

HOSTELCO

THE HOTEL & RESTAURANT TRADE SHOW



Fira Barcelona

Alimentaria  Exhibitions

18 - 21 March 2024

Gran Vía Venue, Barcelona



**FOCUS ON
HOSPITALITY
BUSINESS**

Alimentaria **HOSTELCO**

Business Platform

Editing 2024



The leading international trade show **in Spain** of Equipment for Restaurant and Catering, Hotel and Hospitality and Communities and Institutions, one of the top events of its kind in **Europe**, at the forefront of the **HORECA** channel.

The alliance of **Alimentaria & HOSTELCO** will boost synergies, especially with **Restaurama**, the foodservice segment, to consolidate itself as the go-to meeting point for the **HORECA and Retail** channel.

We look forward to seeing you!

United by excellence

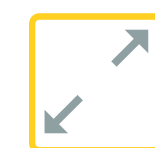
The synergies between Alimentaria and HOSTELCO have made it possible to create one of the biggest international platforms for the restaurant and catering Industry, responding to all the needs of the HORECA channel.

This unique differential positioning makes it an event with greater **internationalisation** and **innovation**, which allows exhibiting firms to generate new and better business opportunities.

Alimentaria &

Salón Internacional de Alimentación, Bebidas & Food Service

HOSTELCO
THE HOTEL & RESTAURANT TRADE SHOW



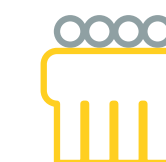
85,000 m²

net exhibition area



3,000

exhibiting companies



100,000

Visitors



2,115

buyers invited

29%

from abroad

57

countries

23%

from abroad

150

countries

36%

from abroad

Alimentaria **HOSTELCO**

Business Platform

The largest platform for the HORECA channel

Equipment, gastronomy and foodservice: the strength of our alliance establishes us as a leader for the HORECA channel.

In 2024, we'll strengthen our synergies even more to grow in business and opportunities.

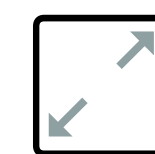


Restaurama
Alimentaria



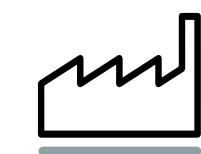
HOSTELCO is the leading trade fair in Spain of equipment for the restaurant and catering trade, hotel and hospitality and communities and institutions.

RESTAURAMA is the food service and food and beverage industry outside the home of the Alimentaria trade show.



