

Post-Show Report 2024

Alimentaria

International Food, Drinks & Food Service Exhibition

A unique
Food, Drinks
and Gastronomy
Experience



The
Alimentaria
Hub
Trends & Innovation

The
Horeca Hub
Live Solutions
by Alimentaria & HOSTELCO

Alimentaria  Exhibitions

Alimentaria **HOSTELCO**

Business Platform

Alimentaria 2024

A unique Food, Drinks and Gastronomy Experience

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

The synergies between Alimentaria & HOSTELCO have made it possible to craft one of the largest international meeting points for the hospitality industry and thus meet all the HORECA sector's needs with the most complete and cross-cutting range.

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



United for excellence

A global platform



&



Alimentaria & HOSTELCO together leading the flagship international platform for the food, gastronomy and hospitality equipment industry.



3,200
exhibitors
28% international
68 countries



108,000
visitors
25% international
120 countries



350
activities
700
experts



100,000+ m²
exhibition area



2,200
Hosted &
VIP Buyers



13,000+
business
meetings

85.8% of exhibiting companies **rate their participation** in Alimentaria & HOSTELCO 2024 **as entirely satisfactory.**

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

Sector depth and cross-cutting synergies

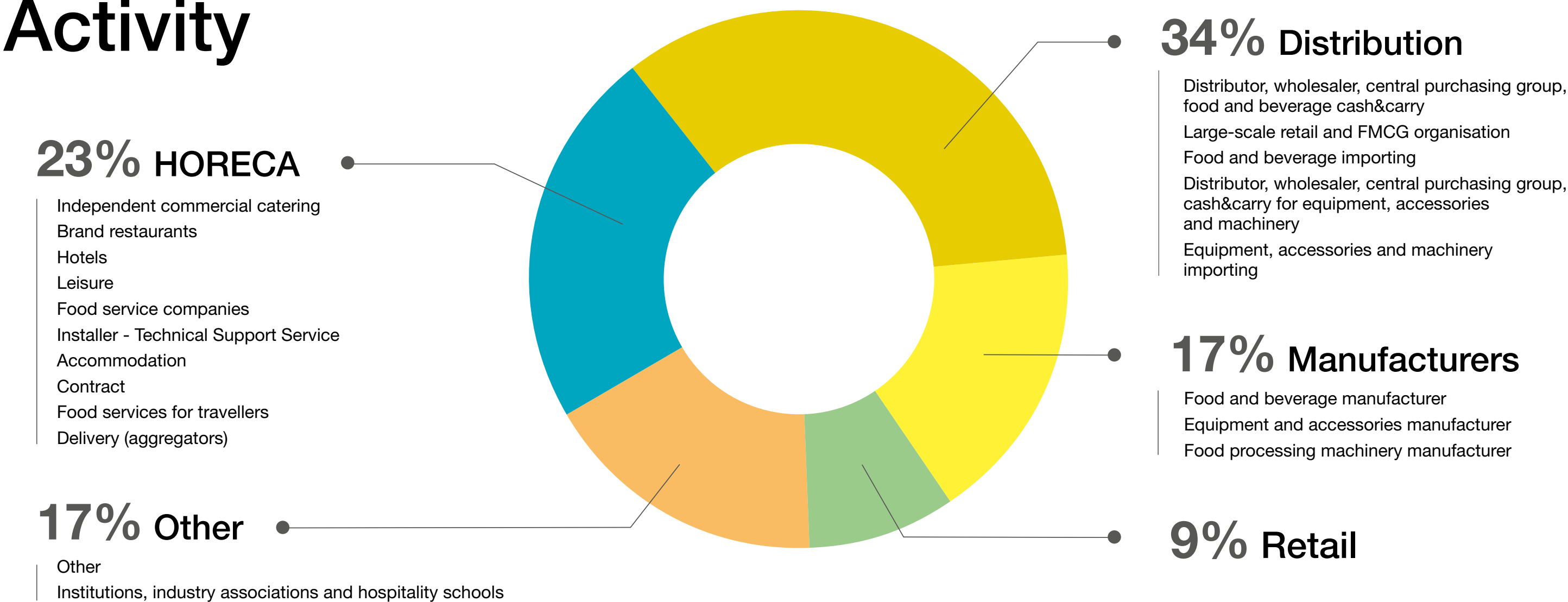
 Intercarn	Meat and meat products show	 360 exhibitors
 Organic Foods	Certified organic products show	 217 exhibitors
 Interlact	Milk and dairy products show	 84 exhibitors
 Expoconser	Canned food show	 122 exhibitors
 Alimentaria Trends	Show for the foods that set the pace for the industry	 50 exhibitors
 Grocery Foods	Direct-to-consumer brands	 239 exhibitors
 International Pavilions	International group participations	 539 exhibitors
 Lands of Spain	Regional group participations	 632 exhibitors

