

Alimentaria

International Food, Drinks & Food Service Exhibition

— 50 years —
feeding the future

BARCELONA
23 - 26 Marzo 2026
Recinto Gran Via



Alimentaria + **Hostelco**

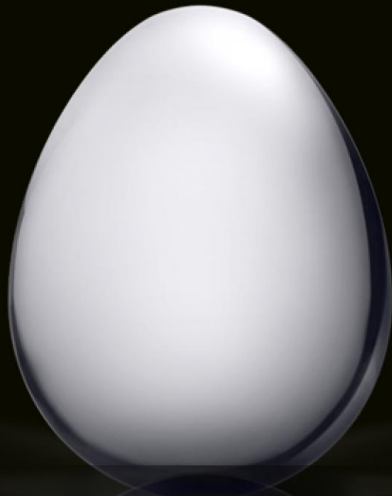


Fira Barcelona

Alimentaria  **Exhibitions**

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International Food, Drinks & Food Service Exhibition



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FOOD & HOSPITALITY STARTUPS

Business & Entrepreneurship

Co-organizer:

IRTA^R



Generalitat
de Catalunya

Global Partner:



CaixaBank

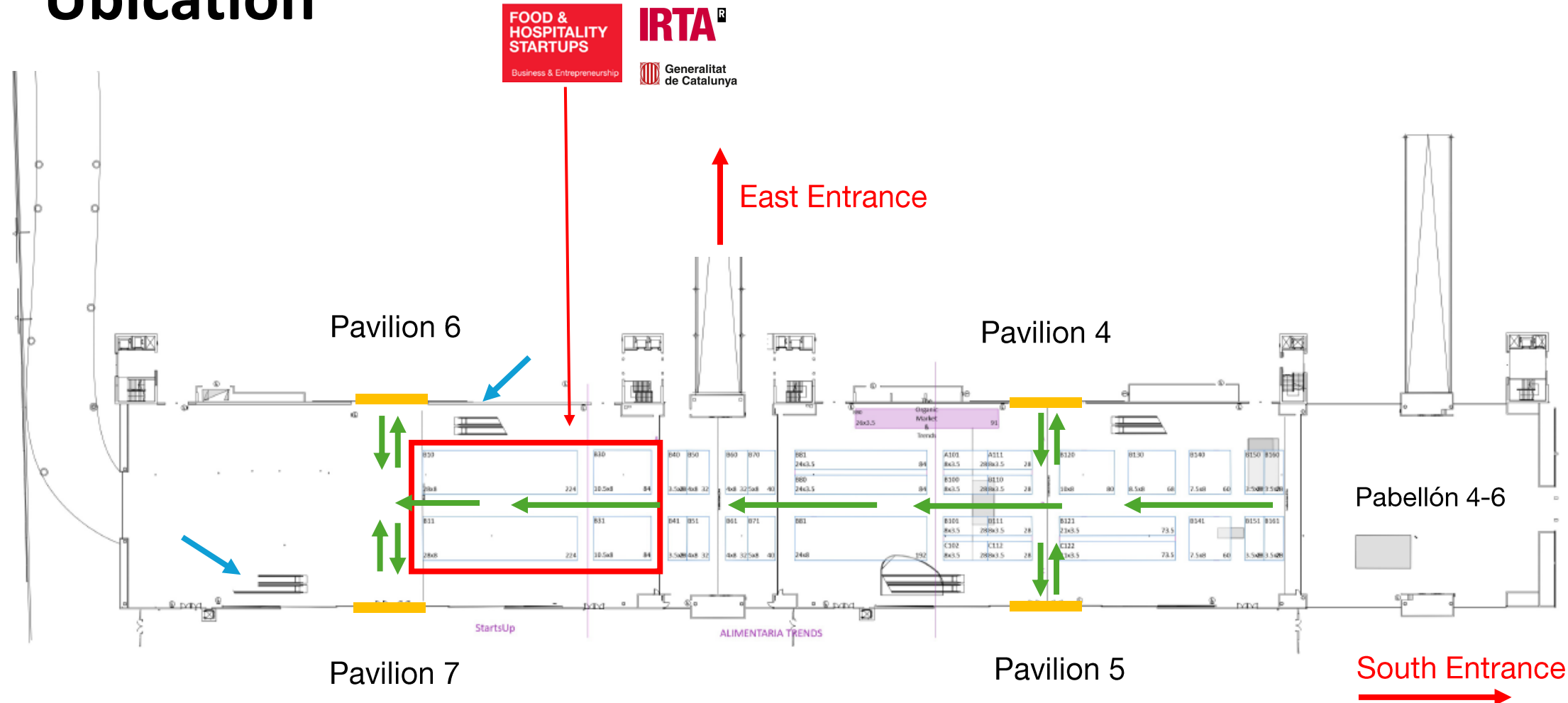
Innovation, talent, business, entrepreneurship

