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Alimentaria is the leading food, drinks, and gastronomy fair in Spain and the Mediterranean arc and an international benchmark for the sector.

Alimentaria and HOSTELCO 2022 have held their second joint event with large visitor numbers and excellent results.

The synergies between Alimentaria and HOSTELCO have made it possible to create one of the largest international platforms for the hospitality industry and meet all the needs of the HORECA sector with the most complete and cross-cutting range.

This unique standout positioning translates into an event with greater internationalization and innovation which enables exhibitors to generate new and better business and international expansion opportunities.

The largest international platform for the food, drinks, restaurant, and hotel industry.
### The figures say it all

<table>
<thead>
<tr>
<th><strong>85,000 sq.m</strong></th>
<th><strong>3,000</strong> exhibitors</th>
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<tbody>
<tr>
<td><strong>net exhibition area</strong></td>
<td><strong>29%</strong> international</td>
</tr>
<tr>
<td><strong>Around</strong></td>
<td><strong>57 countries</strong></td>
</tr>
<tr>
<td><strong>100,000 visitors</strong></td>
<td><strong>2115 guest buyers</strong></td>
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<tr>
<td><strong>23% international</strong></td>
<td><strong>36% international</strong></td>
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<td><strong>150 countries</strong></td>
<td><strong>214 activities and conferences</strong></td>
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<tr>
<td><strong>13,000 scheduled business meetings</strong></td>
<td><strong>23%</strong></td>
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<tr>
<td><strong>51 chefs</strong></td>
<td><strong>85,000 sq.m net exhibition area</strong></td>
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<td><strong>35 Michelin stars</strong></td>
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<tr>
<td></td>
<td><strong>35 Michelin stars</strong></td>
</tr>
</tbody>
</table>

- **180 million** in estimated economic impact in Barcelona
- **150 countries**
- **100,000 visitors**
- **23% international**
- **13,000 scheduled business meetings**
- **51 chefs**
- **35 Michelin stars**
The strength of our alliance makes us the benchmark for the HORECA channel

- **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** exhibitors
- **31%** international
- **31** countries
- **152** activities
Sector depth and cross-cutting synergies

- **Intercarn**
  - Meat and meat products show
  - 326 exhibitors
  - 24,480 visitors have meat products in their portfolio
  - 14,000 sq.m of exhibition area

- **Mediterranean Foods**
  - Foods from the Mediterranean diet, fresh produce, olive and vegetable oils
  - 72 exhibitors
  - 19,931 visitors have Mediterranean food products in their portfolio
  - 1,000 sq.m of exhibition area

- **Interlact**
  - Milk and dairy products show
  - 105 exhibitors
  - 17,512 visitors have milk and dairy products in their portfolio
  - 3,600 sq.m of exhibition area

- **Expoconser**
  - Canned food show
  - 103 exhibitors
  - 20,228 visitors have canned fish, vegetables and fruit in their portfolio
  - 3,200 sq.m of exhibition area

- **Alimentaria Trends**
  - Show for the foods that set the pace for the industry
  - 273 exhibitors
  - 25,296 visitors have Alimentaria Trends products in their portfolio
  - 3,400 sq.m of exhibition area

- **Grocery Foods**
  - Miscellaneous food products
  - 172 exhibitors
  - 8,400 sq.m of exhibition area

- **International Pavilions**
  - International group participations
  - 417 exhibitors
  - 122,588 visitors have this type of products in their portfolio
  - 5,000 sq.m of exhibition area

- **Lands of Spain**
  - Regional group participations
  - 508 exhibitors
  - 6,000 sq.m of exhibition area

- **Snacks, Biscuits & Confectionery**
  - Sweets, biscuits, confectionery, and snacks
  - 93 exhibitors
  - 17,529 visitors have snacks, biscuits, and confectionery products in their portfolio
  - 2,500 sq.m of exhibition area

- **Resta.Rama**
  - 556 exhibitors
  - 49,000 visitors have related products and services in their portfolio
  - 22,360 sq.m of exhibition area

The most complete and cross-cutting range for the HORECA channel.
Visitor profile

Main countries of origin
Europe
1. Italy
2. France
3. Portugal
4. Netherlands
5. Germany
6. United Kingdom
7. Belgium
8. Poland
9. Romania
10. Greece

Rest of the world
1. United States
2. Mexico
3. Colombia
4. Argentina
5. Peru
6. Chile
7. Switzerland
8. Morocco
9. Algeria
10. South Korea

Alimentaria visitor feedback
Our visitors are decision makers
78% make purchasing decisions
91% are satisfied
83% will come back
90% recommend it