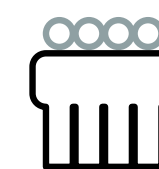
22,360 m²

net
exhibition area



556

exhibiting
companies



49,000

Visitors

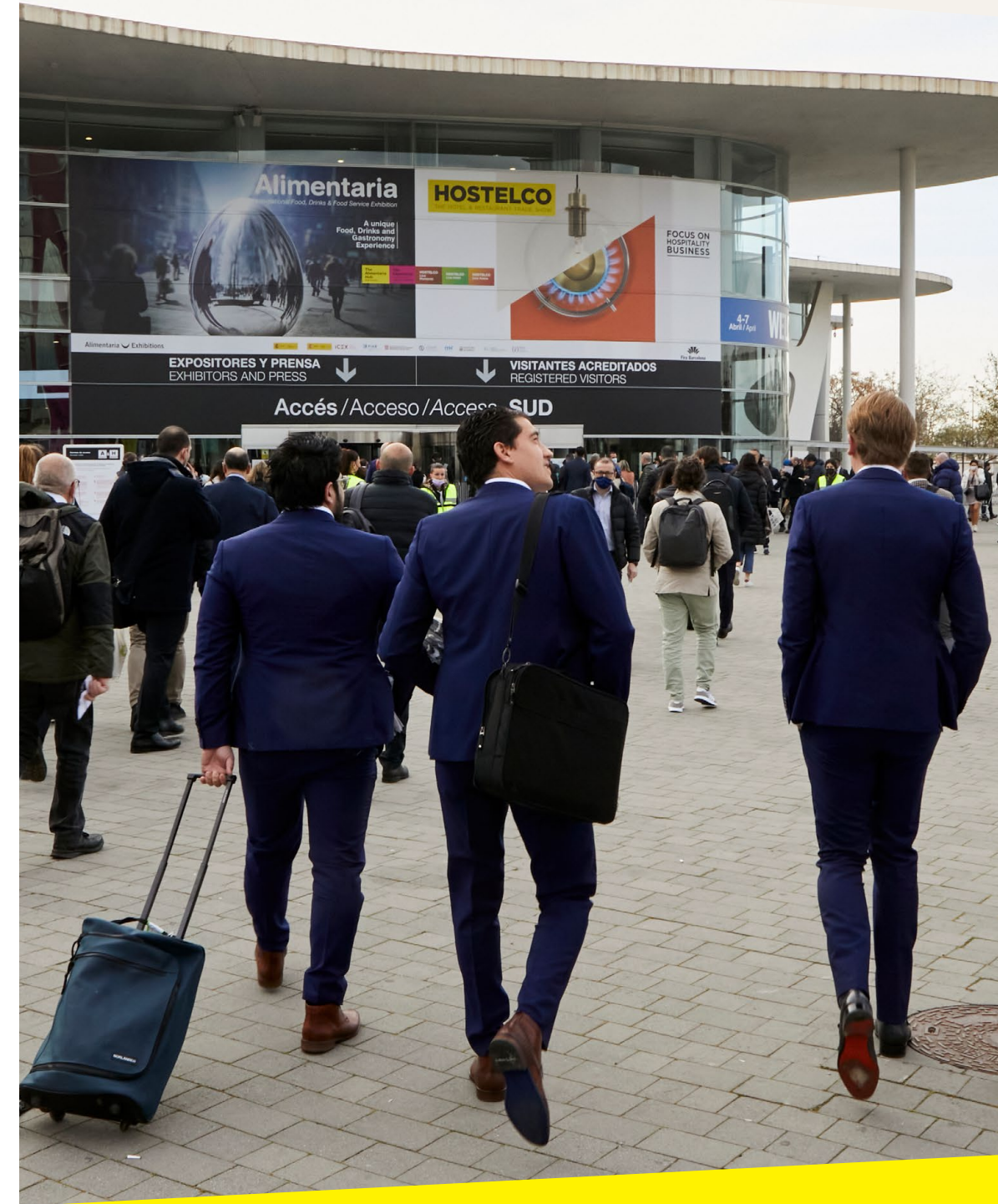


726

buyers
invited

Strategic axes HOSTELCO

BUSINESS AND INTERNATIONALISATION



INNOVATION



EXPERIENCES



BUSINESS AND
INTERNATIONALISATION

The best and most compre- hensive offering for the HORECA and FoodService channel

HOSTELCO presents
the biggest offering of
equipment, products and
solutions for the Restaurant
and Catering, Hotel and
Hospitality, Communities and
Institutions, Distribution and
Retail trade, together with the
most comprehensive offering
of Food and Beverages for
Food service for out-of-home
consumption.

**H | FULLY EQUIPPED**
Equipamiento, maquinaria, accesorios



**H | ATMOSPHERE**
Interiorismo, decoración, textil, mobiliario, bienestar



**COFFEE, BAKERY & PASTRY**
Alimentaria & Hostelco
Café, bar, panadería, pastelería, heladería equipment




**H | SETTING**
Menaje, servicio de mesa



**H | TECH**
Tecnología, entretenimiento



Restaurama
Alimentaria
Foodservice, Food and Beverages for out-of-home consumption



The equipment, machinery and accessories sector for the HORECA & Retail channel

All the equipment, machinery and accessories for the restaurant and catering industry, hospitality and retail trade will be present in this space. It's one of the most extensive spaces of HOSTELCO.



Who exhibits?