With the aim of fostering innovation, talent, new business models, and the entrepreneurial ecosystem, Alimentaria + Hostelco select a group of startups and innovative companies to take part in their most disruptive exhibition areas.

This project seeks to showcase the **most transformative initiatives** in the world of food, beverages, and equipment for restaurants, hospitality, and collective catering.



Ubication



- People flow on the main level-1 walkway
- People flow from pavilions 1-7

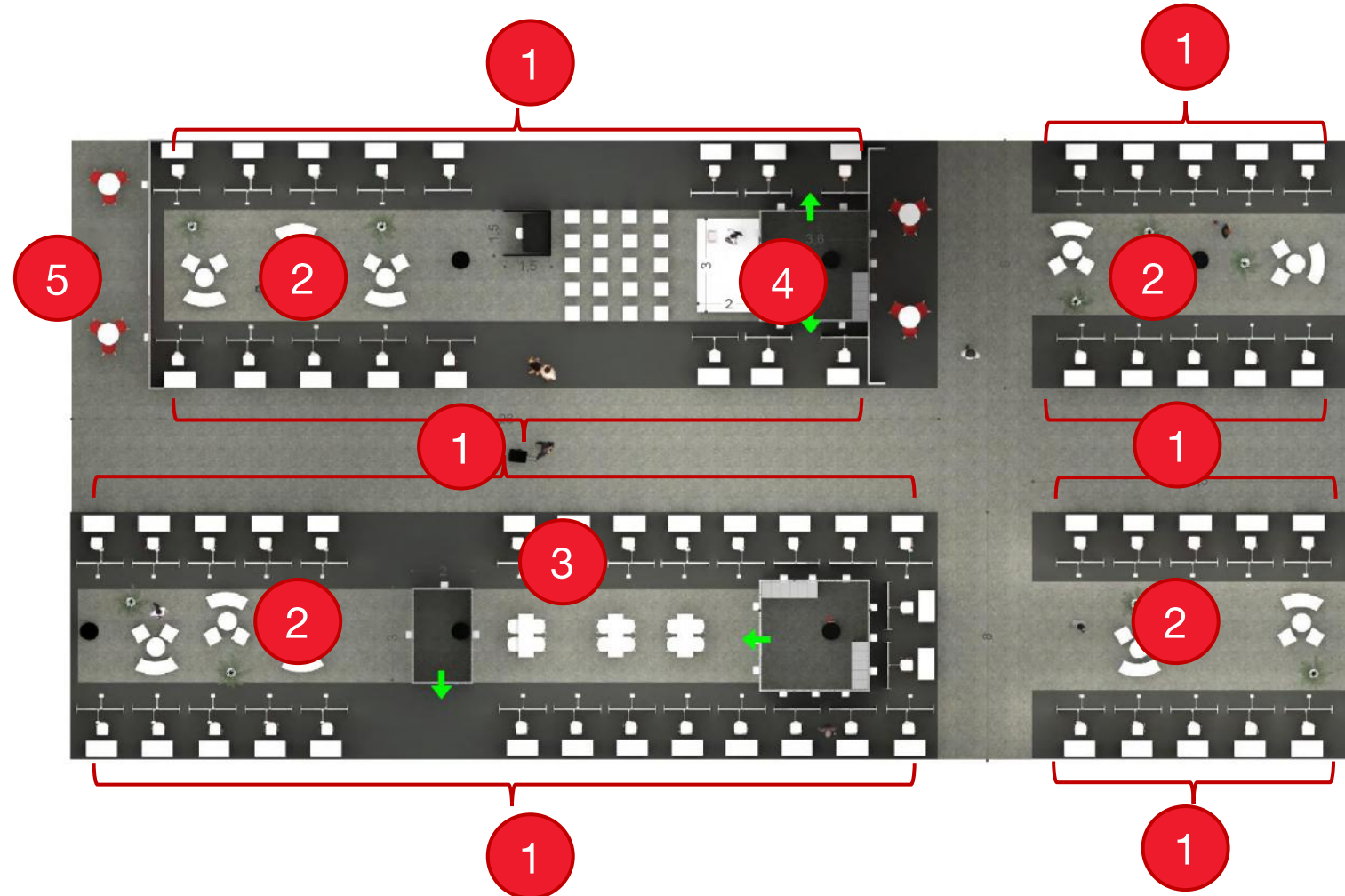
— Pavilion entrances

616m2 total

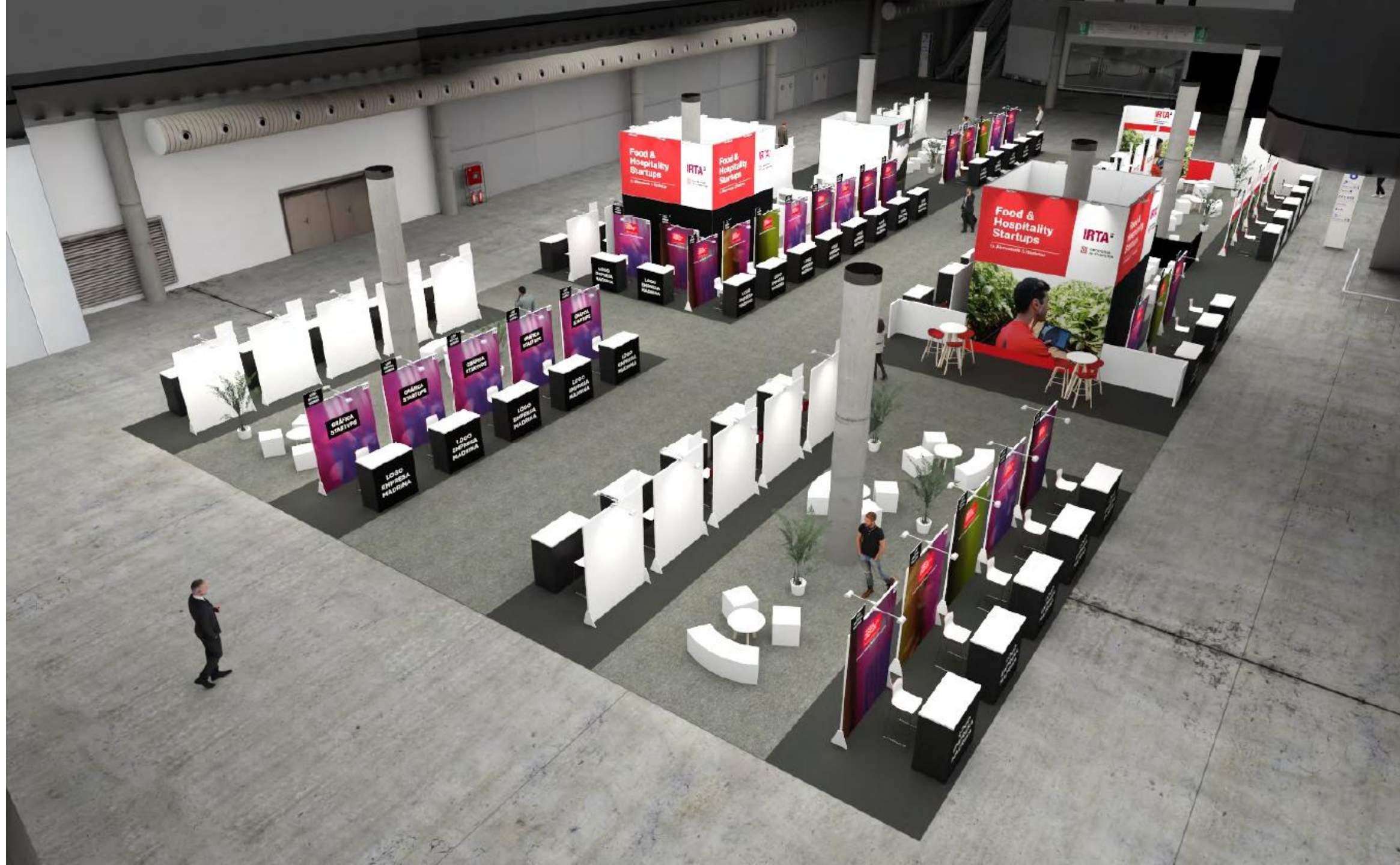
Project

The startup ecosystem will consist of:

