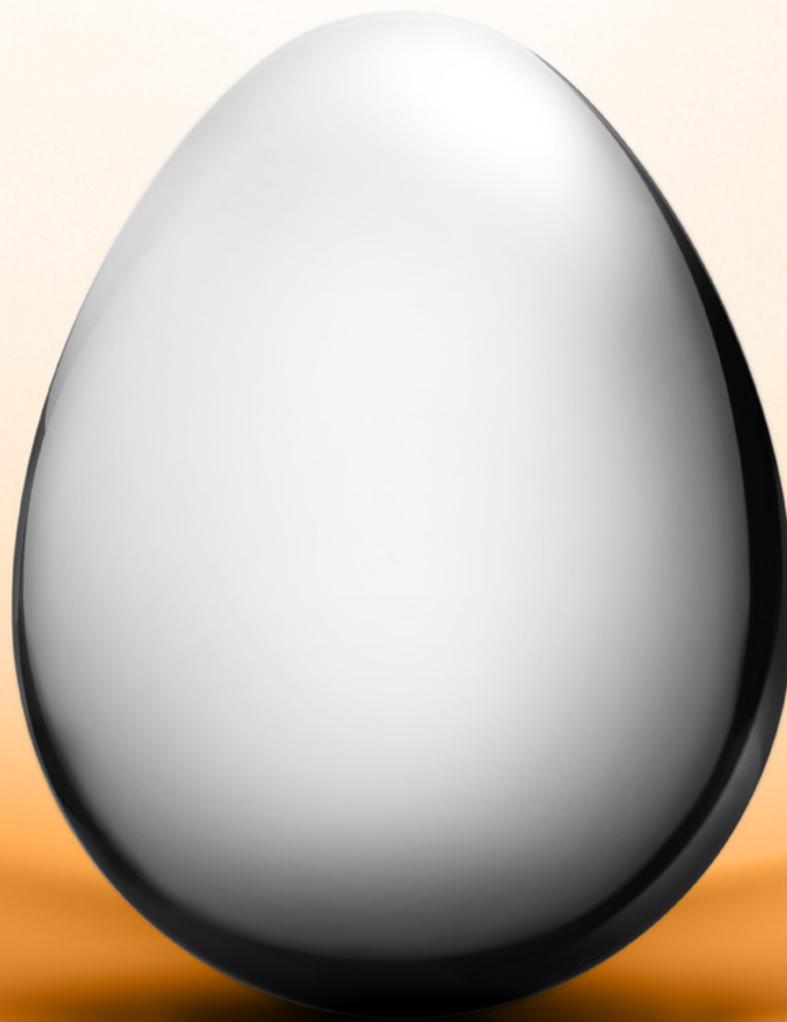
Forecast for Alimentaria 2024



International Pavilions

INTERNATIONAL GROUP PARTICIPATIONS

The widest range of international products on offer at Alimentaria is to be found in the International Pavilions, an area which **grows with each edition**, testament to the internationalisation of the show. In addition to the companies in the International Pavilions, a large number of **firms from over 60 countries** rounds off Alimentaria's international range.



450
exhibitors



45 %
of visitors are interested in
international food and drink products



5,000 sq.m
exhibition area

Forecast for Alimentaria 2024



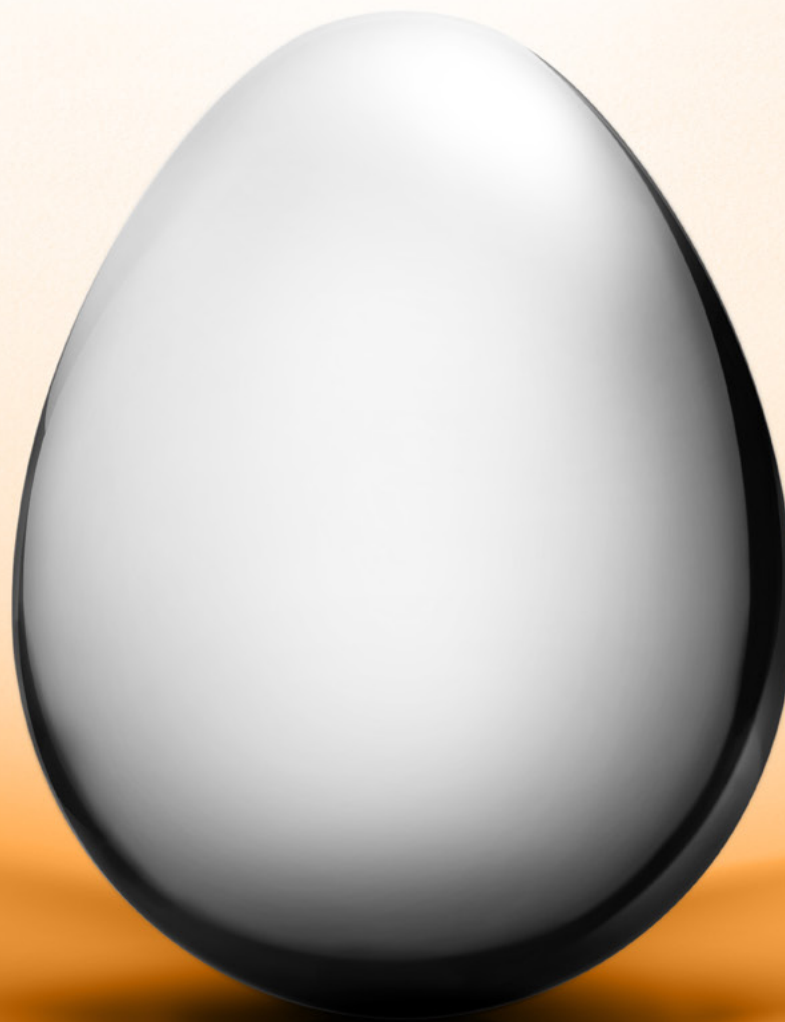
Sector
depth



Lands
of Spain

REGIONAL GROUP PARTICIPATIONS

The most exquisite gastronomic variety and diversity of Spain's regions is on display in Lands of Spain, the Alimentaria show which demonstrates the enormous **gastronomic and cultural heritage** of the Spanish food industry.



