

Alimentaria

International Food, Drinks & Food Service Exhibition

— 50 years —
feeding the future

BARCELONA
23 - 26 March 2026
Gran Via Venue



Alimentaria + **Hostelco**



Fira Barcelona

Alimentaria  Exhibitions

The image shows the exterior of a modern building with a large, curved, light-colored concrete roof that overhangs the entrance. The building's facade is primarily glass, reflecting the sky and surrounding environment. A large, curved banner with the word "WELCOME" in white capital letters is visible on the glass. Above this banner, there are smaller signs, including one for "HOSTELCO" and another that says "FOCUS ON HOSPITALITY BUSINESS". To the left of the main entrance, there is a white, sculptural structure with several circular openings. A large crowd of people is walking in front of the building, some towards the entrance and others away from it. The scene is brightly lit, suggesting a sunny day, with a lens flare effect visible in the upper right corner.

Alimentaria 2026

A unique Food, Drinks, and Gastronomy Experience

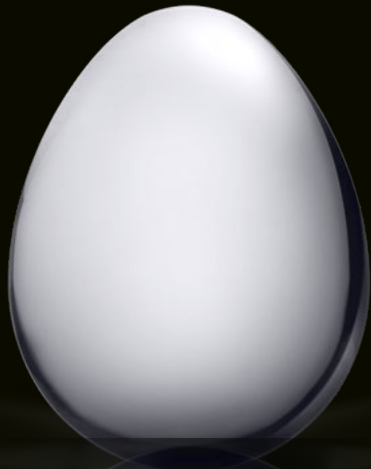
Alimentaria is the leading food, beverage and gastronomy platform in Spain and one of the main international benchmarks for the sector.

The synergies between Alimentaria + Hostelco have made it possible to create one of the largest international meeting points for the hospitality industry, thus managing to respond to all the needs of the HORECA sector with the most complete and cross-cutting offer.

This unique differential positioning translates into an event of greater internationalisation and innovation which allows exhibiting companies to generate new and better business opportunities and international expansion.

Alimentaria

International Food, Drinks & Food Service Exhibition



— 50 years —
feeding the future



Antoni Llorens
President of Alimentaria

DRIVING A WINNING INDUSTRY

Throughout its 50 years of existence, Alimentaria has established itself as the leading food and beverage industry trade show in Spain and one of the sector's major international benchmarks.

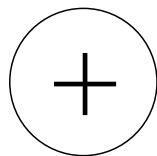
Over these five decades, the show has been able to highlight the enormous progress and development of one of the most important sectors of the European Union's economy.

Thanks to the enormous efforts of companies, associations and other actors in the value chain, the food sector has consolidated its competitiveness to the point where it is now the country's leading industrial sector. And on this path, Alimentaria has acted as one of its main allies, both for its entry into the foreign market and for the promotion of innovation, which is a key structural factor in its success.

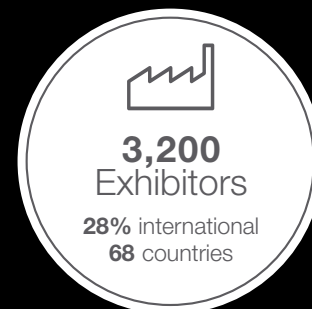
Alimentaria is synonymous with constant innovation in the trade show sector. A disruptive model that generates new formats and spaces that facilitate the relationship between buyers and exhibitors and the value chain, foster collaborations and business contacts, and promote knowledge and experiences.

If Alimentaria now reaches its 50th anniversary consolidated as an international benchmark show, it is not only because of its willingness to accompany this winning industry in its growth, but also because of its proven ability to respond to its needs.

The power of synergy



Alimentaria + Hostelco, together leading the international platform reference point in the food industry, gastronomy, FoodService and catering equipment.



85.8% of exhibiting companies consider **their participation at Alimentaria + Hostelco 2024 to be totally satisfactory.**

87.6% of exhibiting companies confirm **their interest in participating** in the next Alimentaria edition.

Alimentaria Key Pillars

Innovation



FoodService and Gastronomy



Specialisation



Internationalisation



Alimentaria Key Pillars

Innovation



FoodService and Gastronomy



Specialisation



Internationalisation



Driving the future of the industry

Alimentaria is the largest showcase of the food industry's innovative capacity in Spain and one of the largest internationally. Thousands of companies present their latest launches at the show, products that will set trends and define the food of the future.



An ongoing commitment to innovation

THE ALIMENTARIA HUB

Trends & Innovation

The Alimentaria Hub is the meeting point to explore the innovations shaping the future of the food industry.



'More than just a trade show, Alimentaria is a meeting point for the sector and the professionals who are part of it. It is an opportunity to meet our partners and customers and exchange views on the future of the sector and food innovation.'

- Héctor Barbarín, CNTA (National Centre of Food Technology and Safety)



'For the sector, INNOVAL is a necessary space where trends, creativity and innovation in food meet. For Nestlé, the company with the largest private food research network in the world, it is an essential event to showcase its innovation converted into delicious, nutritious and sustainable products'.

- Nestlé Spain



Data from Alimentaria 2024

Partners 2024



Discovering the most disruptive projects

FOOD & HOSPITALITY STARTUPS

Business & Entrepreneurship

With the aim of promoting **innovation**, talent, new business models and the **entrepreneurial ecosystem**, Alimentaria + Hostelco activated **3 disruptive exhibition** areas for startups.

This project showcased **the most transformative initiatives** in the world of food, beverages and equipment for the foodservice, hotel and hospitality industries.



'Participating in Alimentaria's Food & Hospitality Startups programme has been a transformative experience for Nucaps, driving our vision of improving health through foodtech. Being recognised as the most promising startup validates our efforts to innovate with new generation functional ingredients'.