1. Exhibition area featuring startups in food, beverages, and equipment for restaurants, hospitality, and collective catering.
2. Networking area (managed by IRTA)
3. B2B area (managed by IRTA)
4. Pitching Point (managed by IRTA). *The Pitching Day will take place on Tuesday, March 24th within The Alimentaria Hub space.*
5. IRTA + Generalitat booth











Booth features

Structure and Furniture:

- **Individual startup booth** with a rear structure of lightweight aluminum, 1.5 m × 2 m
- **Carpet**
- **1 counter** with doors and lock
- **1 stool**
- **1 locker** in shared storage (dimensions: 55 cm high × 30 cm wide × 50 cm deep)

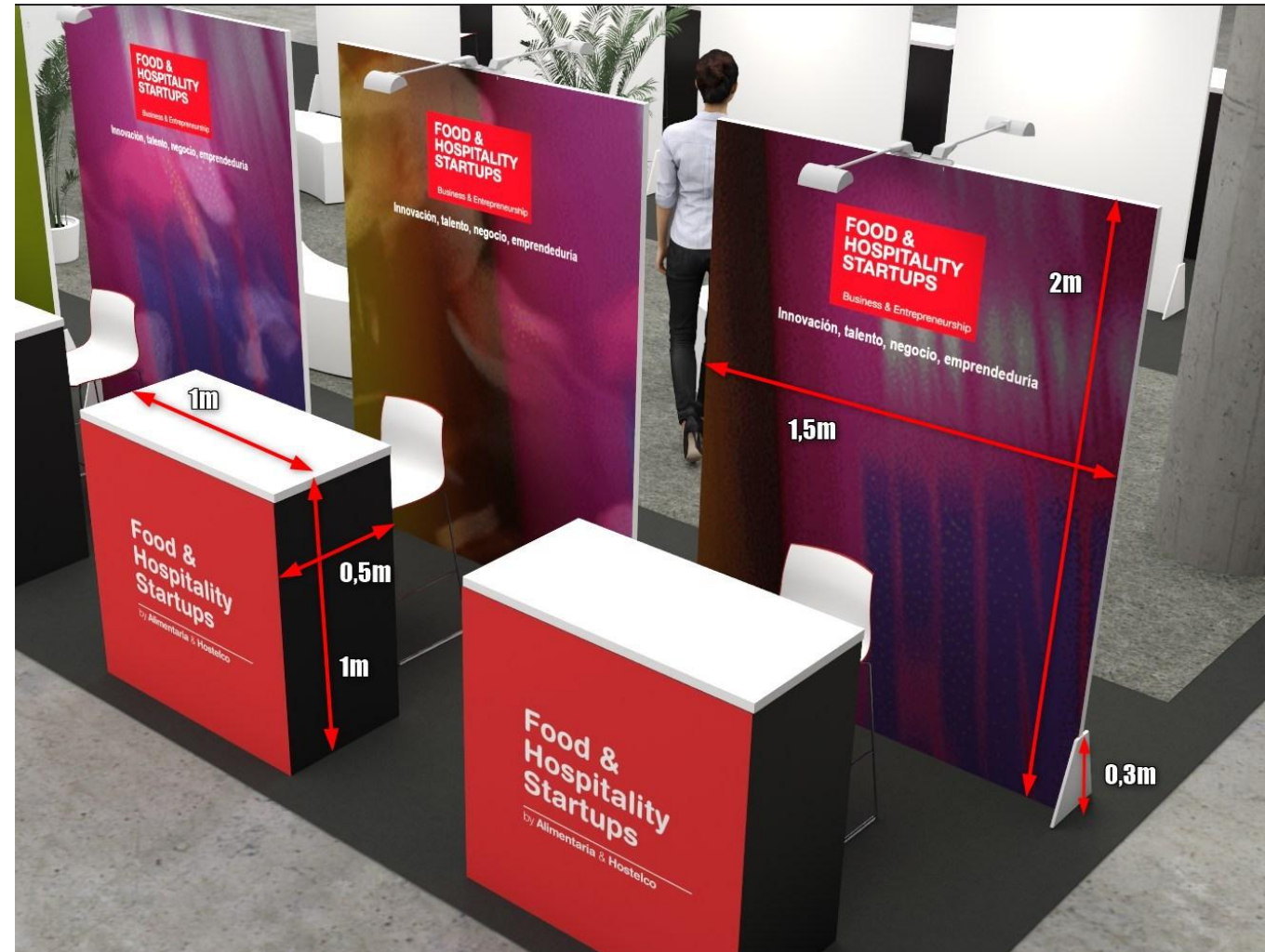
Electricity

- Standard power for charging laptops or mobile phones*
- **1 socket**
- **1 spotlight**