550
exhibitors



45 %
of visitors are interested in regional
food and drink products



6,000 sq.m
exhibition area

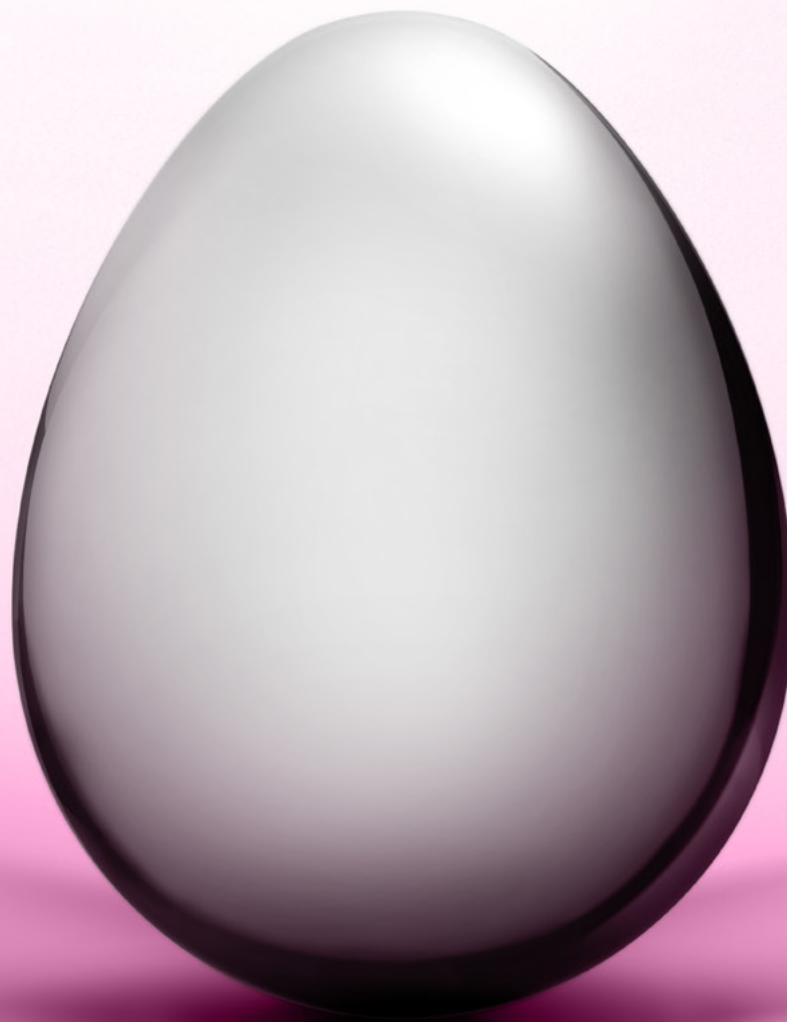
Forecast for Alimentaria 2024



Snacks, Biscuits & Confectionery

SWEETS, BISCUITS, CONFECTIONERY AND SNACKS

The booming confectionery sector, which includes biscuits, cocoa, chocolate, nougat, marzipan, sweets, gum and pastries as well as snacks, is widely represented in the Snacks, Biscuits & Confectionery space, one of the most attractive of the show.