- Nucaps

43

Participating startups



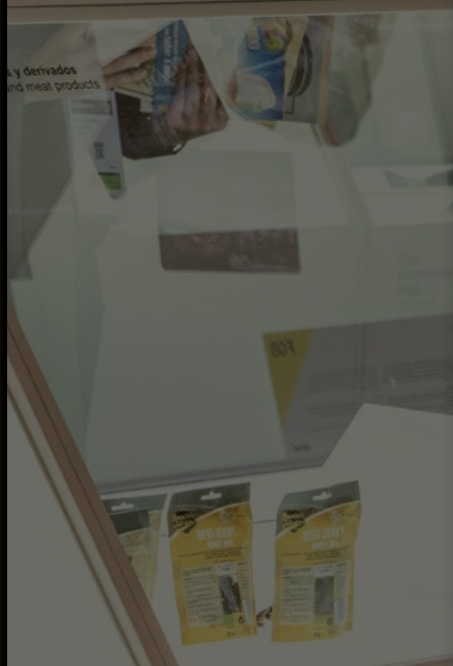
Data from Alimentaria 2024

Partner 2024



Alimentaria Key Pillars

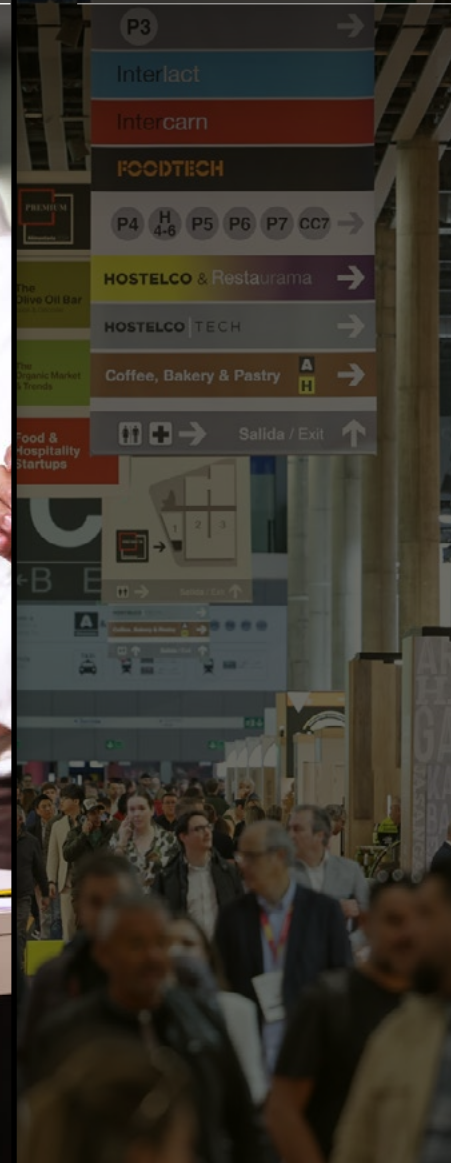
Innovation



FoodService and Gastronomy



Specialisation



Internationalisation



Retail and FoodService Grow Together

Alimentaria + Hostelco take their value propositions a step further to stop being two events that are held together and become a single, authentic platform for the entire Retail and FoodService value chain.

Because that is what alliances are all about: collaborating and sharing, but, above all, adding up to more. And so Alimentaria Hostelco was born, bringing together all the knowledge, experience and prestige of two benchmarks that converge to expand together.

A sum that multiplies the business opportunities for all the segments that make up the hotel and foodservice industry.

And the result? A unique event of reference that responds to all the needs of the Horeca and Hospitality ecosystem, with an unparalleled positioning in the entire international trade show market, and with the most complete and transversal offer for the food and beverage, gastronomy, FoodService and hospitality equipment industry.

Alimentaria + **Hostelco**



Experience the HORECA revolution

THE HORECA HUB

Live Solutions

The Horeca Hub is the largest **multidisciplinary meeting** between professionals who lead the **HORECA channel** at an **international** level. With the aim of supporting the hospitality industry as a whole to become more competitive through the **management, innovation, digitalisation and sustainability** of their businesses, it simultaneously hosts presentations, showcooking, tastings, and the latest innovations, products and solutions in the hospitality sector.



'Alimentaria is a wonderful showcase, a meeting place that allows us to be with all our customers and to meet new possibilities and new contacts in a lively market. See you at the next edition of Alimentaria.'

- Pier Galloni, Garda



'Alimentaria is a strategic platform that keeps our brands at the forefront, boosts their internationalisation, explores business opportunities and strengthens their position in an increasingly competitive global market, especially in the integration of artificial intelligence, process optimisation and the adoption of more sustainable practices'.

- Adriana Bonezzi, Marcas de Restauración



'Alimentaria has a heart that beats strongly with haute cuisine. Here, chefs also have space to spread the word about their daily work. The Horeca Hub has a lot of innovation, it is much closer, much more immediate, you are almost cooking for them'.

- Quique Dacosta

86
Activities

172
International
Speakers



**HORECA
AWARDS**
Smart Solutions

The decisive meeting for the foodservice sector

RESTAURACIÓN COLECTIVA

Meeting Point

A unique and benchmark space for the social and collective foodservice sector with a **Sponsors' Village and activities area**: round tables, presentations and culinary demonstrations aimed exclusively at professionals from the social and collective foodservice sector.

It is a reference point for the sector to gather information, discover new products and bring together service operators and suppliers in the field.



'The fact that an international trade show of the magnitude of Alimentaria + Hostelco has chosen to dedicate a space exclusively to the foodservice sector is key to giving visibility to the sector and placing it in its rightful place'.
- Ana Turón, Foodservice Group

COTESA

'Foodservice Group Meeting Point is key to giving visibility to the companies working with the sector'.
- Francesc González, Cotesa

'It is very important that Alimentaria + Hostelco keep this point about how we can help groups improve. These mini-points are fundamental to establish links and look at the healthy practices that so many people are doing.'
- Senén M. Barral, Inditex

22
Activities

70
Speakers

11
Sponsors
Village
Companies

30
Sponsors

ATX Allergy
Protection
Awards

Study:
CR
in Catalonia

The latest, by master coffee makers, bakers and confectioners

THE COFFEE STAGE

Talent & Show

THE BAKERY & PASTRY HUB

Taste & Talks

An area dedicated to **the coffee, bread and pastry set**, which brings together **leading experts** in a captivating space with a complete range of products and equipment, where you can discover the **latest trends and business innovations** in the sector through exhibitions, round tables, tastings, demonstrations and activities carried out by leading experts with an **experiential, product and business focus**.