Alimentaria has restructured its range around core **consumer topics and trends** to increase the options for exhibitor companies to participate, greatly expand **business opportunities** and unlock **cross-sector interaction**.

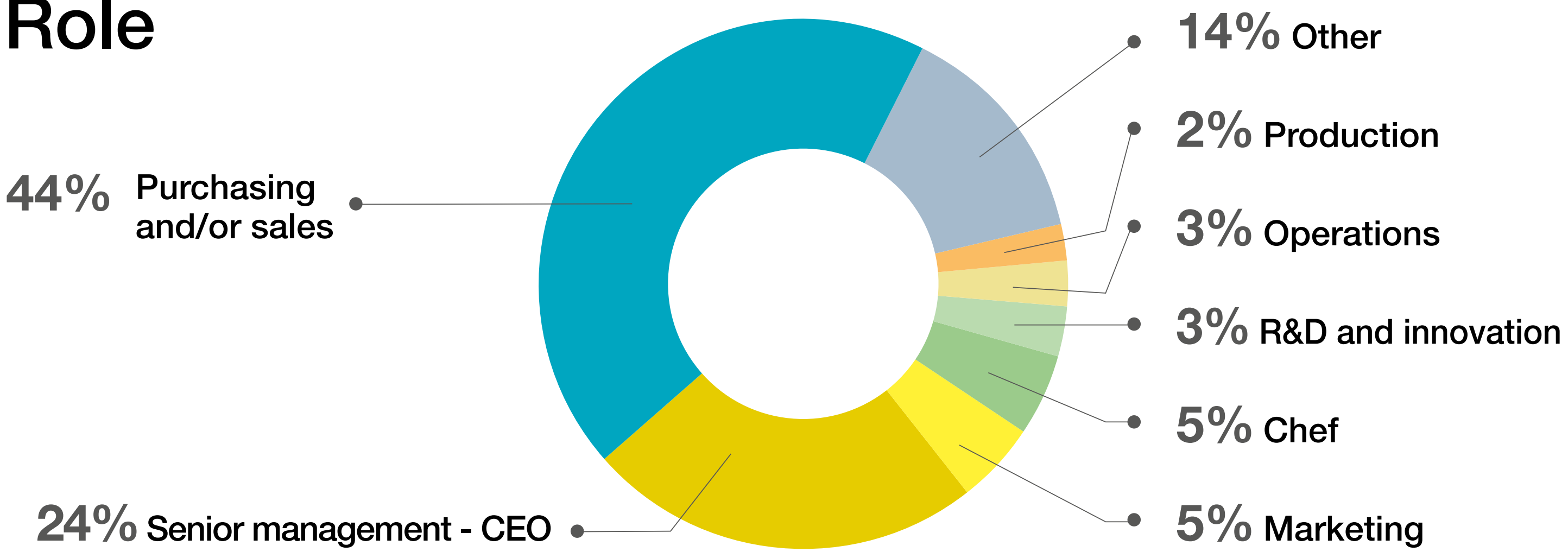
 Snacks, Biscuits & Confectionery	Sweets, biscuits, confectionery and snacks	 108 exhibitors
 HOSTELCO & RESTAURAMA	Food service, hospitality and equipment	 531 exhibitors
 Fine Foods	Gourmet or delicatessen products	 74 exhibitors
 COFFEE, BAKERY & PASTRY	Products for bars, cafés, patisseries, ice-cream parlours, coffee shops and bakeries	 116 exhibitors
Food & Hospitality Startups by Alimentaria & Hostelco	The most transformational initiatives in food and beverages	 26 exhibitors
The Alimentaria Hub Trends & Innovation	Where innovation and networking go hand in hand	 22 exhibitors
 PREMIUM Alimentaria	The international visa for gourmet products	 9 exhibitors
FOOD TECH	Equipment, technology and ingredients for food and beverage production and preservation	 32 exhibitors