100
exhibitors



23 %
of visitors are
interested in sweets,
confectionery and snacks products



2,500 sq.m
exhibition area

Forecast for Alimentaria 2024

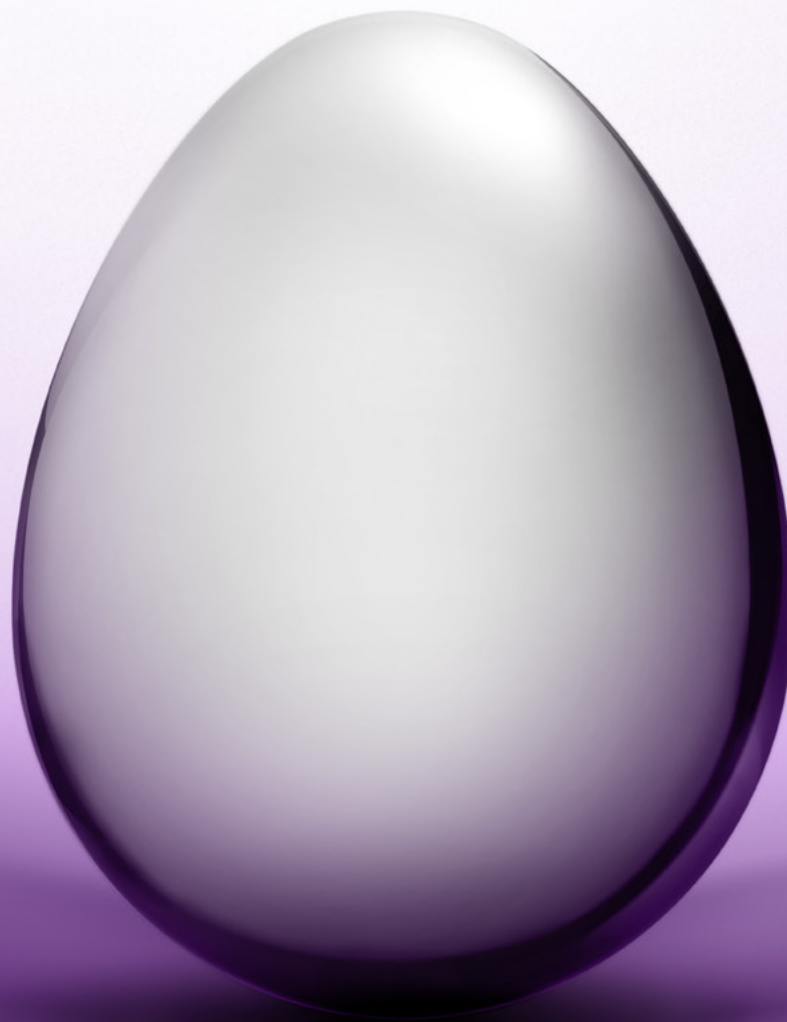


Restaurama

FOOD SERVICE
AND
HOSPITALITY

Restaurama features **food companies addressing the HORECA channel** and the food service divisions of the major multinationals in the food and beverage industry.

This show offers a number of **tastings and demonstrations of culinary techniques**.



Sector
depth



600
exhibitors



72 %
of visitors are interested
in Food Service products



6,500 sq.m
exhibition area

Forecast for Alimentaria 2024



Fine Foods

GOURMET OR DELICATESSEN PRODUCTS

Alimentaria's new show focusing on high-end gastronomic products.

A place to **explore** the largest delicatessen assortment and **generate business opportunities** with **companies specialising** in premium food and drink from both **Spain** and **abroad**.



New
project

| **Alimentaria
2024**



40
exhibitors



35 %
of visitors are interested in gourmet or
delicatessen products



2,500 sq.m
exhibition area

Forecast for Alimentaria 2024



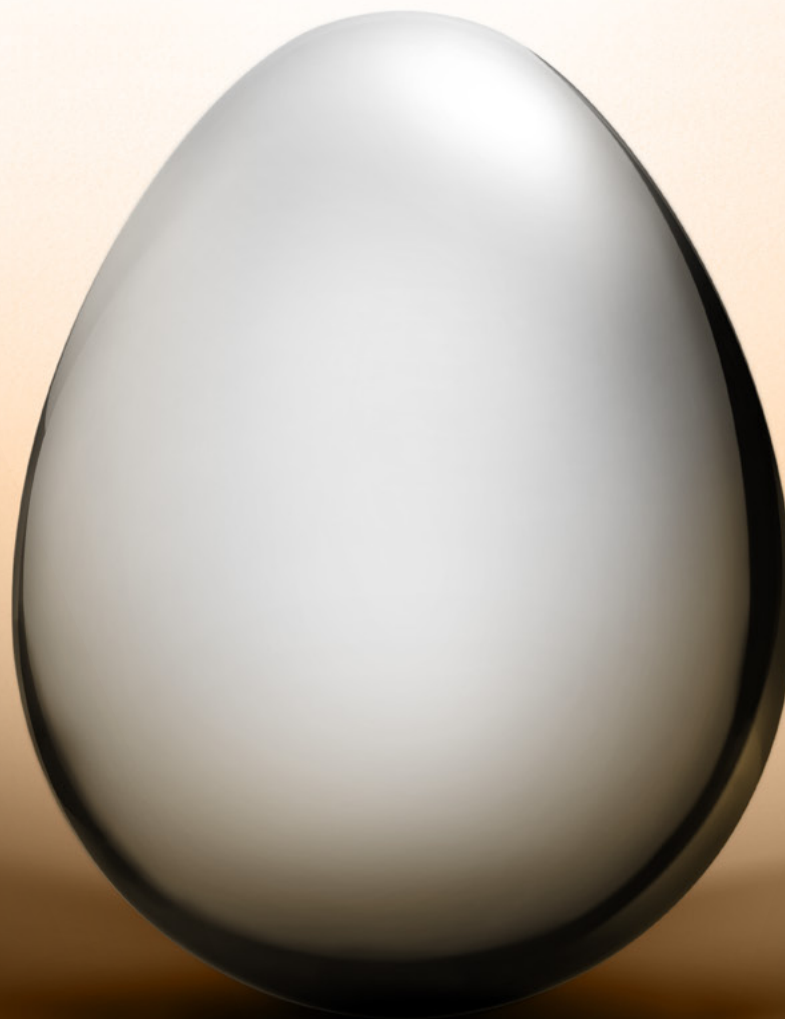


COFFEE, BAKERY
& PASTRY

**PRODUCTS FOR BARS, CAFÉS,
PATISSERIES, ICE-CREAM
PARLOURS, COFFEE
SHOPS AND BAKERIES**

Conceived as **the largest international meeting point** for cafés, bars, bakeries, patisseries and ice-cream parlours by gathering together **the entire range of products and equipment.**

A sector that meets the needs of these markets and creates the ideal environment to forge new professional relationships which generate **commercial agreements and business opportunities.**



New
project | **Alimentaria
2024**



90
exhibitors



43 %
of visitors are interested in products for bars, cafés, patisseries, ice-cream parlours, coffee shops and bakeries



3,000 sq.m
exhibition area

Forecast for Alimentaria 2024

Thematic areas



An exclusive area at Alimentaria which brings together a group of 12 select haute cuisine firms showcasing products of the highest quality on the market.



