

HOSTELCO

THE HOTEL & RESTAURANT TRADE SHOW

Post-Show Report '24



Alimentaria **HOSTELCO**

Business Platform

HOSTELCO

THE HOTEL & RESTAURANT TRADE SHOW

The must-see event in the industry

Hostelco, Spain's leading international trade fair for equipment for restaurants, hotels and communities, welcomes the **entire value chain** and brings together the largest offer and the latest trends in **equipment**, **machinery** and **accessories** for the industry's verticals.

Its merger with Alimentaria, the leading international food, beverage and gastronomy trade fair, responds to the demand of the sector and gives rise to a **leading platform**: a meeting that generates **business**, encourages **competitiveness** and promotes **internationalisation** in an increasingly global industry and acts as a bridge to Latin American markets.

HOSTELCO & Restaurama



[Relive the highlights of the 2024 edition](#)



**FOCUS ON
HOSPITALITY
BUSINESS**

United for excellence

A global platform

POST-SHOW REPORT '24



Alimentaria & Hostelco, together at the forefront of the leading international platform for the food, gastronomy and hospitality equipment industry.



3.200

exhibitors

28%

From abroad

68

demand



107.900

visitors

25%

From abroad

120

demand



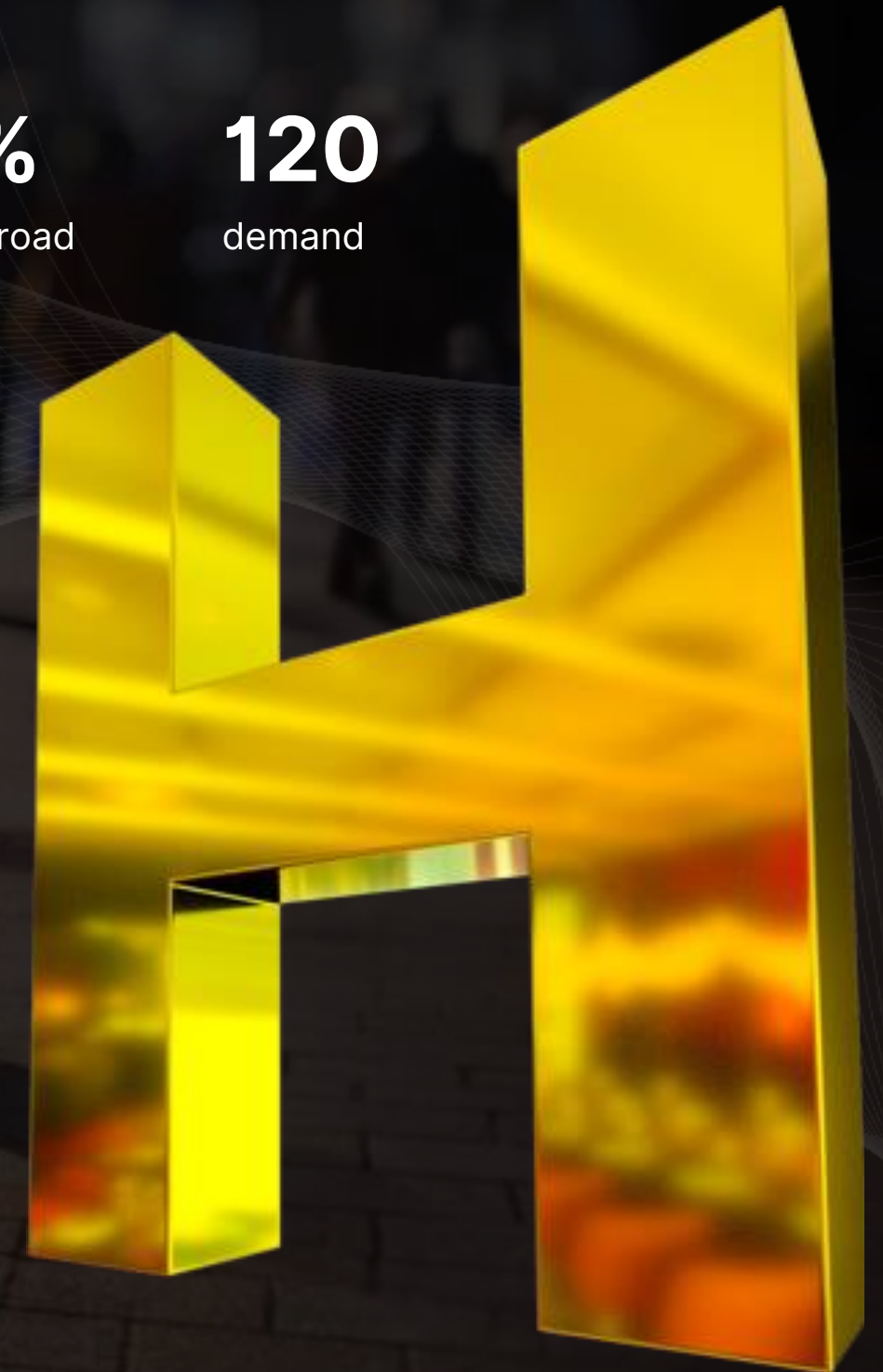
350

Activities



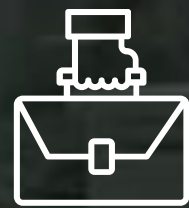
700

Experts



The Horeca channel, the main attraction in A&H

Equipment, gastronomy and foodservice



647+

Exhibiting companies

R

Restaurama

45%

Food & Beverage

H

HOSTELCO

55%

Equipment



Top countries

Exhibiting companies

- 1- China
- 2- Italy
- 3- France
- 4- Portugal
- 5- Germany

36%

international scope



52.000

Visitors with a profile or interest in HORECA

18%

From abroad