Visitor profile

Activity



Role



Where visitors are from

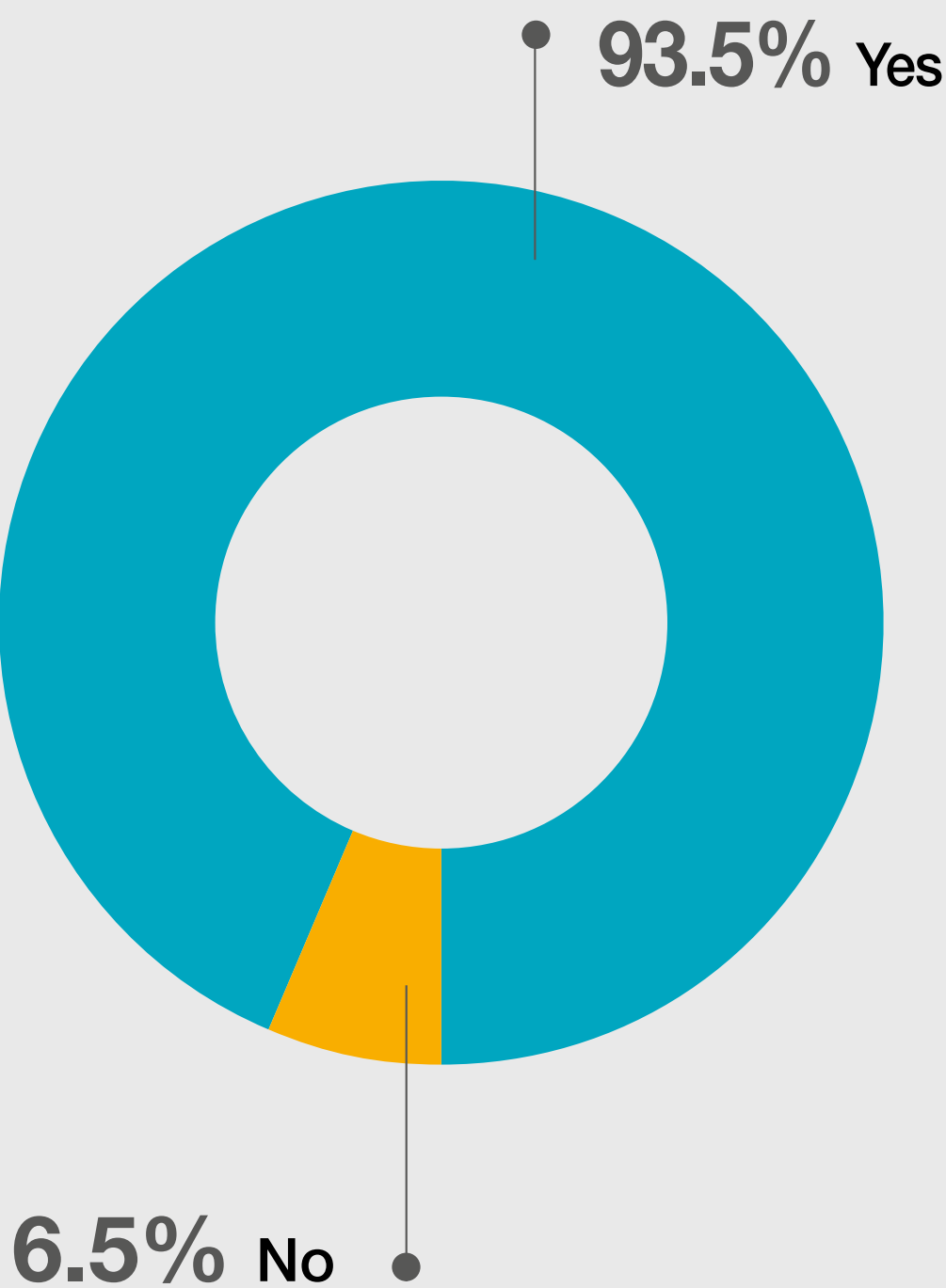


Main countries of origin

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 event that industry professionals think is a must-attend