1,800 sq.m area



12 companies



Companies taking part in Alimentaria Premium 2022



CAVIAR
RIOFRÍO



DESDE 1888
JOSELITO
DECLARADO EL MEJOR JAMÓN DEL MUNDO

La Brújula



LC
LA CATEDRAL DE NAVARRA

MÖVENPICK
THE ART OF SWISS ICE CREAM

**LA
ANTI-
GUA**



With the support of:

Mercedes-Benz
AUTOLICA



Data from Alimentaria 2022

Thematic areas

The Olive Oil Bar

Taste & Discover

by **Alimentaria**

A stunning exhibition
of extra virgin olive oils
with self-guided tasting.



150 sq.m area



110 products



Sponsored by:

 **alimentos de españa**



Technical partners:



TRITICUM
Just for bread lovers

Data from Alimentaria 2022

Thematic areas

Food & Hospitality Startups

by Alimentaria & Hostelco

Alimentaria & HOSTELCO selected a group of start-ups and innovative companies to participate in its most disruptive exhibition areas.



240 sq.m area



20 companies



8 finalists



Finalists:



Winner 2022
Most innovative start-up
COCUUS



GROOTS

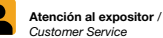
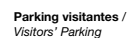
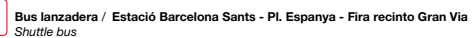
Winner 2022
Most promising start-up
Oscillum
FOOD SAFETY



With the support of:



Data from Alimentaria 2022



Plano provisional sujeto a cambios / Provisional map subject to change

M **10**
500 m →

Our pillars

Innovation



Gastronomy
& Food Service



Verticality



Internationalisation



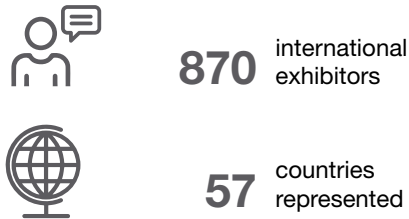
Internationalisation

Exhibitors from all over the world for visitors from five continents.

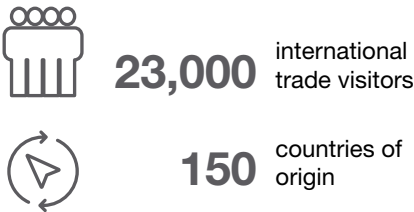
Alimentaria fosters the international participation of exhibitor companies and key buyers and provides a bridge to Latin American markets.