'This space that has been created this year has been great, very interesting and I hope it will last for years to come. The world of gastronomy is about sharing, and we have shared ideas, knowledge, and backgrounds in bakery, patisserie and cuisine'.

- Oriol Balaguer



'In our second edition at Alimentaria + Hostelco, we are here to stay. It's a great platform for us to expand internationally'.

- Raúl Pérez, Cafés Baqué

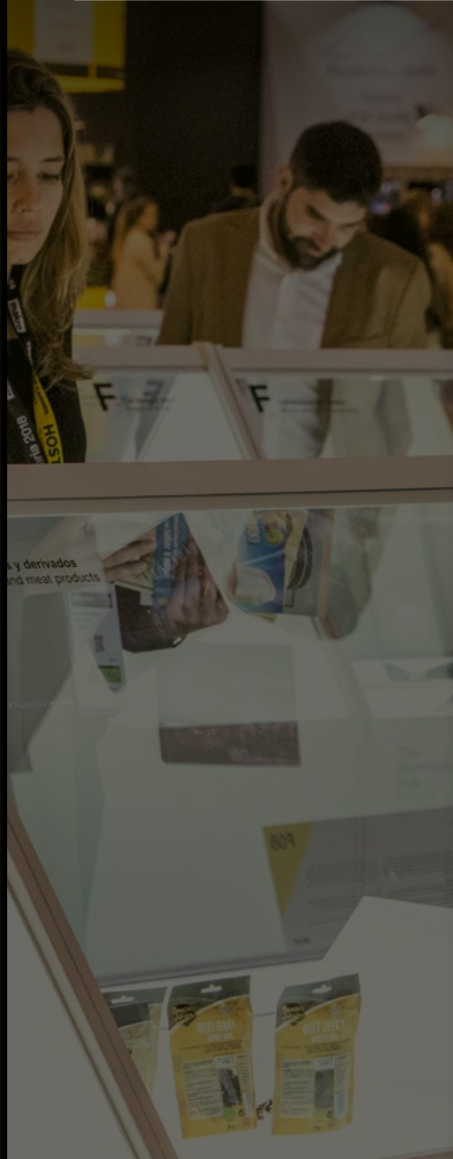


'You need to be at Alimentaria + Hostelco if you are interested in developing in the food sector in general, because it is a forum where you will find and cover all your business needs.'

- Aurelio Antuña, Monbake

Alimentaria Key Pillars

Innovation



FoodService and Gastronomy



Specialisation



Internationalisation



We bring together the most comprehensive and cross-cutting offer

Characterised by the cross-cutting nature of its enormous range of shows, Alimentaria encompasses and preserves the sectoral diversity of the food and beverage industry in a specific and monographic way.

As a result, the event's exhibits are divided into different shows according to product type, origin and sales channel, responding to the specific needs of each sector.



All sectors come together at Alimentaria

InterCarn

An unmatched gathering for the meat industry.

Meat and meat products: Raw processed meat products, Raw-cooked meat products, Raw-fermented sausages, Raw-fermented sausages, Egg products, Cured meat products, Pre-cooked-cooked meat products, Dried meat products.



'The purpose of the trade show is a business one and it always meets our expectations. The prospects are very good, we are very satisfied with the visitors we have had both on a commercial and institutional level. A lot of relationships are created and we see it as a very positive opportunity to further develop our business.'

Organic Foods

A response to the constant growth of organic and ecological products.

Certified organic food.



'Alimentaria is the food industry's major trade show and our company had to be there. On the one hand, it is already very focused on the organic sector, which is a very important part of our company and on the other hand, we think we can't miss the amount of contacts, both customers and suppliers. We will definitely be here again next year, we are very happy.'

InterLact

The event that promotes tradition and innovation in the dairy sector.

Milk and dairy products: Liquid milks, Yoghurts and fermented milks, Cheeses, Butter, Condensed, evaporated or powdered milks, Cream, Dairy milkshakes, Dairy desserts.



'Alimentaria is a fantastic meeting point where we have the opportunity to see our customers, partners, suppliers and also to explore new alliances.'

ExpoConser

The business platform for the preserves industry.

Preserves and semi-preserves: Canned fish, Salted foods, Smoked food, Vegetable preserves, Table olives, Pickles, Pulses, Jams and marmalades, Fruit in syrup, Honey.



'We have been coming to Alimentaria since the first edition in 1976, back then the main objective was to find customers. We can't miss Alimentaria, it's our home.'

All sectors come together at Alimentaria

Grocery Foods

The show for major FMCG brands:
Miscellaneous food products,
Ready meals, Rice dishes, Soups
and pasta, Legumes, Sauces, Spices
and condiments, Fresh fruits and
vegetables.



'Alimentaria is a meeting point for buyers, suppliers and consumers where we can showcase the new products we are bringing to the show and see people we don't usually see throughout the year, especially when they are international customers. We will of course be at the next edition where we will continue to present our new products.'

International Pavilions

A representative sample of the
international offer.

Grouped participations of international
origin.



'This is our second participation in Alimentaria and we got very good reviews in the first one, so we decided to participate with a larger space. This trade show gives us the opportunity to enter the market in Spain and Europe in general. We are very happy with this exhibition. What do we like the most? The variety and quality of the visitors at our stand, as well as the business deals we have made with them.'

Lands of Spain

The best local production.

Regional participation of Spanish origin.



'Companies consider Alimentaria to be Spain's leading international trade show, especially because of the organisation's Hosted Buyers invitation programme. The number of exhibitors is growing, the interest of international buyers interested in Spanish produce continues to be very high.'

Snacks, Biscuits & Confectionery

The healthiest temptation.