- Cooking equipment, refrigeration, washing, fume extraction, storage, water purification, waste disposal, etc.
- Small and medium-sized equipment
- Display cases
- HVAC
- Stainless steel furniture
- Other

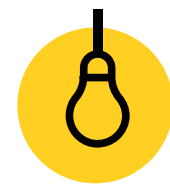
Where the restaurant and catering trade and hospitality sit at the same table

Kitchen equipment has become an crucial element to generate positive experiences and retain customer loyalty. From the most original and innovative to the most classic and traditional dishes, they will all be present in this space with the aim of presenting the perfect container, with the best possible shape and the most appropriate materials, also offering delivery and take-away solutions.



Who exhibits?

- Equipment for the kitchen
- Cutlery, dishes and glassware
- Table services and dining room accessories
- Storage containers
- Other



H | ATMOSPHERE
Interiorismo, decoración, textil,
mobiliario, bienestar

The atmosphere drives business

The spaces communicate and create emotions. Designing spaces has, more than ever, become a key factor in competitiveness: every detail counts: interior design, decor, textiles, furniture and well-being come together to place the customer at the centre of the experience.



Who exhibits?

- Furniture and lighting
- Interior design and decor
- Textiles, apparel and uniforms
- Well-being (wellness, fitness and amenities)
- Cleaning and Hygiene
- Other



H | TECH
Tecnología, entretenimiento

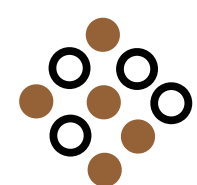
Technology is now here to stay

Technology is transforming the world of business and especially the hospitality and restaurant & catering industry. It simplifies everyday operations, saves time and helps to attract new customers and retain them. A constantly developing sector that offers a host of solutions.



Who exhibits?

- POS terminals and management software
- Security and access control systems
- Surveillance and multimedia
- Management and energy systems
- Entertainment (musical content services for mobile devices, a la carte television)
- Waste management systems
- Robot automation
- Other



**COFFEE, BAKERY
& PASTRY**
Café, bar, panadería,
pastelería, heladería
Alimentaria & Hostelco

The universe of cafés, bars, bakeries, pastry shops and ice cream parlours

The biggest meet-up of the coffee, bar, bakery, pastry shop and ice-cream trades, grouping together the offering of equipment and products. A segment that will bring together the various players involved in the Coffee, Bakery & Pastry world and their potential customers.

Who exhibits? Equipment

- Equipment and machinery for restaurants, bars and sales
- Refrigeration equipment
- Small-sized equipment and accessories
- Point of sale, interior design and sales equipment
- Water filters
- Vending, OCS (office coffee service)
- Packaging and disposable items
- Other

Who exhibits? Food & Drinks

- Coffee, infusions
- Bakery and pizzas
- Cakes, buns, pastry and ice-cream
- Cocktails
- Other complementary products



Restaurama
Alimentaria

A powerful platform for gastronomic trends

Restaurama has the participation of hundreds of food companies aimed at the Horeca channel and the food service divisions of the large multinationals in the food sector, as well as leading brands in the market.

With an international focus, Restaurama opens up interesting business and export opportunities for the participating brands.



Who exhibits?

- Water, soft drinks, juices and beers
- Alcoholic drinks
- Appetizer products
- Frozen items
- IV and V range products
- Ingredients, concentrates and prepared culinary items
- Food service products



Plan



Sectors and Themed Areas

PREMIUM

Alimentaria

Alimentaria Trends

Vegan Foods

Free From

Halal Foods

Functional Foods

Plant Based

HOSTELCO & RESTAURAMA

H FULLY EQUIPPED

H SETTING

H ATMOSPHERE

Restaurama

Featured Activities

The Alimentaria Hub

Trends & Innovation

The Horeca Hub

Live Solutions

by Alimentaria & HOSTELCO

The Olive Oil Bar

Taste & Discover

by Alimentaria

Restauración en Colectividades

Meeting point

by Alimentaria & HOSTELCO

The Organic Market & Trends

by Alimentaria

Coffee, Bakery & Pastry

Taste&Talks

by Alimentaria & HOSTELCO

Food & Hospitality Startups

by Alimentaria & Hostelco

Map key

Bus lanzadera / Estació Barcelona Sants - Pl. Espanya - Fira recinto Gran Via

Shuttle bus

P VIS

Parking visitantes / Visitors' Parking

P EXP

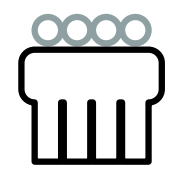
Parking expositores / Exhibitors' Parking