Exhibitors

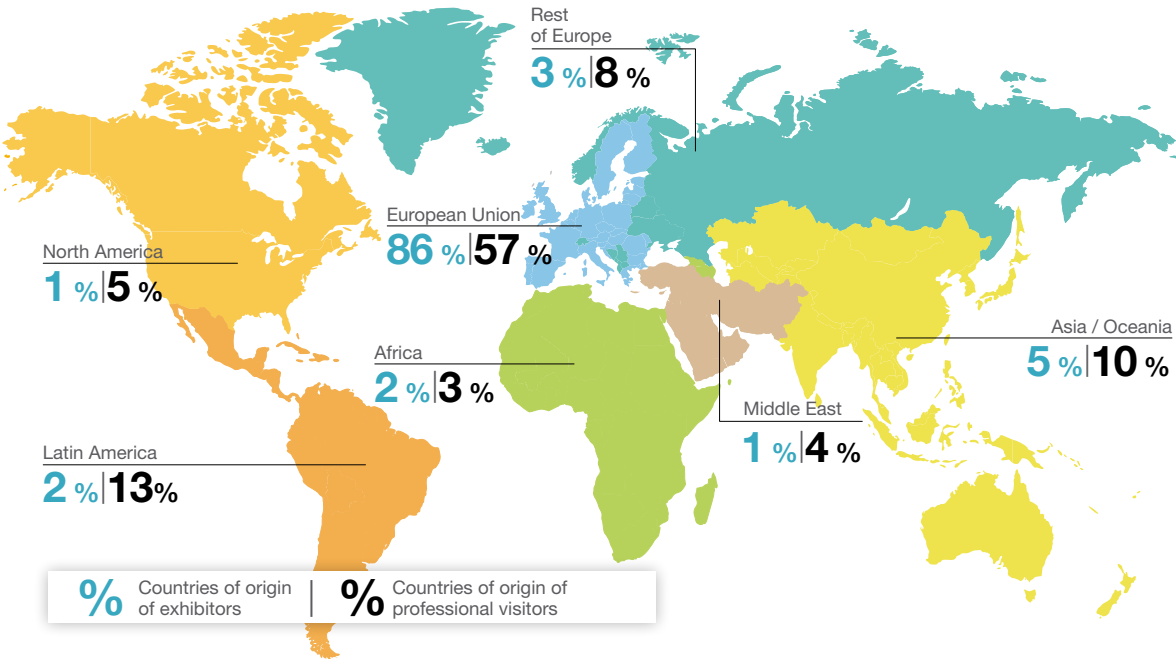


Visitors

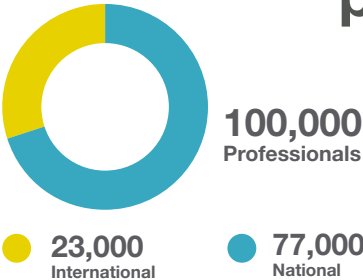


Data from Alimentaria 2022

Countries of origin of exhibitors and visitors



The trade visitors with the most decision-making power



Main countries of origin

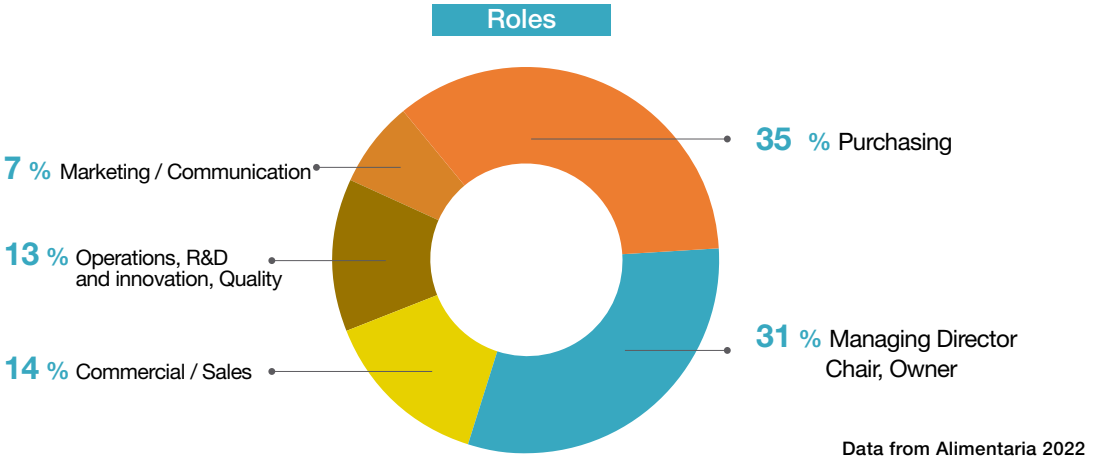
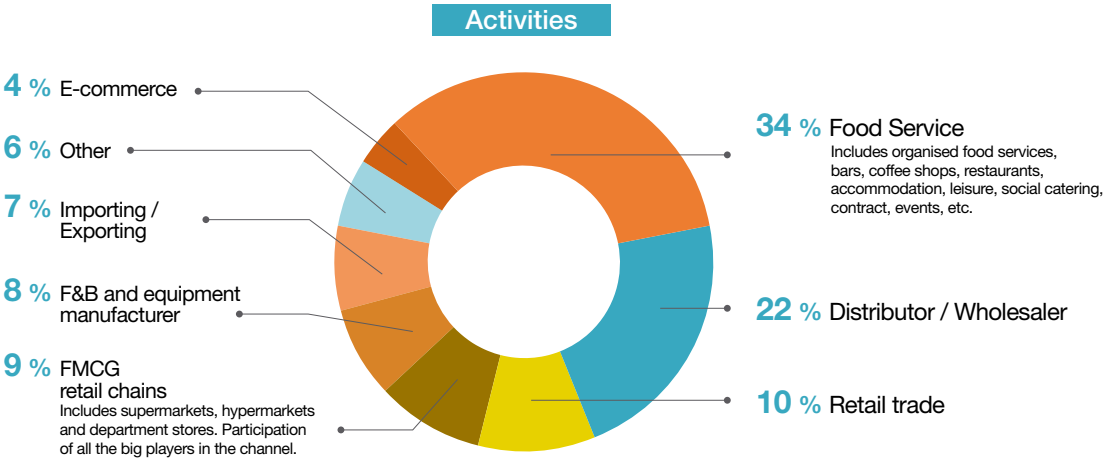
European Union	Rest of the world
1. Italy	1. United States
2. France	2. Mexico
3. Portugal	3. Colombia
4. Netherlands	4. Argentina
5. Germany	5. Peru
6. United Kingdom	6. Chile
7. Belgium	7. Switzerland
8. Poland	8. Morocco
9. Romania	9. Algeria
10. Greece	10. South Korea



Visitor data

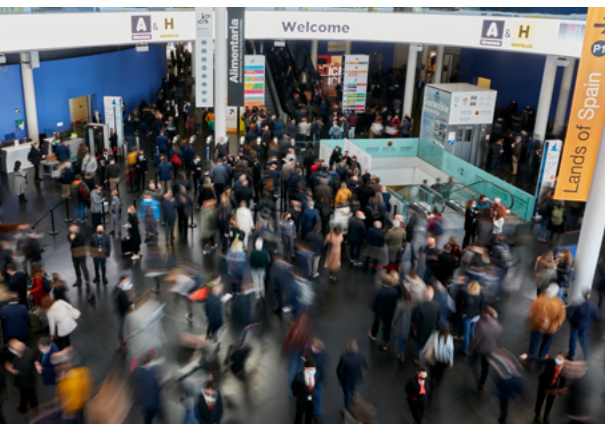


Presence of all value chain actors



Exclusive business meetings

Alimentaria invests in a number of preselected **hosted buyer and loyalty programmes** based on the exhibitor's needs which ensure **attendance by key decision-makers from all over the world.**