Snacks and dried food sweets,
chocolates, biscuits, pastries,
confectionery and Turrone (nougat)



'Alimentaria is very important for us. It is a meeting point with our current customers, with our potential customers, as well as with our suppliers and, why not, with friends and colleagues in the sector.'

All sectors come together at Alimentaria

Restaurama

The Foorservice area.

Water, soft drinks, juices and beers, Alcoholic drinks, Snack products, Frozen products, fourth - and fifth-range food products, Ingredients, bases and culinary preparations, FoodService food.



'For us it is important to be at Alimentaria because it is a unique opportunity every two years to present our new products and the value propositions we have for our customers and consumers. Our assessment of this edition is very positive because the number of visitors, both national and international, has been incredibly high.'

*The Restaurama sector includes the offer of the Hostelco show.

Fine Foods

The place for all convenience, pleasure and health oriented products.

Gourmet or delicatessen range products, Olive oils.



'The work of Alimentaria each year is super important at the European and global levels. On the one hand we strengthen relations with international buyers and on the other we get the opportunity for other market openings. Alimentaria is visibility, excellence in the service and treatment of the people behind it, and internationalisation.'

Coffee, Bakery & Pastry

The greatest meeting point for:

Coffee, Bar, Bakery, Pizzeria, Pastries, Patisserie and Ice Cream, Coffee, Tea and Infusions, Chocolate, Cocoa, Sugar and Coffee Accessories, Bakery, Flour and Coatings, Frozen Fruit.



'Alimentaria is an important meeting point for the food sector, which increasingly has an international outlook, and it is a good time to present new products and for our customers to reflect not only on what we can offer them tomorrow, but also on what we will be able to offer them in the coming years.'

*The Coffee, Bakery & Pastry sector includes the Hostelco show.

Thematic areas

In addition to being a key business hub, Alimentaria **showcases gastronomy, innovation and trends** through a wide range of activities and themed areas, allowing visitors to learn about trends and generate knowledge.

THE OLIVE OIL BAR

Taste & Discover

THE ORGANIC MARKET & TRENDS

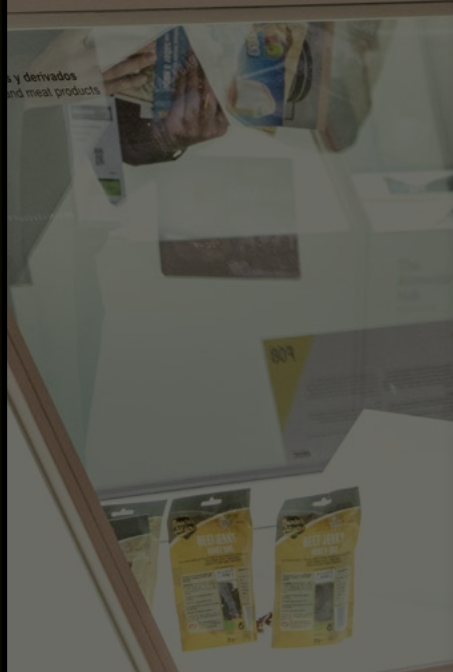
Exhibition Area

Alimentaria Trends



Alimentaria Key Pillars

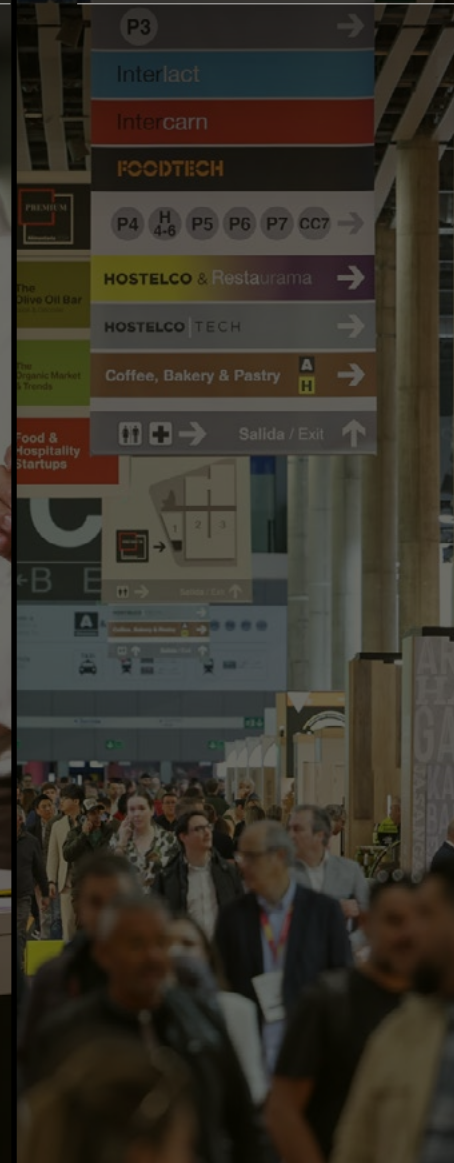
Innovation



FoodService and Gastronomy



Specialisation



Internationalisation



Promoting the internationalisation of the sector

3,200 companies attend Alimentaria + Hostelco in search of new export opportunities. The show attracts more than 100,000 professional visitors, **25%** of them **international**. Among these visitors are **2,200 guest buyers** invited by the organisers, coming from key markets for the sector.



Internationalisation

The largest international showcase for exhibitors

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

Alimentaria boosts the internationalisation of exhibitors and key buyers, acting as a bridge to Latin American markets.