Atención al expositor / Customer Service

Plano provisional sujeto a cambios / Provisional map subject to change

BUSINESS AND
INTERNATIONALISATION

Visitors with the power to make purchasing decisions



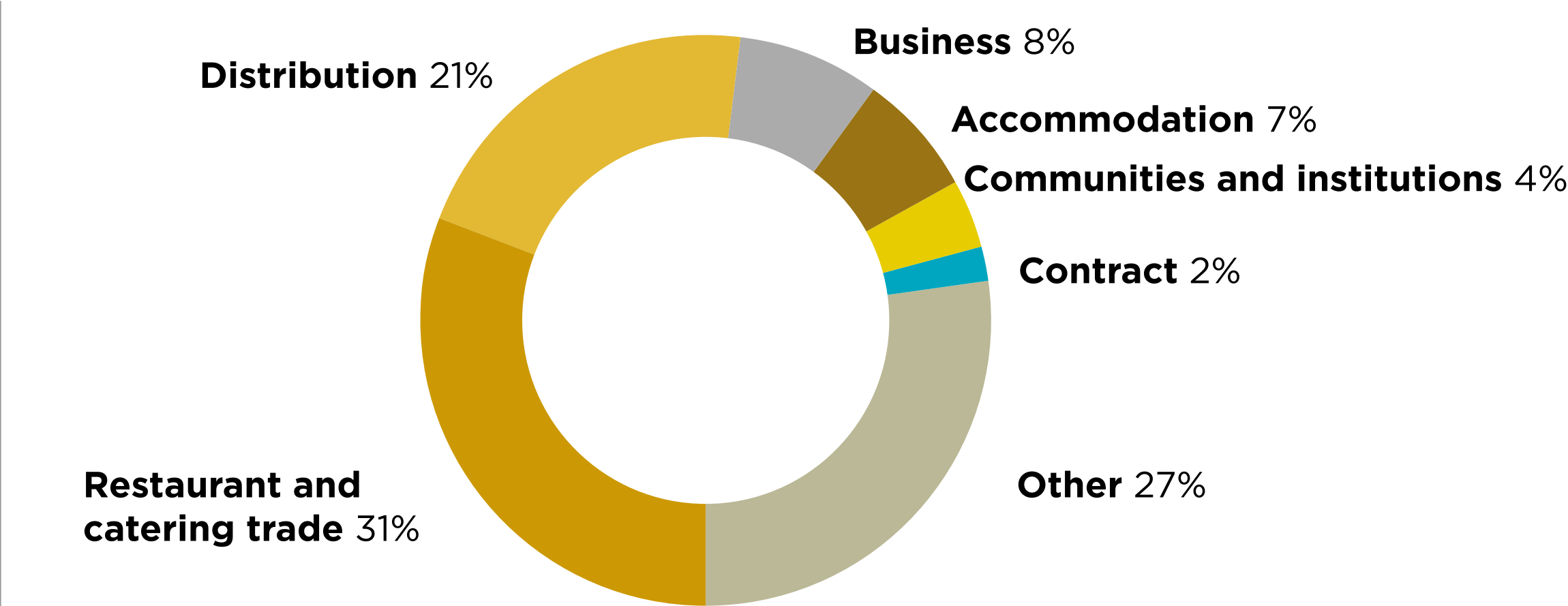
49,000
Visitors

10%
from abroad

113
countries of
origin

Visitor profile

Company activity



Top 10 countries

Italy	United Kingdom
Portugal	USA
France	Germany
Andorra	Romania
The Netherlands	Poland

Our visitors
are decision-makers

73+%
decide on the
purchase

62%
have closed
agreements in
their visit

11+%
are influencers

The event that professionals
see as essential

80%
are satisfied

72%
will be back

33%
are new
visitors

BUSINESS AND
INTERNATIONALISATION

Maximise the international presence

HOSTELCO & Restaurama
will increase the international
participation of exhibiting
companies and key buyers.