Institutional partners

ICEX España
Exportación
e Inversiones



525

 Hosted Buyers

Presence of top-level international buyers with expenses paid by the organisers

970

 VIP Buyers

Attendance of key national buyers with expenses paid by the organizers

1,495

 hosted buyers

Data from Alimentaria 2022



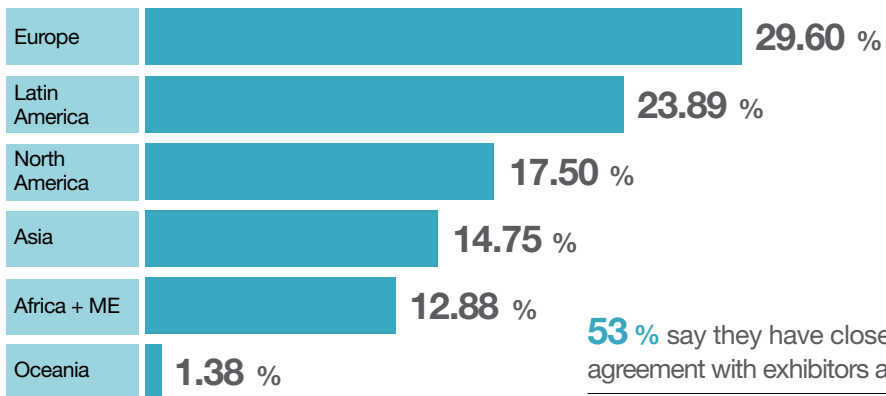
2022
525
enrolled
in the program

79 countries

International Hosted Buyers

The success of the Hosted Buyers programme is confirmed by **significant growth in internationality and professionalism.**

From

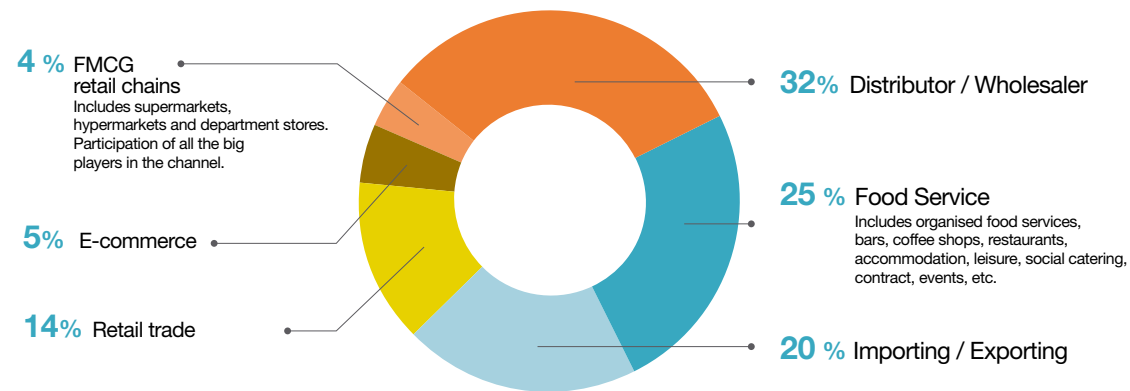


53 % say they have closed a commercial agreement with exhibitors at the event.

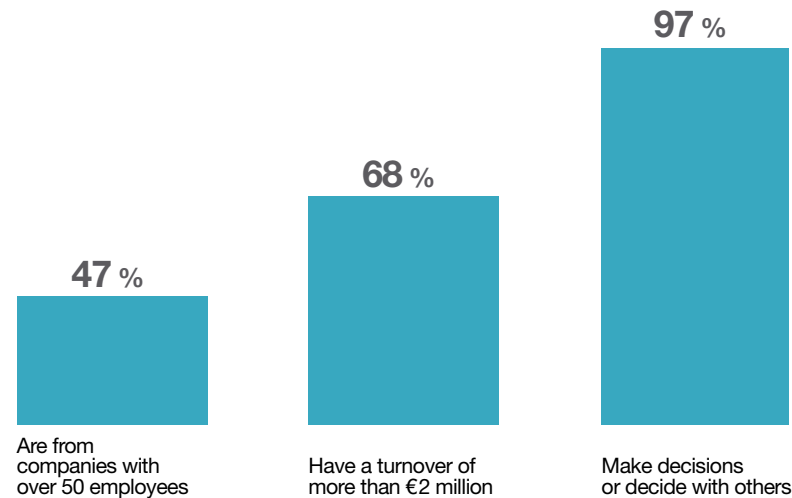
90 % of buyers have held over 10 business meetings during the fair.

75 % have held between 10 and 30 meetings and **16 %** over 30 meetings.