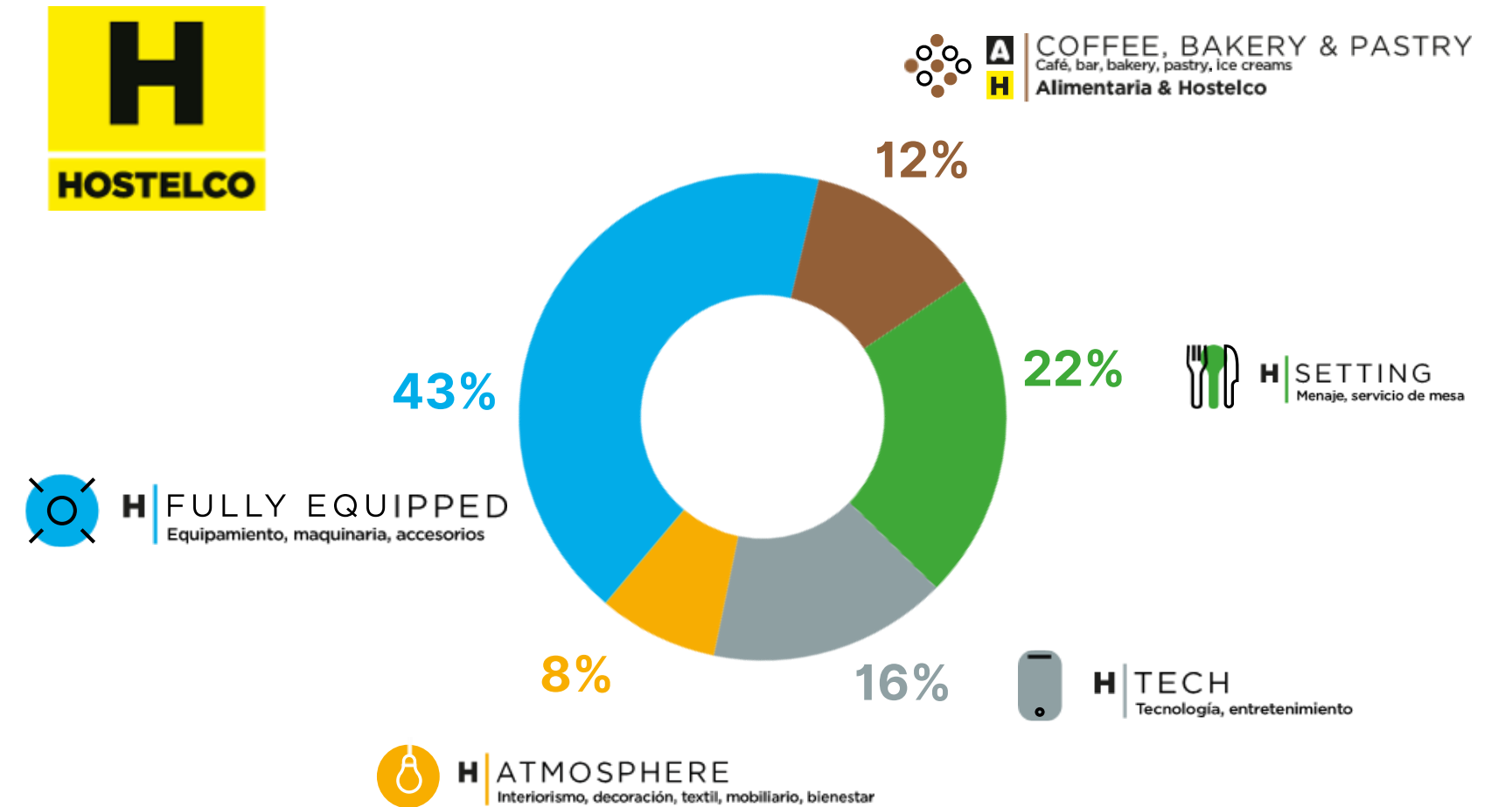
72

demand



152

Activities

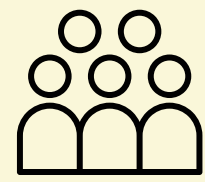


The alliance of **HOSTELCO & Restaurama** results in an event that is tailor-made for the **HORECA** channel, which in 2024 added a new segment across the board but of great importance in the channel: **Coffee, Bakery & Pastry**.

A unique space that generates synergies, promotes opportunities and discovers innovative solutions and responses to the needs of the sector.

Visitor profile

Professionals with decision-making power and a HORECA profile/interest



52.000

professional visitors with a profile or interest in HORECA

18%

from abroad



Countries of origin

- | | |
|----------------|-------------------|
| 1- Italy | 5- USA |
| 2- Portugal | 7- Colombia |
| 3- France | 8- United Kingdom |
| 4- China | 9- Argentina |
| 5- Netherlands | 10- Romania |