EXHIBITORS

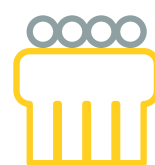


173
exhibitors
from abroad



31
countries
represented

VISITORS

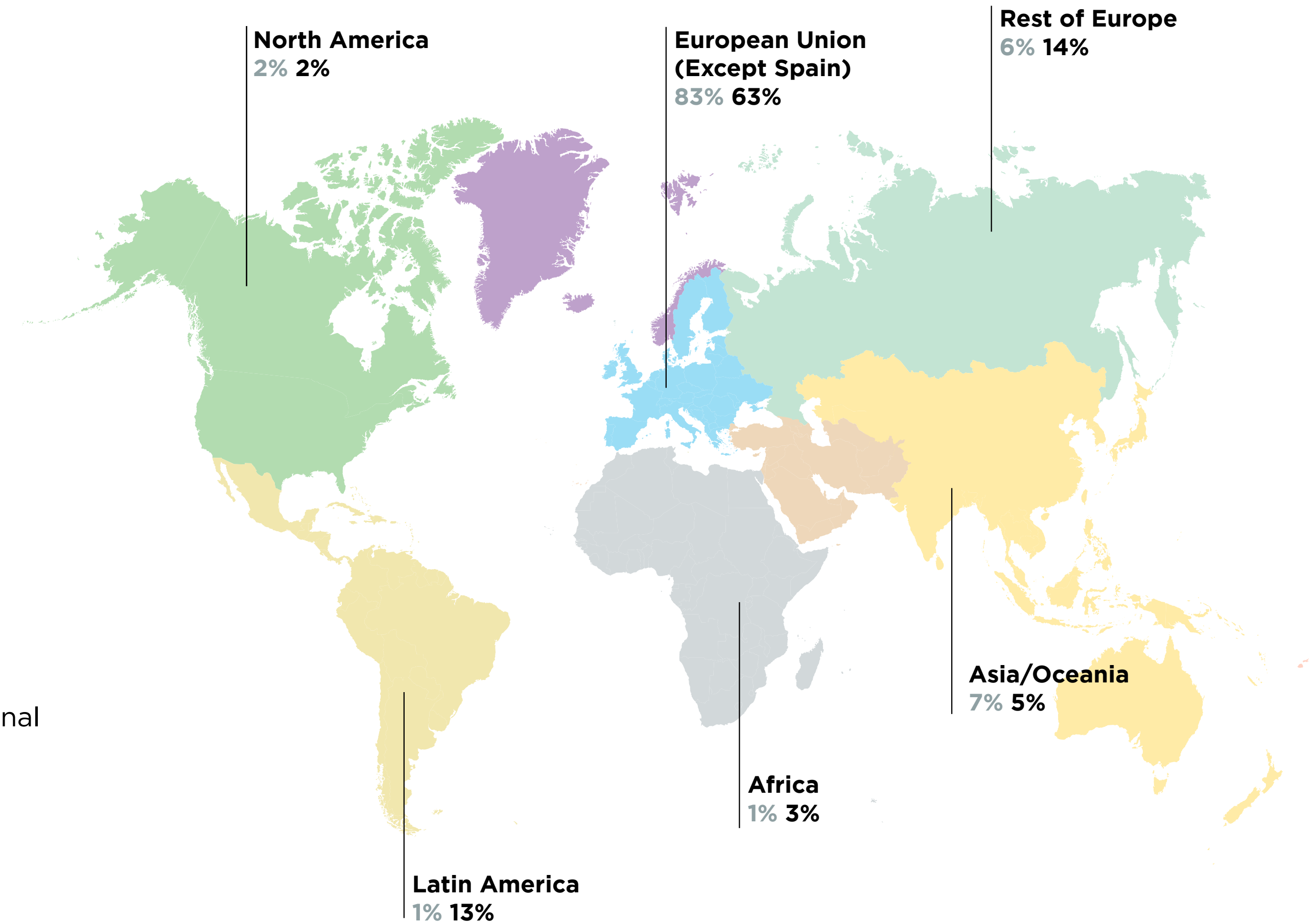


4,900
International professional
visitors



113
countries
of origin

“2022 data



% Exhibitor Origin
% Visitor Origin

BUSINESS AND GLOBALISATION

Generate business opportunities

We promote national and international business opportunities among industry players through our own programmes and partnerships with stakeholders.