**Not suitable for demonstrations or activities with high electrical consumption.*

Graphics

- **Rear graphic:** PVC-free printed banner, 2 m × 1.5 m, with booth number integrated
- **Counter graphic:** Palboard printed on recycled PVC, 1 m × 1 m



Jury and awards

- We have a high-level, multidisciplinary jury that will select 14 startups from the total number of applicants.
- Startups will be eligible for the “Most Established” and “Most Innovative” awards.
- Projects will be evaluated based on various criteria, including degree of innovation, scalability, potential, relevance to the sector, internationalization, and impact on health



Jury members



Josep Usall i Rodié, General director of IRTA.
Jury president



Marius Robles, Chief Visionary Officer, Food By
Robots y Co-fundator, Robots4Humans



Mireia Martí, Marketing & Business Development
Director, Areas Worldwide



Pedro de Álava, Fund Manager, Tech Transfer Agrifood



Rogelio del Pozo, General director
of AZTI Tecnalia



Beatriz Romanos, Founder and editor at
TechFood Magazine

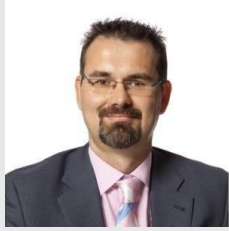


Mila Valcárcel, Managing Partner,
Eatable Adventures



Eduardo Cotillas – Director of R+D+I. FIAB

Jury members



Alejandro Arranz, Director of Corporate Venture and new technologies. **Mahou San Miguel**



Carlos Blanco, Business angel de Encomenda Smart Capital and serial entrepreneur.



Christian Rodriguez, CEO & Chairman.
Mutter Ventures



Gloria Cugat Pujol, General subdirector of Transferència i Innovació Agroalimentària de la Generalitat de Catalunya.



Jordi Mur, Innovation director of, **AECOC**



Gemma Beltrán, Director of the Technology Companies and Investors Department / DayOne – **CaixaBank**



Ana Matas Valdés. Project Manager, Food&Hospitality Startups. **Alimentaria Exhibitions.**

Benefits for Startups



BUSINESS:

- Participation in **B2B meetings** with companies, investors, and expert committee members
- **15 free invitations** (1-day) to access **Alimentaria + HOSTELCO**

VISIBILITY:

- Opportunity to participate in the renowned **FOOD & HOSPITALITY STARTUPS AWARDS** at Alimentaria & HOSTELCO
- **Logo placement** on the Alimentaria + HOSTELCO website, where applicable
- **3-minute presentation** on Tuesday, March 24th in the Conference room during **Pitching Day** (only for the 14 startups selected by the jury)
- Possibility to deliver scheduled presentations at the **Pitching Point**, available during all four days in the **Food & Hospitality Startup Arena**
- **Profile in the Alimentaria + HOSTELCO Exhibitor and Product Catalog**, with up to 3 products published for free
- **Newsletter** dedicated to the Food & Hospitality Startups project, sent to our Alimentaria and Hostelco exhibitors

EXHIBITION SPACE:

- **Exhibition module** in the Food & Hospitality Startup Arena
- Customization of the space by integrating the **company logo**
- **2 named exhibitor passes**

Benefits for Startups



- **Pitch to Investors and Corporates**
- **Closed Speed Meeting sessions** between startups and investors and/or corporates (15 minutes each)
- **Startup Clinic** with ecosystem experts. 15-minute mini-consultations on topics such as intellectual property, scaling, retail entry, investment, or internationalization. Mentors may include **ACCIÓ, ENISA, CDTI, innovation hubs**, or participating corporates acting as “guest mentors”
- **Post-event community.** Creation of a LinkedIn group or Slack workspace for participating startups to maintain connections and share calls, investors, or potential clients

Participation Fee

Unique advantages at a very competitive price:

If you are one of the 14
selected startups



500€

If you are not selected



1.390€

Sign up!



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