• Our visitors

73%



is a decision-maker

35%



new attendees

60%



sealed agreements/pre-agreements during their visit

• The event that professionals regard as essential

93,5%



of the visitors say their expectations were fulfilled

77,5%



confirms that they will be returning

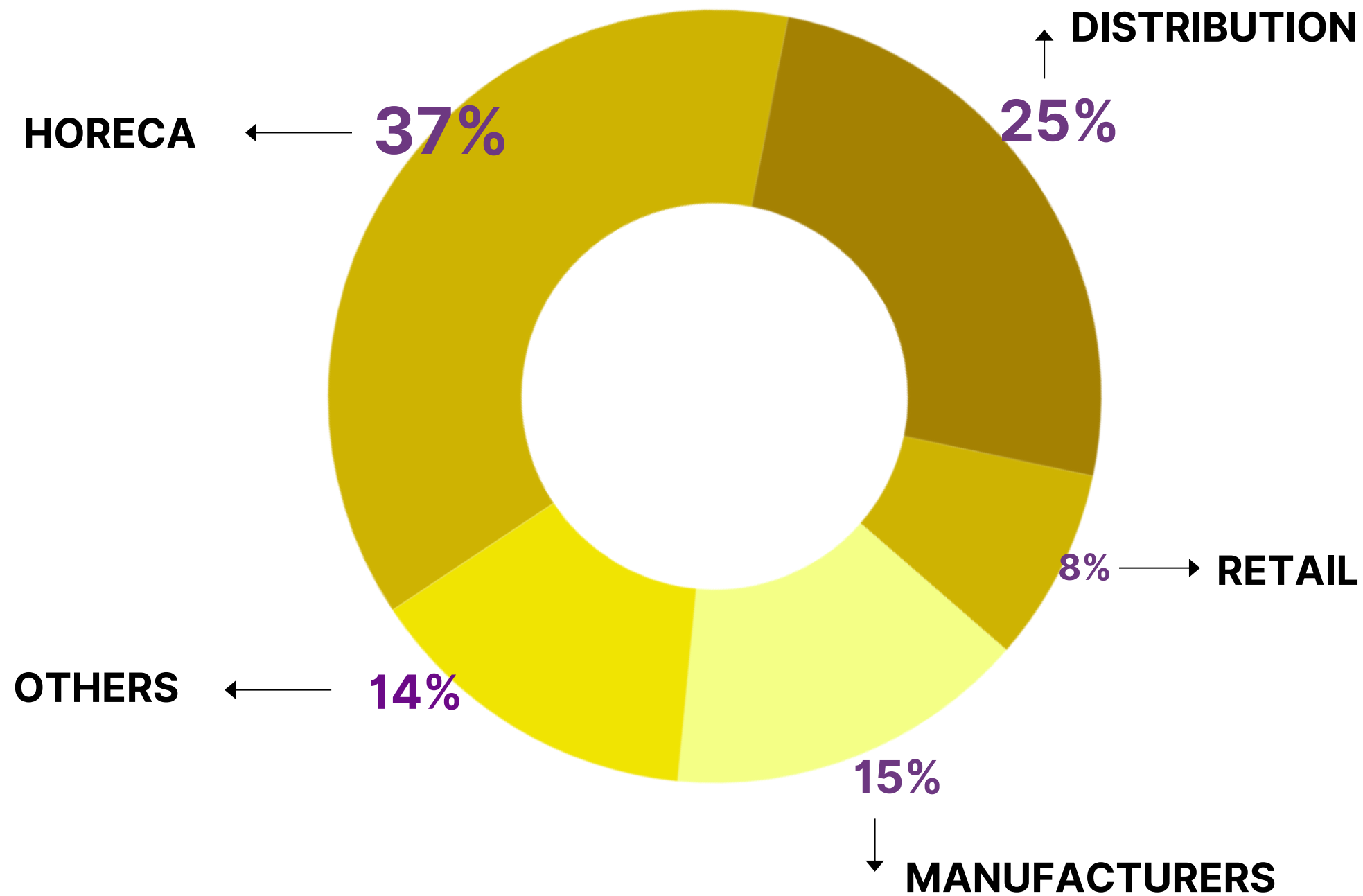
92,5%



Are satisfied

Activities of the visiting companies

with a profile or interest in HORECA



The entire value chain is represented.

DISTRIBUTION

- Distributor, wholesaler, buying centre, equipment, accessories and machinery cash & carry
- Equipment, Accessories and Machinery Imports
- Distributor, wholesaler, buying centre, food and beverage cash & carry
- Organised large-scale distribution FMCG
- Food and Beverage Imports

HORECA

- Independent Commercial Catering
- Branded restaurant and catering
- Hotels
- Leisure
- Catering for groups in community centres
- Installer- SAT
- Accommodation
- Contract
- Restaurant and catering en route
- Delivery (aggregators)