Presence of all the players in the value chain

Activities
- 21% Food producer/Food manufacturer
- 20% Distribution
- 15% Food service (Bars, restaurants, chains, franchises, etc.)
- 11% Other
- 9% No answer
- 6% Retailer
- 3% Import-Export
- 3% Accommodation
- 2% Ecommerce
- 2% Contract catering
- 2% Food processing machinery manufacturer
- 2% Institutions/Associations
- 2% FMCG (Fast Moving Consumer Goods)
- 1% SAT-Installer
- 1% Contract
- 1% CEO/Owner/President/Director/Manager

Roles
- 29% Commercial/sales
- 29% Managing Director-CEO
- 14% Purchasing
- 7% Marketing and communication
- 5% Operations
- 4% Quality/R&D and innovation
- 4% Technician/Engineer
- 3% Sales manager/representative
- 2% Exporting
- 2% Institutional Relations
- 1% Importing
- 1% No answer
- 1% SAT-Installer

* CEO/Owner/President/Director/Manager
Exclusive business meetings

Alimentaria invests in a number of hosted buyer and loyalty programs which ensure attendance by key buyers from all over the world.

- **Hosted Buyers**: 525
  - Presence of top-level international buyers with expenses paid by the organizers

- **Institutional Partners**
  - ICEX Exportación e Inversiones
  - Interporc

- **VIP Buyers**: 970
  - Attendance of key national buyers with expenses paid by the organizers

- **Guest buyers**: 1,495
The success of the Hosted Buyers program is confirmed by major growth in internationality and professionalism.

- **2022**: 525 participants from 79 countries.
- **From**: Europe (29.60%), Latin America (23.89%), North America (17.50%), Asia (14.75%), Africa + ME (12.88%), Oceania (1.38%).
- **53%** say they have closed a business agreement with exhibitors.
- **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.
- **Profile**: Belong to companies with more than 50 employees (97% in 2018 vs. 97% in 2022), have over €2 million in turnover (65% in 2018 vs. 68% in 2022), make decisions or decide with others (45% in 2018 vs. 47% in 2022).
The VIP Buyers program confirms the attendance of key national buyers. 

970 national buyers
17 regions
+76% vs. 2018

- 29% Distributor / wholesaler
- 10% Retail trade
- 10% Food services
- 10% Food services for travelers
- 9% Large-scale retail (FMCG)
- 9% Manufacturer
- 7% Contract catering
- 5% Other
- 4% Accommodation
- 3% Ecommerce
- 3% Import-Export
- 1% Institutions
The top 10 Spanish companies in large-scale retail and HORECA have visited the show.

### Presence of the top 10 independent groups

<table>
<thead>
<tr>
<th>MERCADONA</th>
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<tbody>
<tr>
<td>DIA</td>
<td>DIA SA</td>
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<td>CARREFOUR</td>
<td>C. C. CARREFOUR</td>
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<tr>
<td>GRUPO EROSKI</td>
<td>VEGALSA</td>
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<td>GRUPO EROSKI</td>
<td>EROSKI S. COOP.</td>
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<tr>
<td>LIDL</td>
<td>LIDL SUPERMERCADOS</td>
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<td>CONSUM</td>
<td>CONSUM S. COOP. V.</td>
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<td>AUCHAN</td>
<td>AUCHAN RETAIL</td>
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<td>AUCHAN</td>
<td>ALCAMPO</td>
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<tr>
<td>EL CORTE INGLÉS</td>
<td>SUPERMERCADOS SABECO</td>
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<tr>
<td>ALDI</td>
<td>ALDI CENTRAL DE COMPRAS SLU</td>
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<td>MAKRO</td>
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**Source:** NCEA

### Presence of the top 10 main associated groups

<table>
<thead>
<tr>
<th>GADIS</th>
<th>CONDISA</th>
<th>COVALCO</th>
<th>AHORRAMAS</th>
<th>BON PREU</th>
<th>UVESCO</th>
<th>DINOSOL</th>
<th>CASH LEPE</th>
<th>ALIMERKA</th>
<th>FROIZ</th>
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</table>

**Source:** NCEA
The top 10 Spanish companies in large-scale retail and HORECA have visited the show

Presence of the main companies in the other food services industry

<table>
<thead>
<tr>
<th>9/10</th>
<th>SERUNION SA</th>
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<tr>
<td></td>
<td>MEDITERRÂNEA DE CATERING SL</td>
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<td></td>
<td>EUREST COLECTIVIDADES SL</td>
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<td>NEWREST GROUP HOLDING SA</td>
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<td></td>
<td>ARAMARK SERVICIOS DE CATERING SLU</td>
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<td></td>
<td>EUREST CATALUNYA SL</td>
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<td>UNIÓN CASTELLANA DE ALIMENTACIÓN UCALSA SA</td>
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<td></td>
<td>CATERING ARCASA SL</td>
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<td></td>
<td>INDUSTRIA RESTAURACIÓN COLECTIVA SL</td>
</tr>
<tr>
<td></td>
<td>GASTRONOMIA CANTABRICA SOCIEDAD LIMITADA</td>
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</tbody>
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Source: NCEA