We attend to exhibitor's needs to ensure that key decision-makers for their business are present.



88%

of the invited buyers decide on the purchase.



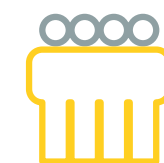
78%

had between 10 and 30 business meetings during the fair, and 11% had more than 30 meetings



HOSTED & VIP BUYER PROGRAMME

We invite professionals with high purchasing capacity.



726

Buyers invited



MATCHMAKING SYSTEM

Online platform for scheduling meetings with invited buyers.



79%

from this country



REFERRAL PROGRAMME

The exhibitor invites its customers or potential customers to participate in the Hosted & VIP Buyer programme.



21%

from abroad

BUSINESS AND
INTERNATIONALISATION

Maximise results

HOSTELCO offers a set of digital and communication tools to expand the networking possibilities and create new contact opportunities.



DIGITAL TOOLS

Exhibitors and products catalogue
Publicise your main innovations and new items to connect with potential customers and target audiences.

App Access all the information from your mobile device: opening hours, access, transport, congresses, activities, speakers.

COMMUNICATION TOOLS

Newsletters
Publishing calendar planned to offer both information about the event and information of interest to the HORECA channel through the HORECA STORIES newsletters where we disseminate the news presented by the exhibitors.

Social media
Relational system that is always active with an expert look at everything that's going on in the industry.

Media and communications office

Promotion and sponsorship opportunities

INNOVATION A boost for your business

In a changing social and economic environment, we highlight the **innovations, new developments, products and solutions** that solve today's problems and prepare companies for the future.



LIVE SOLUTIONS

HOSTELCO will concentrate the solutions on the sector's current challenges in terms of human resources, business management, sustainability and the customer experience.



2024 HOSTELCO AWARDS

The most innovative solutions and projects in the industry receive their recognition and award.



Food & Hospitality STARTUPS

Fostering talent, new business models and the entrepreneurial ecosystem.

EXPERIENCES

A fair, a host of activities

Experiences that extend beyond the trade show, beyond the venue. We strive to generate valuable experiences.

Experiential activities that inspire and contribute **knowledge** to the professionals in the field, with high-value specialised content for the industry.

The Horeca Hub

Live Solutions
by Alimentaria & HOSTELCO



A multidisciplinary space for live and open-air cooking, tastings, HORECA talks, the display of innovative solutions, a pool of experts, a networking space, and Chef and Waiter of the Year competitions.

Coffee, Bakery & Pastry

Taste&Talks
by Alimentaria & HOSTELCO



A dynamic space where workshops, demonstrations, competitions, masterclasses and talks will be held for the various coffee, bakery, patisserie and bakery experts.

Restauración en Colectividades

Meeting point
by Alimentaria & HOSTELCO



The area linked to the world of collective and social catering with exclusive activities aimed at industry experts.

Brand Ambassadors

The teamwork among all the links in the industry is key to respond to the changing habits of consumption and the new needs of the HORECA channel. For this reason, HOSTELCO has the presence and collaboration of the main partners that represent the industry.

EXHIBITORS



VISITORS



ASSOCIATIONS



CONSULTANTS

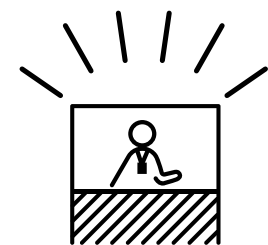


MEDIA



Reasons To participate

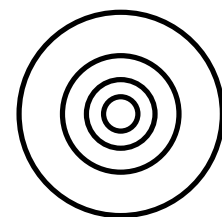
1



Positioning and brand notoriety

Exhibiting at HOSTELCO means positioning your brand alongside the market leaders and before a visitor who has great power to make decisions and purchase.