MANUFACTURERS

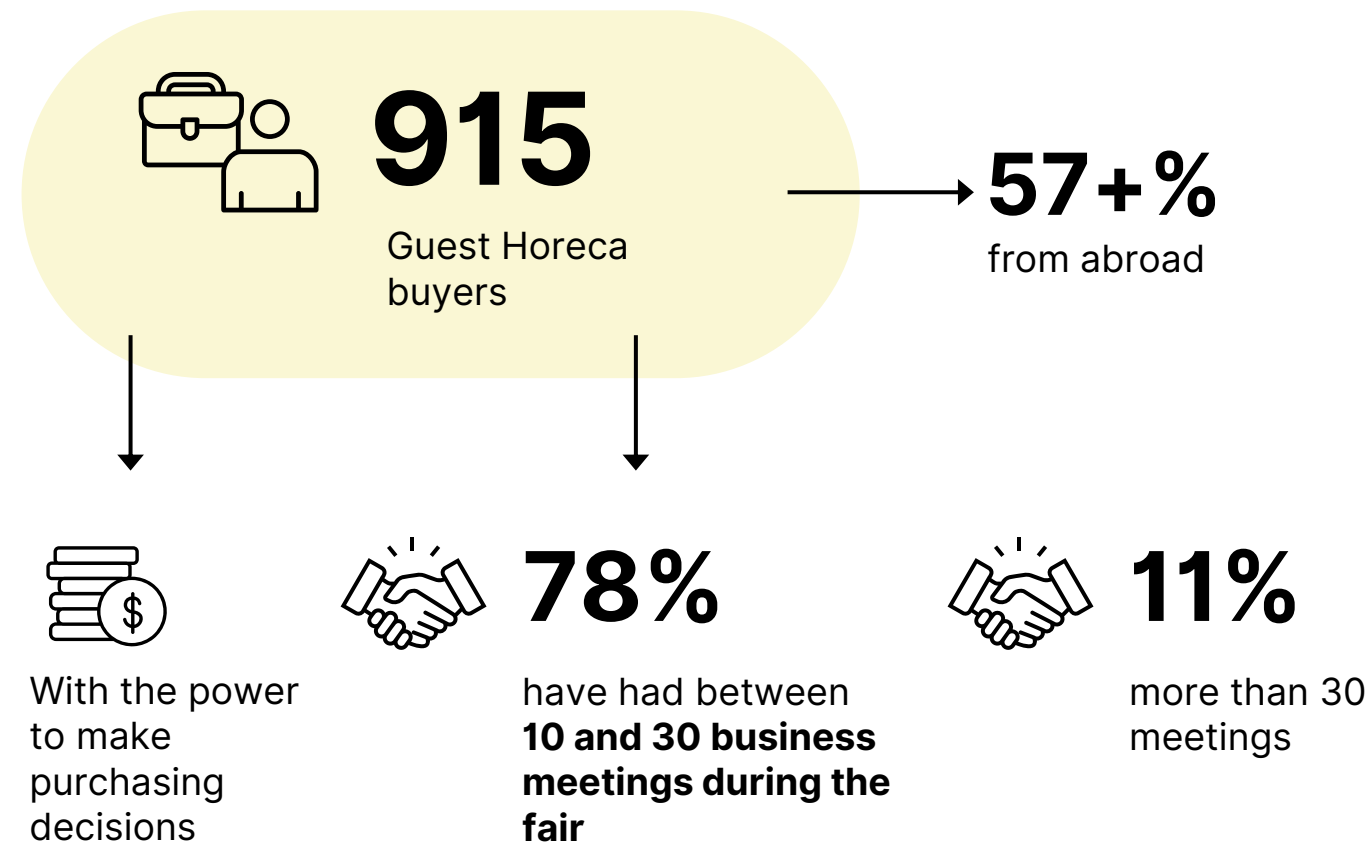
- Food and Beverage Manufacturer
- Equipment and Accessories Manufacturer
- Food Processing Machinery Manufacturer