Exhibitors



900
international
exhibitors



68
countries

Visitors

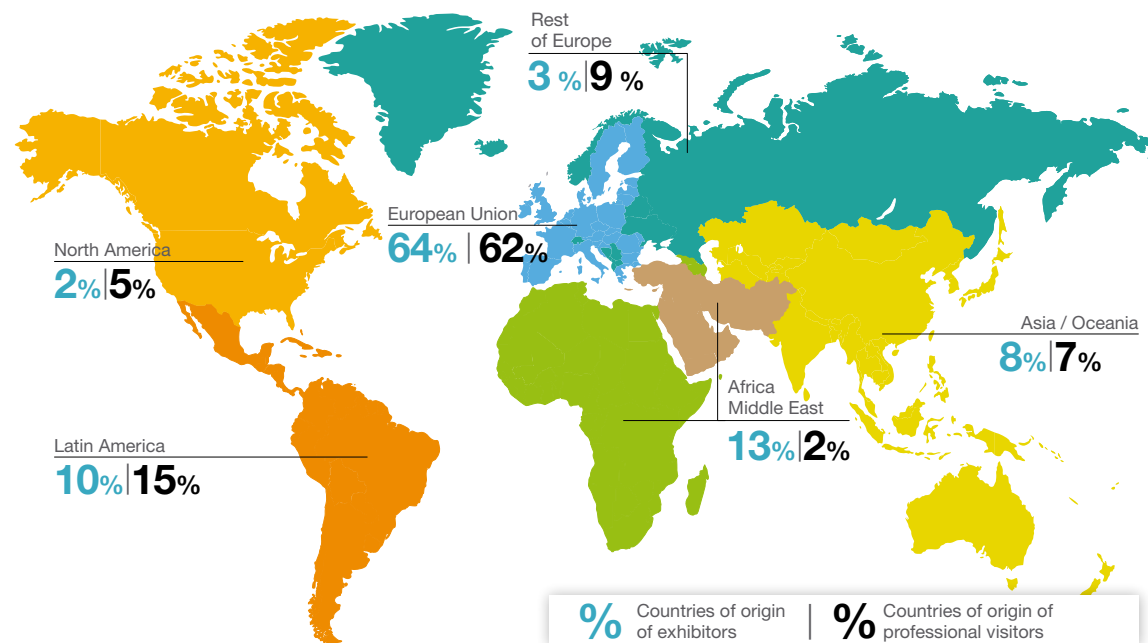


27,000
international
professional
visitors



120
countries

Countries of origin of exhibitors and visitors



Internationalisation

Genuine international business centre

Alimentaria + Hostelco maximise **business opportunities** for exhibitors through **loyalty and invitation programmes** that guarantee the presence of **buyers with purchasing power** from all over the world.

Recomienda programme - “Exhibitors can invite their current and potential customers to join Alimentaria’s loyalty programs below listed”