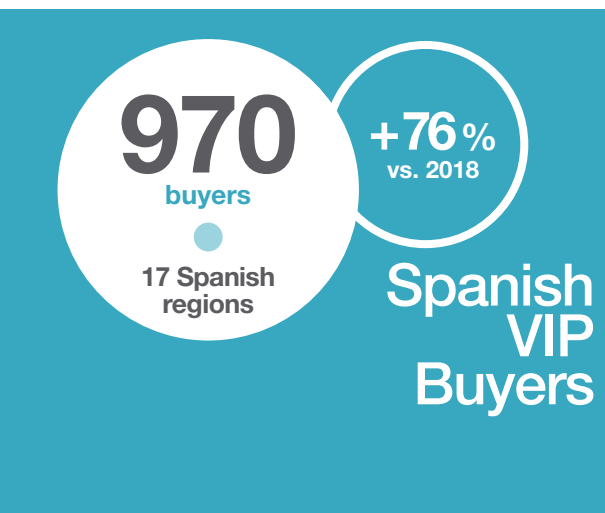
Activities



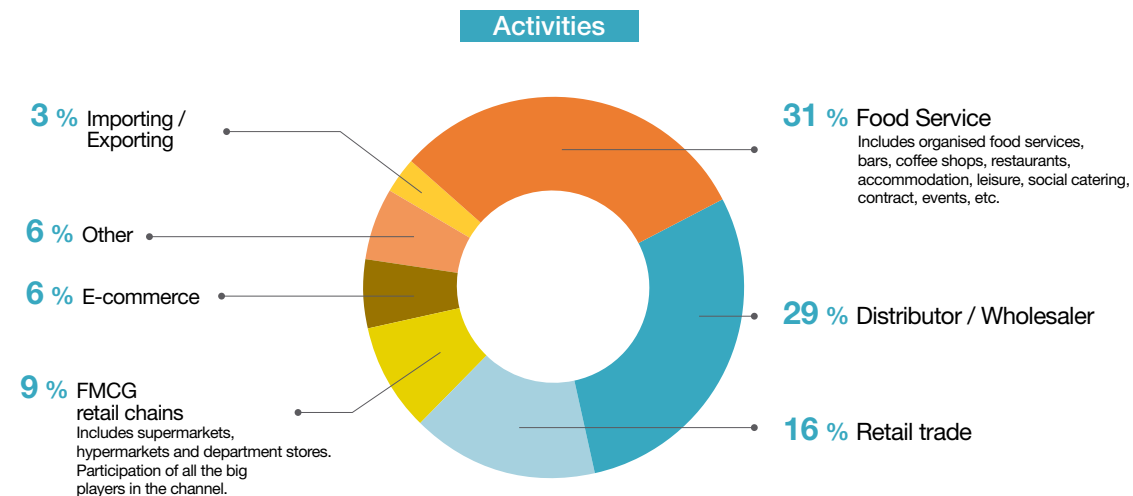
Profile



Data from Alimentaria 2022



The VIP Buyers programme confirms the attendance of **key national buyers**.



Data from Alimentaria 2022



Spain's preeminent large-scale retail companies have visited the show

Presence of the main independent groups

MERCADONA	MERCADONA
DIA	DIA, S. A.
CARREFOUR	C. C. CARREFOUR
GRUPO EROSKI	VEGALSA
	EROSKI S. COOP.
	CAPRABO
LIDL	LIDL SUPERMERCADOS
CONSUM	CONSUM S. COOP. V.
AUCHAN	AUCHAN RETAIL
	ALCAMPO
	SUPERMERCADOS SABECO
EL CORTE INGLÉS	EL CORTE INGLÉS
ALDI	ALDI CENTRAL DE COMPRAS, S. L. U.
MAKRO	MAKRO

Data from Alimentaria 2022

Presence of the main associated groups

IFA	GADIS
	CONDISA
	COVALCO
	AHORRAMAS
	BONPREU
	UVESCO
	DINOSOL
EUROMADI	CASH LEPE
	ALIMERKA
	FROIZ



The main Spanish companies in HORECA have visited the show

Presence of the main contract catering companies

SERUNION, S. A.
MEDITERRÁNEA DE CATERING, S. L.
EUREST COLECTIVIDADES, S. L.
NEWREST GROUP HOLDING, S. A.
ARAMARK SERVICIOS DE CATERING, S. L. U.
EUREST CATALUNYA, S. L.
UNIÓN CASTELLANA DE ALIMENTACIÓN UCALSA, S. A.
CATERING ARCASA, S. L.
INDUSTRIA RESTAURACIÓN COLECTIVA, S. L.

Presence of the main restaurant chains

RESTAURANTES MCDONALD'S, S. A. U.
ÁREAS, S. A. U.
GRUPO ZENA PIZZA SOCIEDAD COMANDITARIA POR ACCIONES
FOOD DELIVERY BRANDS, S. A.
SIGLA, S. A.
FOOD SERVICE PROJECT, S. A.
RESTAURAVIA FOOD, S. L.



Tools for exhibitors



Recomienda programme

As an exhibitor, you can **recommend** the organisation to invite your **current and potential customers** and offer them the chance to join Alimentaria's Hosted Buyers or VIP Buyers loyalty programmes for unique benefits when visiting the trade show.



Exhibitor and product catalogue

Publish your main innovations and new products to **connect with potential customers and audiences of interest.**



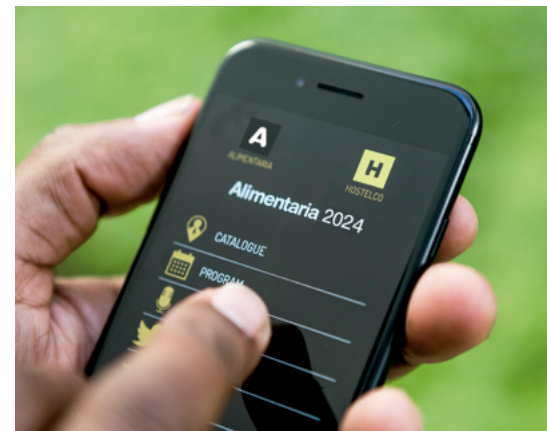
Alimentaria Matchmaking System

Virtual platform to **schedule business meetings** with hosted buyers. This tool features an automatic interest matching system.



Alimentaria App

Get **all the information about the trade show from your mobile:** schedules, access, transport, talks, activities, speakers and more.



A sustainable event: United for Sustainability

As a result of Alimentaria & HOSTELCO's commitment to the environment, this project includes a number of environmental and social sustainability-related actions in line with the UN Sustainable Development Goals (SDGs) and the 2030 Agenda.