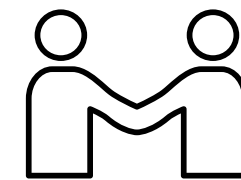
2



Increase business opportunities

In just four days, you will have access to professionals from all over the world. Set up meetings with buyers from this country and abroad and increase your business opportunities.

3



Direct contact with current and potential customers

HOSTELCO brings together the whole industry at a single trade show. During the event, you will have the opportunity to boost the loyalty of your current customer portfolio, and expand it through the REFERRAL programme.

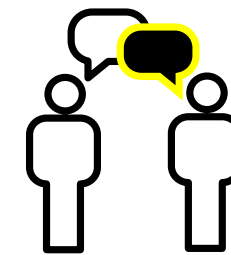
4



Present your innovations to the market

HOSTELCO offers you the maximum visibility to present your new items to the industry, the specialised media and the HOSTELCO AWARDS.

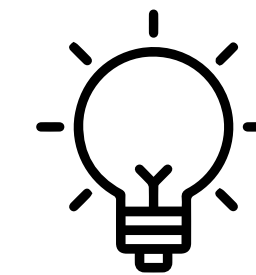
5



Networking and Benchmark

As it is an international trade show, it will expand its schedule of meetings and its network of business contacts, especially in the HORECA segment, but also in the retail segment, thanks to the synergies generated in an event with these characteristics.

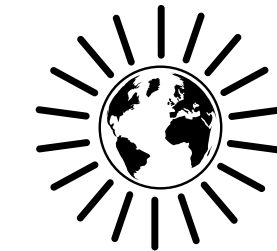
6



New ways of participating

Activities of interest for attendees with different professional profiles, from distribution, communities and institutions, restaurateurs, hoteliers, coffee, bread and pastry professionals, buyers, consultants, etc. At The HORECA Hub, Coffee, Bakery & Pastry Taste&Talks and the Restaurant and Catering trade in Communities and Institutions will find a platform for learning, inspiration and innovation where knowledge and market trends are shared.

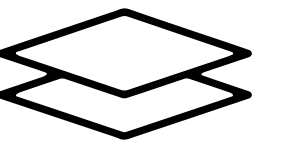
7



Boost your impact On and Offline

Thanks to its status as a showcase and information platform, HOSTELCO allows you to promote your participation during the days of the trade show to gain notoriety and impact.

8



Platform Alimentaria & HOSTELCO

The Alimentaria & HOSTELCO platform gives both shows a unique differential positioning, second to none in the trade fair world. It is the largest international event for the food, gastronomy and hospitality equipment industry that offers the market the most complete offering across the whole spectrum for the HORECA channel.

Barcelona: international gastronomic capital

Barcelona is a **cosmopolitan, modern and open city** that takes pride in its diversity. It is one of the leading international tourist destinations and one of the most popular cities to do business thanks to its quality of life and infrastructure.

Gastronomy is one of its great attractions, both for the variety and quality of Catalan, Mediterranean and market cuisine in all its neighbourhoods and for the new creative ideas of internationally recognised chefs.



A sustainable event

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.



**FUNDACIÓ
BANC DELS ALIMENTS**
BARCELONA



24,000
kilos collected

Ecovidrio

We work with Ecovidrio to collect and manage glass waste.



10.32
collected



35,294
recycled containers

#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.

#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
TREVIJANO, S. L.