OTHERS

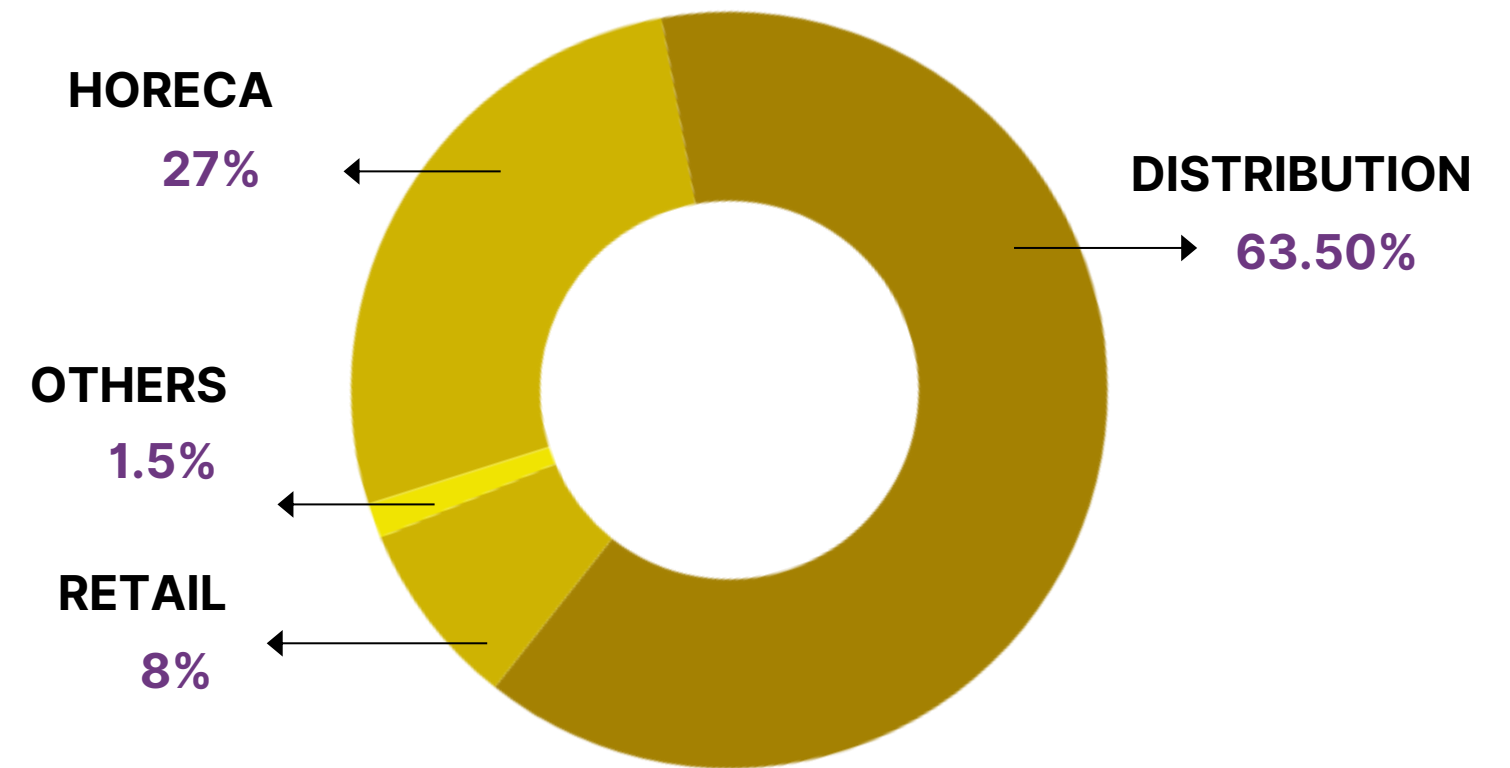
- Other
- Restaurant and catering institutions, sectoral associations and hospitality and catering schools