Hosted Buyers programme - Invitation to high-level international buyers

Key Buyers programme - Invitation to buyers from major national players

Matchmaking System - Online business meeting scheduling platform

Strategic agreements with international entities

ACCIÓ
Catalonia Trade & Investment

 **Generalitat de Catalunya**
Government of Catalonia

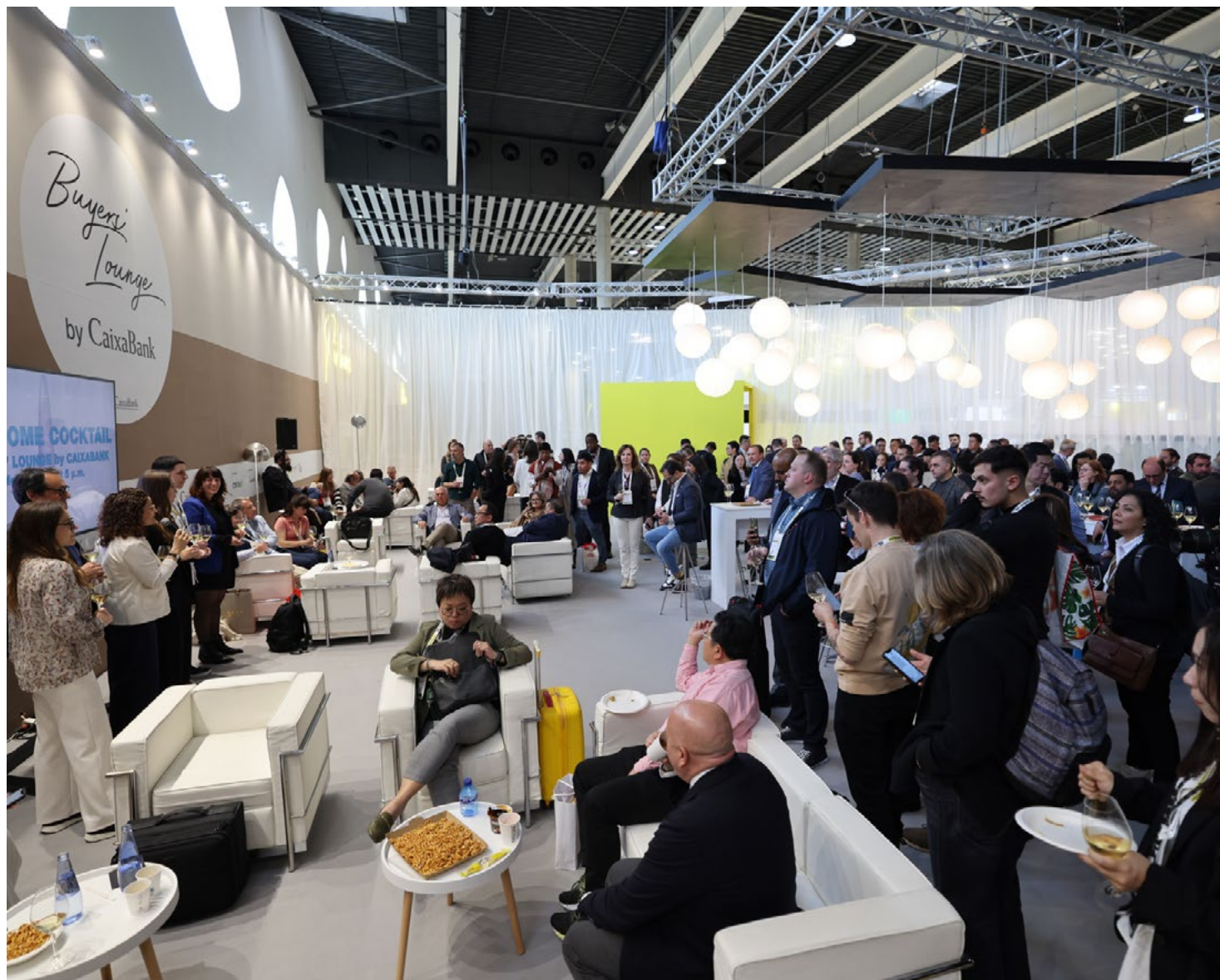


 **FIAB**
FEDERACIÓN ESPAÑOLA
DE INDUSTRIAS DE ALIMENTACIÓN
Y BEBIDAS





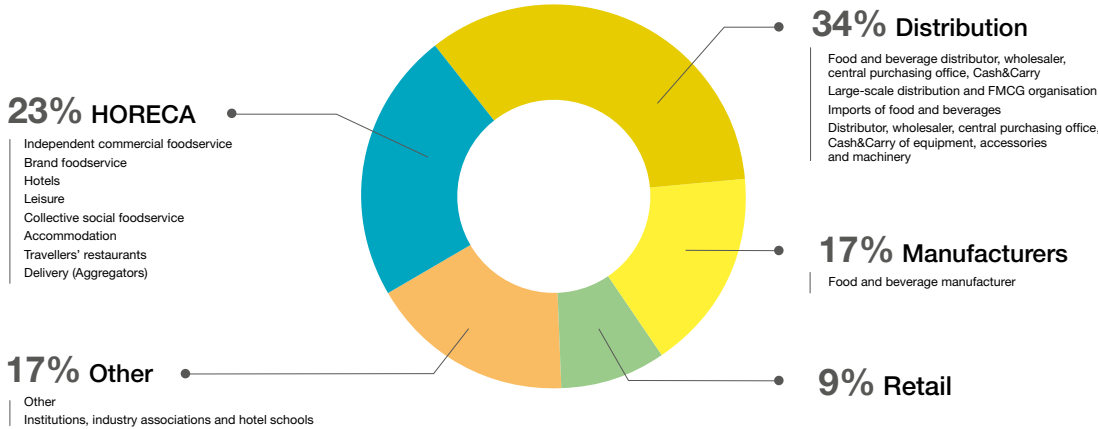
ICEX España
Exportación e Inversiones



Data from Alimentaria 2024

A must-attend event for professionals in the sector

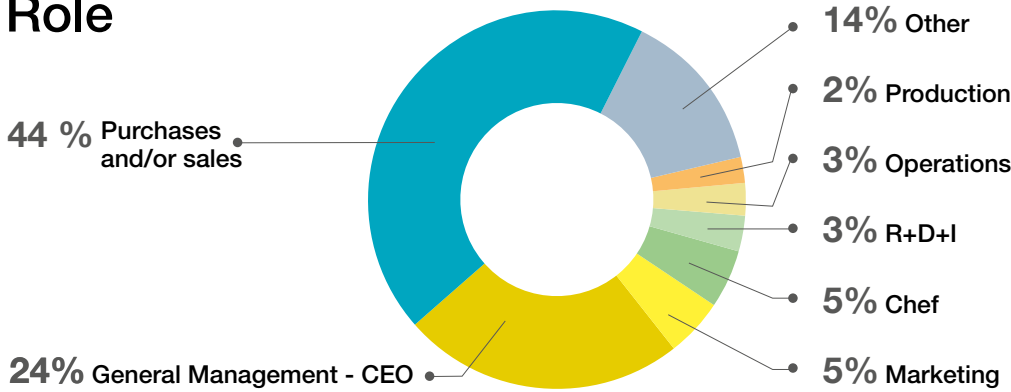
Activity



Visitor origin




Role



Main countries of origin

Europe	Rest of the world
Spain	China
Italy	Argentina
France	Colombia
Portugal	United States
Netherlands	Mexico
Andorra	Chile
Germany	Venezuela
United Kingdom	Brazil
Poland	Peru
Romania	Uruguay

The figures say it all



Alimentaria is one of the unmissable events for the international food and beverage industry. Its strategic position and projection towards Latin America makes it particularly attractive for European production companies. In the case of Spain, it is an excellent platform to showcase the excellence and diversity that our companies offer to the whole world. The synergies of this show with Hostelco and some verticals such as The Alimentaria Hub, multiply the business potential and the impact as a meeting place for all the agents in the food chain.

- María Naranjo Crespo
Food Industry Director

Internationalisation

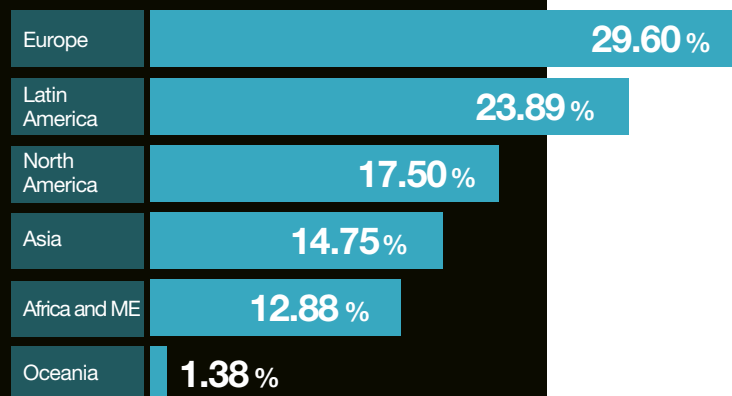
1,540
target no.
2026

1.135
Hosted Buyers
in 2024

Hosted International Buyers

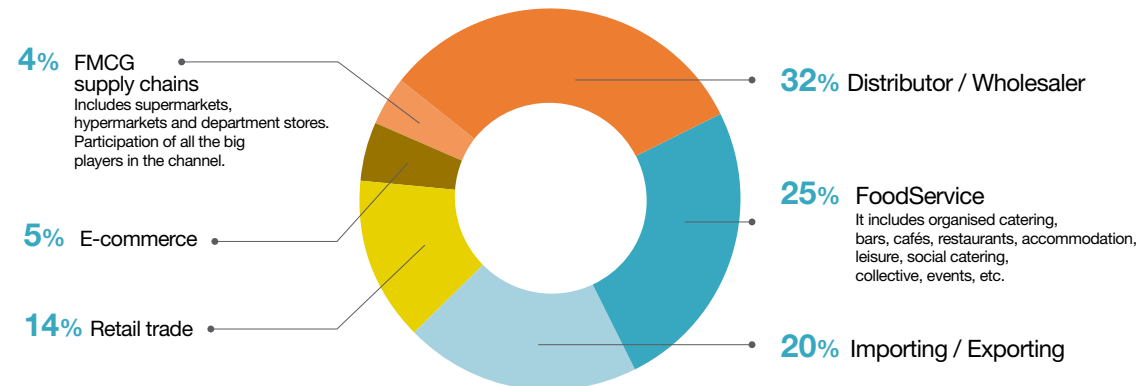
The success of the Hosted Buyers programme is confirmed by **major growth in internationality and professionalism.**