- Setting up recycling stations throughout the show.
- Online press points.
- Collecting tickets, lanyards and pass holders at the venue's exit.
- Printing all media on recycled paper with the FSC seal.
- Reducing and eliminating all single-use plastics throughout the venue.
- Providing visitors and exhibitors with a tool to offset the CO₂ emissions generated by their attendance at the shows.
- 10 % off public transport when travelling around the city.
- New award at Innoval, the showcase for the sector's most innovative products.
- A prize for the most sustainable product.

Food Bank

Partnership with the Banc dels Aliments foundation to combat food waste and recover leftover food from the show.



Ecovidrio

We work with Ecovidrio to collect and manage glass waste.



#UnitedForSustainability Exhibition

In Hall 7 at the last Restaurama, an exhibition was held for the first time showcasing a selection of best practices in sustainability from Alimentaria & HOSTELCO exhibitors and key players in the sector.

Companies with sustainability initiatives

Acknowledgment of the value and innovation of sustainability initiatives submitted by exhibitors. This label was awarded to 33 participating companies.

Alimentaria 2022 Actions

#UnitedForSustainability



Companies with sustainability initiatives 2022

ACEITES
GARCÍA DE LA CRUZ

AINIA

ALIMENTOS SANYGRAN, S. L.

ARGAL

ARROYABE

BRAINCOOKING
VEGAN FOOD DISTRIBUTION

CAMPOS-SALICA

CAN GARRIGA

CARAMELOS EL CASERÍO

CONCA ORGANICS

CONTITAL SRL

COSTA BRAVA
MEDITERRANEAN FOODS

DELICASS

DISEÑOS NT

EL POZO ALIMENTACIÓN, S. A.

EMBUTIDOS MONELLS, S. A.

FLAX & KALE

GRUP BALFEGÓ

GRUPO APEX
APERITIVOS
Y EXTRUSIONADOS, S. A.

GRUPO UVESA

HAPPYAGUA BY
GRUPAGUA PWG

HOBART GMBH

HORT DEL SILENCI

IBERITAL

IDILIA FOODS, S. L.

LA ESTRELLA
DEL JAMÓN

MERCABARNA

NOEL ALIMENTARIA

OVOPLUS

PRODUCTOS
TREVIANO, S. L.

SONPURA

SPIRULINA BECAGLI

VICKY FOODS

Alimentaria & HOSTELCO

The industry's main stakeholders endorse Alimentaria

Institutional partners:



Associate partners:



Strategic agreements signed in 2022:



HOSTELERÍA DE ESPAÑA



CAIXABANK



AECOC



RESTAURACIÓN COLECTIVA



PRODULCE



AECOC - CÁRNICOS

Major media impact



6,000+
news items in
the media



700
accredited journalists



1,000+
news items in the
international media



**€9.9
million**
in news value



800 million
in potential audience

Data from Alimentaria 2022



Own social media



980
posts



806,000
impressions



183,000
interactions



Mentions



18,250
tweets
about the show



5,000
people posted
about the show



11 million
people reached



72 million
impressions

Together with
the sector's
main media

International media partners



International media partners



IALIMENTOS.COM

National media partners



Data from Alimentaria 2022

Reasons to take part in Alimentaria

Alimentaria is an **international promotion platform** for the global food industry. The meeting point **for leading firms** in the manufacture and distribution of food, beverages and food service solutions at which to **open up markets, launch new products, make commercial contacts, attract and retain customers and generate new business.**

1



Brand visibility and awareness

Exhibiting at Alimentaria means positioning your brand alongside market leaders and to visitors with significant influence and authority to make purchasing decisions.

2



Increase business opportunities

In just four days you get access to professionals from all over the world. Schedule meetings with selected buyers and increase your business opportunities and penetration into new markets.

3



Direct contact with current and potential customers

Alimentaria brings together the entire industry in a single show. At the event you will have the chance to build on your existing customer base and expand it through the RECOMIENDA programme.

4



Present your new products to the market

Alimentaria offers you the maximum reach to present your new products to the sector and to specialised media. The Alimentaria Hub is the meeting point between the present and the future of the sector, a state-of-the-art venue with free access for visitors to the show that will shape the future of the food and beverage industry.

5



Networking and benchmarking

As an international show, you will expand your meeting agenda and your network of business contacts thanks to the synergies generated in an event of this nature.

6



New ways of participating

Alimentaria organises an extensive programme of activities designed to attract industry professionals. This gives you the chance to provide them with alternative ways of participating and gaining visibility.

7



Major online and offline impact

As a showcase and information platform, Alimentaria enables you to promote your participation during the show to gain salience and impact.

8



Alimentaria & HOSTELCO Platform

The Alimentaria & HOSTELCO platform affords both shows a unique standout position which is unrivalled in trade fairs. It is the largest international event for the food, drinks, gastronomy and hospitality equipment industry, bringing to the market the most complete and cross-cutting range of products for the HORECA channel.

Barcelona, international gastronomy capital

Barcelona is a **cosmopolitan, modern and open** city that prides itself on its diversity. It is one of the main international tourist destinations and one of the **favourite cities in which to do business** due to its quality of life and infrastructure.

Gastronomy is one of its great attractions, as much for the variety and quality of its Mediterranean and market cuisine as for the new creative proposals of its internationally-recognised chefs.



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We also have a
network of international agents
covering more than 70 countries.

List published on the exhibition's website.
www.alimentaria.com

Alimentaria

www.alimentaria.com

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Alimentaria  Exhibitions



Generalitat de Catalunya
**Departament d'Agricultura,
Ramaderia, Pesca i Alimentació**