Guest buyers

Alimentaria & Hostelco are committed to loyalty and invitation programmes that guarantee the presence of buyers with purchasing decision-making power from all over the world



Activities of Guest buyers



Top 10 countries Guest buyers

- 1- Spain
- 2- USA
- 3- Portugal
- 4- China
- 5- Mexico
- 6- Colombia
- 7- Poland
- 8- Brazil
- 9- Canada
- 10- United Kingdom



The entire Horeca ecosystem

The leading companies with an interest in what is on offer at Hostelco and equipment will be there. Here are some of the companies who attended:

Equipment distributors

Alarsa Hostelera
 Espressa Coffee & More
 Euroline
 Gastroproject
 Hostelbe
 Hostelgrup
 Luciano Aguilar SA
 Pilsa Hostelería Técnica
 Rubio Expocash SL
 Riofer Servicios Instalaciones SL
 Serhs Projects
 Pecomark SA

Restaurant & Catering and Accommodation

Aqua Hotel Management
 Barceló Gestión Hotelera
 Catalonia Hotels
 Eurostars Hotel
 H10 Hotels
 Hilton Spain
 Lopesan Hotel Group
 Marriott
 NH Hotels
 Palladium Hotel
 Princess Hotels & Resorts
 Sercotel Hotel

Restaurant trade

E365 Obrador
 Alsea
 Amrest
 Areas
 Food Delivery Brands
 Foodbox
 Granier
 Grupo Ibersol
 McDonald's
 Restalia
 Restaurant Brands Iberia
 Rodilla

Group catering

Albie
 Aramark
 Arcasa
 Boris 45
 DO & CO Restauración España, SL
 Gastronomía Vasca
 Gate Gourmet Spain
 Grupo Ausolan
 Mediterránea de Catering
 Newrest Group Holding SA
 Serunion
 Ucalsa

Retail

Aldi
 Alibaba
 Amazon
 Conad Consorzio Nazionale
 Coop Group
 Costco
 Edeka Group
 HEB
 ITM
 Mercadona
 Système U
 Walmart





The revolution of the HORECA industry

Innovation, Knowledge, Business



The Horeca Hub
Live Solutions
by **Alimentaria & HOSTELCO**

The best innovation and business platform for the Horeca channel



Restauración en Colectividades
Meeting point
by **Alimentaria & HOSTELCO**

A unique space and benchmark for group and community catering



Coffee, Bakery & Pastry
Taste&Talks
by **Alimentaria & HOSTELCO**

The activity space of Coffee, Bakery & Pastry for the exchange of experiences and expertise

Food & Hospitality Startups
by **Alimentaria & Hostelco**

Innovation, talent, business, entrepreneurship



Robot Solutions

Collaborative robots, automation, AI



HOSTELCO AWARDS2024

The awards that give recognition to the industry



The revolution of the HORECA industry

Innovation, Knowledge, Business

200+
Sessions

350+
Speakers

75
Partners

20+
Summits

9
Awards & competitions

6
Activities and guest events

- Imagine Foodservice by **Restaurant and Catering Brands & European Foodservice Summit**
- **FCSI EAME one-day seminar**
- The hotel of "Close encounters of the third kind" by **CEHAT - ITH**
- People and technology
- An overview of the cruise ship industry by **CLIA**

- **HOSTELCO Awards**
- Food & Hospitality Startups
- Best Steak Tartare National Competition
- Chef of the Year Competition
- Waiter of the Year Competition
- Vera Pizza Champion Spain by **AVPN**
- Students Competition by **FCSI**
- Beer Master sesión by **Estrella Galicia**
- **ATX Allergy Protection Awards**

- Speciality Coffee by **Coffee XP**
- Italian Gastronomy by **Garda**
- IV Congress of the **Club Top F&B**
- **ADISCAT** Convention 2024
- **ITH** Board of Management
- **CEHE Assembly**