From



HOSTED INTERNATIONAL BUYERS

Activities

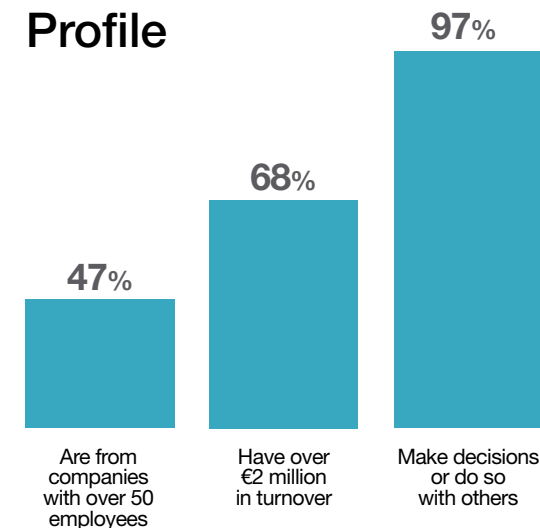


53% say they have closed a commercial agreement with exhibitors at the event.

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

75% have had between 10 and 30 meetings and **16%** have had more than 30 meetings.

Profile



Internationalisation
and business



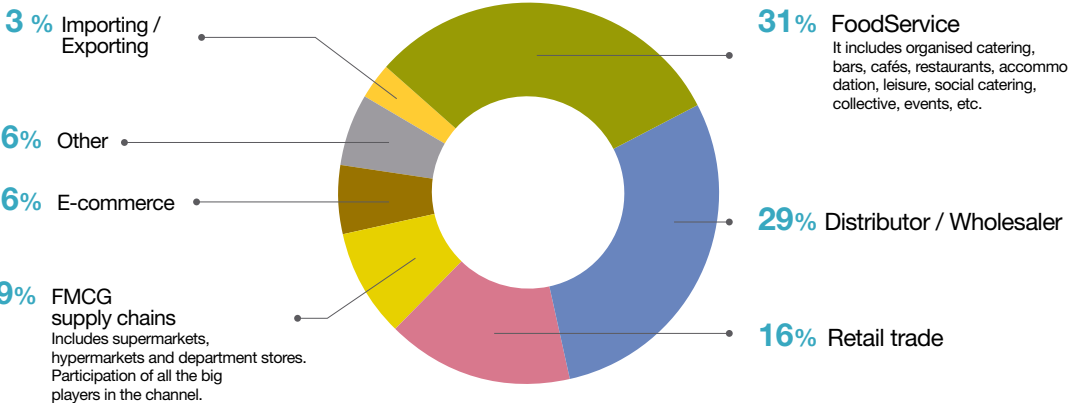
National
Key Buyers

The Key Buyers program confirms the attendance of **key national buyers**.



NATIONAL KEY BUYERS

Activities



What buyers say

• Petros Angeli

'I am here to find new suppliers and products that we can introduce to our customers in Australia. I have had the opportunity to meet several international exhibitors, not only Spanish - although my priority was to meet with Spanish companies - I have also met companies from Italy, Greece, Poland... I didn't expect it, but this shows that Alimentaria is becoming more and more international.'

- Angeles Fine Foods Australia, Australia

• Monudheen Kaniyaht

'It is an excellent platform for high-quality products. I've found very good applications: I can locate the stands instantly, they show me all the information I need.... It's fantastic.'

- Gulf Galaxy - Ahmed Al Sharji Projects, Oman

• Bartlomiej Olek

'Personally, I consider this one of the most important trade shows of the year, as it offers everything I'm interested in.'

- Corrida, Poland

• N'Guessan Aya Justine

'I'm Justine, from Ivory Coast. I'm a buyer of beverages and alcoholic drinks. This is my first time attending Alimentaria. I've discovered new suppliers with products that are well-suited for the African market. Alimentaria is a true business hub - a unique opportunity to connect with new suppliers, to build strong commercial relationships with exhibitors, and a trade show full of opportunities.'

- CDCI, Côte d'Ivoire

• Dimitri Taschieri

'For me, it's essential to discover new products and new machinery that allow me to keep growing professionally and enhance the operations at my hotel.'

- Club La Santa, Spain, Key Buyer Madison

• Anna Valoroso

'This is my first time at Alimentaria. It is a large trade show but despite its size, it is very well organised and easy to navigate. I consider it to be up to international standards. It is important to be here because, in today's globalised world, it is essential that countries that continue to produce authentic and healthy food are represented around the world.'

- Valoroso Foods, Canada

• Weiling Guo

'I think it is very important to attend Alimentaria as an international buyer, as it is the ideal place to gain an in-depth understanding of what Spanish gastronomy has to offer. It is also fantastic for networking: we met many colleagues again and also had the opportunity to make new contacts.'