SONPURA

SPIRULINA BECAGLI

VICKY FOODS

Sales network

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ATMOSPHERE| interior design, decoration, textiles,
furniture and wellness
SETTING| Kitchenware and tableware
TECH| technology, software and entertainment

Lluís Arribas
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FULLY EQUIPPED| Equipment, machinery and accessories
COFFEE, BAKERY & PASTRY | Café, bar, bakery, patisserie
and ice-cream

INTERNATIONAL SALES

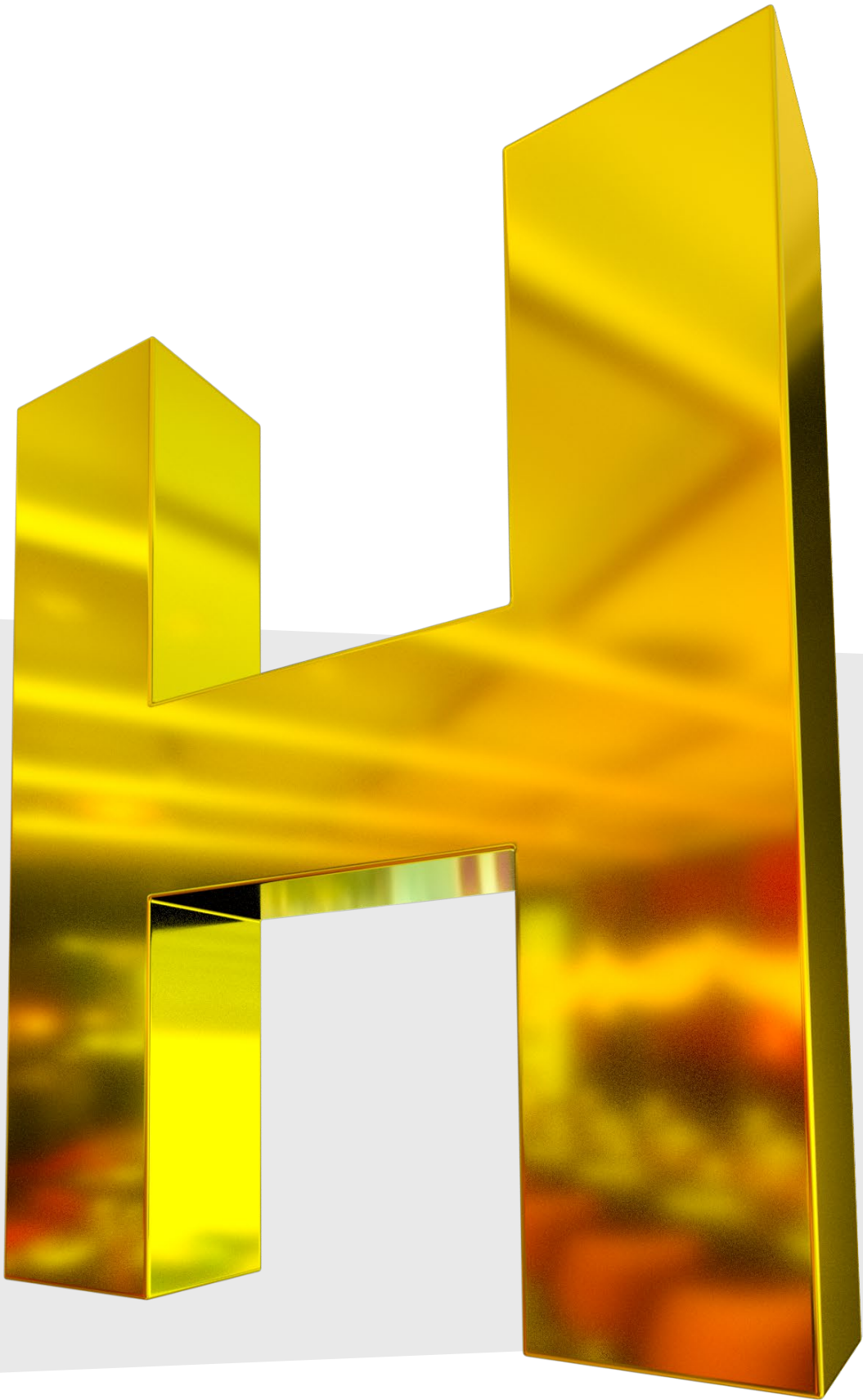
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And what's more we have a
network of international agents that
cover more than 60 countries



18 - 21 March 2024
Gran Vía Venue, Barcelona



**PARTICIPATE IN
HOSTELCO 2024!**



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