Keynote speakers



ADRIANA BONEZZI
General Manager
Catering Brands



ALEJANDRO ARGUIMBAU
Grupo Iberostar



ALFREDO SERRANO
National Director, Spain
CLIA



CARMEN CLEMENTE
Latte Art World
Champion
World Latte Art &
Coffee Centre School



EDURNE URANGA
Vice-President Foodservice
Europa
CIRCANA



ELENA ARZAK
Chef
Restaurante ARZAK



ENRIC BADÍA
Master Baker
Forn Elias



EVA BALLARÍN
Expert in Leadership
Independent



FRANK WAGNER
Chairman
FCSI EAME



JOAN ROCA
Chef
El celler de Can Roca



JOSE ROMERO
EPGB Master,
international Consultant
and Trainer...



KATRIN WISSMAN
Executive Editor
European Foodservice
Media



LUIGI POMATA
Chef
Ristorante Luigi Pomata



MANUEL PIMENTEL
Author/Editor/Former
Minister of Employment



MARIA CASTROVIEJO
Senior Analyst
Food and Agribusiness
Research at Rabobank



NATALIA ECHEVARRIA
Chief Marketing &
Digital Officer
Mcdonald's



ORIO BALAGUER
Pastry Chef, Chocolatier
and Dessert Chef
Oriol Balaguer



ORIO CASTRO
Chef
Restaurante Disfrutar



OSWALDO BRITO
Founding Partner
Pa de Kilo



QUIQUE DACOSTA
Chef
Restaurante Quique
Dacosta



RAQUEL SÁNCHEZ
Chairwoman and CEO
Paradores de Turismo de
España



RAÚL BERNAL
General Manager/Master
Chocolatier
LAPACA



REBECA MUÑOZ
CEO
Livit Design



SVEN SALLAERTS
Founder and Owner,
Yunique Concepts

Other actions

HOSTELCO Distributors Guide

The largest directory of hospitality equipment dealers is the tool with which hospitality business owners can find the nearest dealer or technical service, ensuring fast and quality service.

Join or consult it!

Are you an equipment distributor for the restaurant and catering industry?

This is your opportunity to stand out in the market and make your business grow. Sign up here:

[Join the Distributors Guide](#)



If you're a manufacturer, encourage your distributor to join.

Are you the owner of restaurant or catering business?

Find your nearest equipment distributor and service here:

[Check out the Distributors Guide](#)



A sustainable event

Committed to sustainability

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



Ainia
Alimentos Sanygran
Almazara Quaryat Dillar
Bodegas Torres Filoso
Calconut SL
Calvo
Campomiel
Casa Amella
Cerveza Raíz Cuadrada
Chill It – Extra-Cold Drinks in Seconds
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.
Señorío de Montanera
Sincere Eco Technology Co., Ltd.
Sphere Group Spain, S.L.
StableTable
Tribe
Vins Gèniu, S.L.
Wassy Himalaya, S.L.
Zyrcular Foods

27,000 kg

of food donated to the Food Bank

26,200+

event application downloads

3,252 kg

of paper saved, also avoiding print-outs

Our sustainable initiatives



Avoiding food waste by collecting surplus food by the Food Bank (Banc dels Aliments).



Collect and manage waste glass, in collaboration with Ecovidrio.



Lanyard and passholders recycled at the venue exit



Digital print media can be read at the points situated in the Alimentaria Hub and the Horeca Hub.



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

And other actions are carried out to promote sustainability, such as:



Installation of recycling points around the trade show.



Reduction and elimination of all kinds of single-use plastics.



Printing of all the media on recycled paper bearing the FSC seal.

Main stakeholders

Acknowledgements to partner entities

A&H INSTITUTIONAL PARTNERS



PARTNERS



DIGITAL KIT PARTNER



HOSTELCO

THE HOTEL & RESTAURANT TRADE SHOW

Thank you

**See you on March 23rd 26th 2026
Barcelona**

Alimentaria **HOSTELCO**

Business Platform