Presence of the main restaurant chains

<table>
<thead>
<tr>
<th>7/10</th>
<th>BURGER KING SPAIN SLU</th>
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<tr>
<td></td>
<td>RESTAURANTES MCDONALD’S SAU</td>
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<td></td>
<td>AREAS SAU</td>
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<td>GRUPO ZENA PIZZA SOCIEDAD COMANDATARIA POR ACCIONES</td>
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<td></td>
<td>FOOD DELIVERY BRANDS SA</td>
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<td>SIGLA SA</td>
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<td>FOOD SERVICE PROJECT SA</td>
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<td>RESTAURAVIA FOOD SL</td>
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<td></td>
<td>GOIKO GOURMET SLU</td>
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<td>PANSFOOD SA</td>
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</tbody>
</table>

Source: NCEA
Presence of the top 10 of national demand sectors

### Large presence of wholesalers
- MAKRO
- GADISA
- CONDIS
- COVIRAN
- MERCARTABRIA
- UNILEVER ESPAÑA
- VALENCIA TRADING OFFICE
- GRUPO HERMANOS MARTÍN
- EUROPAMUR ALIMENTACIÓN
- HAVI LOGISTICS FSL

### Large presence of drinks wholesalers (apart from wine)
- COCA-COLA EUROPEAN PARTNERS IBERIA
- FREIXENET
- BEBINTER
- ZAMORA COMPANY ESPAÑA SL
- PREMIUM MIX GROUP SL
- SERHS DISTRIBUCIÓ I LOGÍSTICA
- RED BULL ESPAÑA SL
- MOËT HENNESSY ESPAÑA
- DISTRIBUCIONES IGAN SL
- PERELADA COMERCIAL SA

### Large presence of meat and meat product wholesalers
- RIVASAM INTERCONTINENTAL
- GRUPO SADA
- EUROMET AGROFOOD
- EL ENCINAR DE HUMIEN TA
- BOVI SA
- IBERDIGEST
- COMPANYIA GENERAL CÀRNIA
- COMPRAPORC
- JAMONES DURIBER
- SUMINISTROS MEDINA SL

### Large presence of dairy, egg, and oil product wholesalers
- LACTALIS SOCIEDAD LIMITADA
- CALIDAD PASCUAL SAU
- IPARLAT SA
- MERCAÓLEO SL
- TEODORO GARCÍA SA
- IBERLECHE SL
- GOLDEN AGRI-RESOURCES IBERIA SL
- CENTRAL LECHE A STURIANA
- QUALIANZA SERVICIOS INTEGRALES DE DISTRIBUCIÓN SL
- INTERÓLEO PICUAL, JAÉN SA

* Figures from Spain’s NCEA. Some business operation profiles are not included based on NCEA standards such as wine stores, gourmet food, and distributors (because they are extremely diverse categories).
* Only national customers have been analyzed.
An ongoing commitment to gastronomy and innovation
Thematic areas

An exclusive Alimentaria area bringing together a group of 12 select haute cuisine firms devoted to the finest quality products on the market.

PREMIUM
Alimentaria

2,050 sq.m
12 companies


150 sq.m
110 items

Partnered by
Mercedes-Benz
AUTOLICA

Sponsored by
alimentosdespaña

Technical Partners

MINISTERIO
DE AGRICULTURA,
PESCA
Y ALIMENTACIÓN

GOBIERNO
DE ESPAÑA
Thematic areas

The Organic Market & Trends
by Alimentaria

80 sq.m
134 companies

A specific area at Alimentaria set aside for promoting and releasing certified organic produce.

Alimentaria & HOSTELCO chose a group of start-ups and innovative companies to take part in their most disruptive exhibition areas.

240 sq.m
20 companies
8 finalists

Partnered by
Sponsored by

Partnered by
Finalists’ logos
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’s 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 transportation when traveling 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 of 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
Acknowledgement of the value and innovation of sustainability initiatives submitted by exhibitors. This label was awarded to 33 participating companies.
The industry’s main stakeholders endorse Alimentaria

Institutional partners

- FIAB
- Government of Catalonia
- Ministry of Climate Action, Food and Rural Agenda

Associate partners

- AECOC
- HOSTELERÍA DE ESPAÑA
- PRODULCE
- ANFACO-CECOPESCA
- Restauración Colectiva
- grup gsr

Strategic agreements signed in 2022

- CaixaBank
- Fundació Banc dels Aliments
- mercabarna
- Cocinero del Año
- Food Consulting
- Euroselección
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

Own social media

- Twitter: 18,250 mentions, 806,000 impressions, 183,000 interactions
- LinkedIn: 5,000 people tweeted about the show, 11 million people reached

72 million impressions
Together with the sector’s main media outlets

International media partners

International collaborating media

Spanish collaborating media
Alimentaria 2024

We look forward to seeing you at the next show