- Beijing TasTao Technology Co, China



Internationalisation

Main visitors and distribution companies

FMCG



- Aldi
- Auchan
- Bon Preu
- Condis
- Consum
- El Corte Inglés
- Euromadi
- Grupo Eroski
- Lidl
- Mercadona

Brand Restaurants



- Alsea Iberia
- Amrest Holdings
- Areas
- Food Delivery Brands
- Granier
- Grupo Restalia
- KFC
- Mc Donald's
- Ucalsa
- Restaurant Brands Iberia

Foodservice Sector



- Albi
- Aramark
- Bidfood Iberia
- Eurest (Compass Group)
- Grupo Ausolan
- Mediterranea de Catering
- Newrest Group Holding
- Seruni3n
- Sibaris
- Sodexo Iberia

Hotel Chains



- Barcel3 Hotel Group
- Catalonia Hotels & Resorts
- Eurostars (Grupo Hotusa)
- Marriott
- Meli3
- NH Hotel Group
- Paradores de Turismo
- Sercotel

Other operators (distribution and wholesalers, convenience and vending)



- AB Selecta
- Alliance Group
- Cepsa
- Galp
- HD Covalco
- IVS Ib3rica
- Makro
- Repsol
- Sehrs
- Transgourmet

A sustainable event

Committed to sustainability

With the aim of reducing environmental impact and making events more sustainable, at Alimentaria + Hostelco we carry out different actions in line with the UN Sustainable Development Goals (SDGs) and the 2030 Agenda.

27,000 kg
of foods
donated to the Banc
dels Aliments

3,252 kg
of paper saved,
avoiding
printing

+26,200
downloads
of the app
for the event

Initiatives and best practices



Use of food through the collection of surplus food by the Banc dels Aliments.



Discounts on public transport (10% discount on the purchase of the Hola Barcelona Travel Card).



Collection and management of glass waste, in collaboration with Ecovidrio.



Installation of recycling islands throughout the hall.



Recycling of lanyards and pass holders at the exit of the venue.



The reduction and elimination of all single-use plastics.



Digital press reading at the points located in The Alimentaria Hub and The Horeca Hub.



The printing of all media on recycled paper with the FSC seal.



Empresas con iniciativas sostenibles

Alimentaria & HOSTELCO 2024

#unitedforsustainability

Ainia
Alimentos Sanygran
Almazara Quaryat Dillar
Bodegas Torres Filoso
Calconut SL
Calvo
Campomiel
Casa Amella
Cerveza Raíz Cuadrada
Chill It – Bebidas Extra Frías en Segundos
Coca-Cola
Codina Gel
Conservas Baymar
Costa Brava Mediterranean Foods
CoverManager
Ecogots
El Pozo Alimentación

Embutidos Luis Gil – Encinar de Ocón
Falusán
Fazla
FoieGood – The Foie Gras Alternative
Gloop
Grupo Apex - Aperitivos y Extrusionados, S.A.
Grupo Vall Companys
Hacienda Guzmán
Hello Straw
Iberital
Javara
Kim's Chocolates NV
La Newyorkina
Laboratorios Best Medical
Lapasion Internacional S.A.
Llet Nostra Alimentaria sl
Lugar da Veiga S.L.L.

Mapryser, S.L.
Monbake
Noel Alimentaria
Okin
Oreka Circular Economy SL
Petit Forestier
Productos Trevijano
Robles Ecológico
Roque Iniciativas, S.L.
Señorio de Montanera
Sincere Eco Technology Co., Ltd.
Sphere Group Spain, S.L.
StableTable
Tribe
Vins Gèniu, S.L.
Wassy Himalaya, S.L.
Zyrcular Foods

The industry's main stakeholders endorse Alimentaria

Alimentaria maintains an excellent relationship with the industry's main stakeholders, both nationally and internationally.

Institutional, sectorial and associative partners collaborate firmly in the development and success of the event in each of its editions.

INSTITUTIONAL PARTNERS A+H



PARTNERS



Major media impact



And on social media

12,400 impacts in national and international press, radio, TV and online.

Of which **44%** were international (5,400 hits).

With an **advertising value** equivalent to **€46m**.

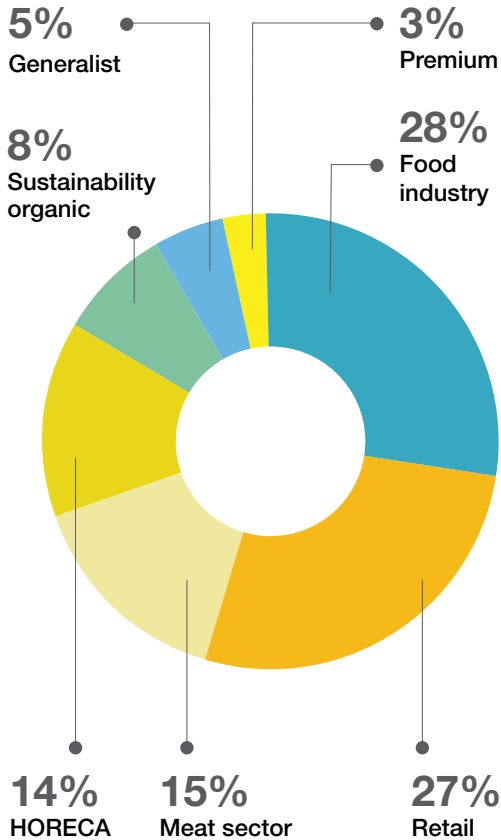
1,291 accredited **journalists and reporters** from **35** countries

30 invited national and international **journalists**

Alimentaria 2024 carried out preferential actions in countries such as the USA, South Korea, Chile, Peru, Mexico, China and Hong Kong, Canada, Portugal, France, Poland, United Kingdom, the Netherlands, Singapore, India, Greece, Turkey, Italy and Germany.



Distribution by sector



Barcelona, international gastronomic capital

Barcelona is a **cosmopolitan, modern and open** city that prides itself on its diversity. It is one of the top international tourist destinations and one of the most popular cities **for doing business** because of its quality of life and infrastructure.

Gastronomy is one of its great attractions, both for the variety and quality of its Mediterranean and market cuisine and for the new creative proposals of internationally renowned chefs.



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In addition, we have a network of international agents covering more than 70 countries.

See all the information here
<https://www.alimentaria.com/exponer/contacto-comercial/>

Alimentaria

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