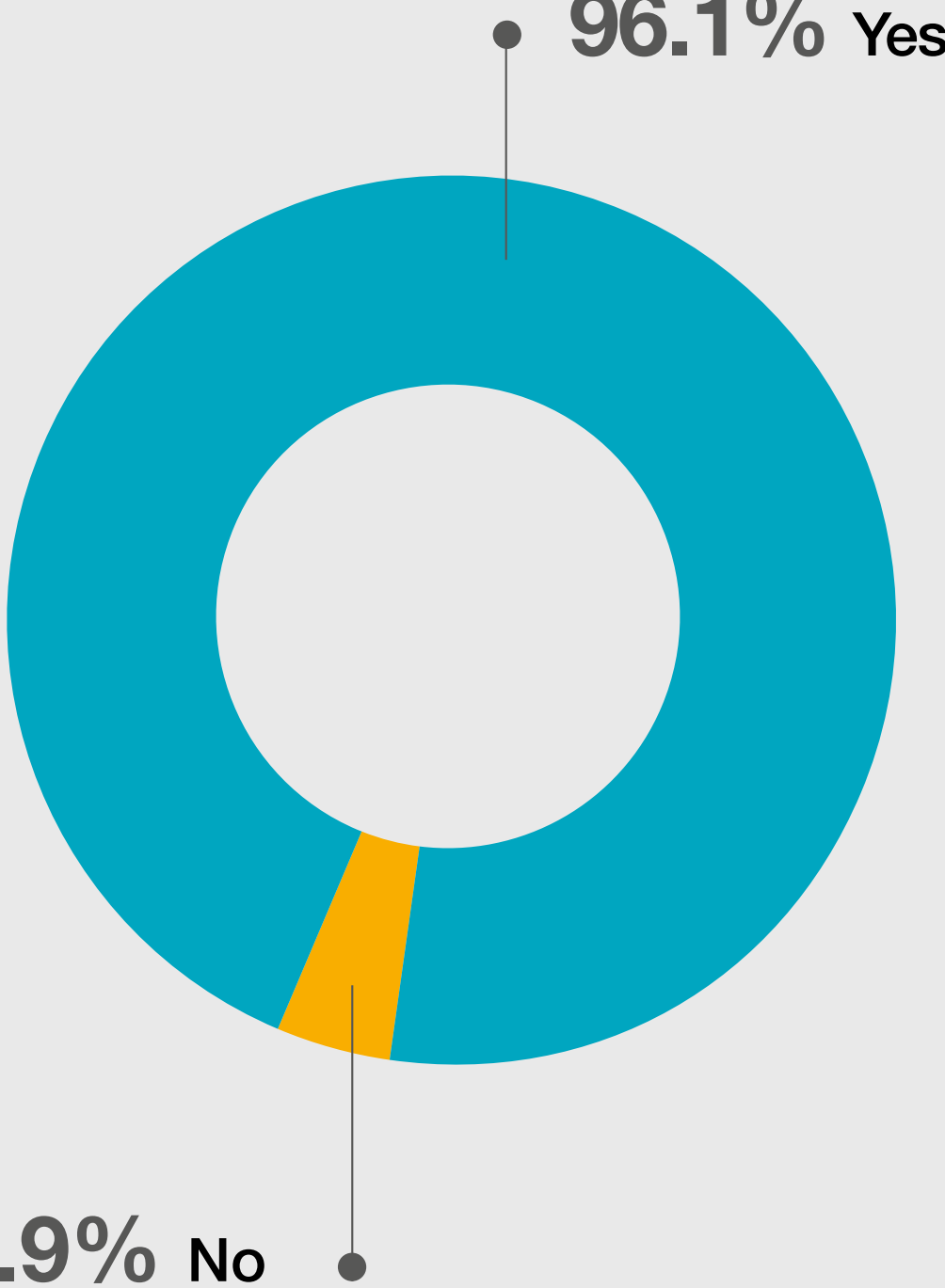
93.5% of visitors say that Alimentaria has met their **expectations**



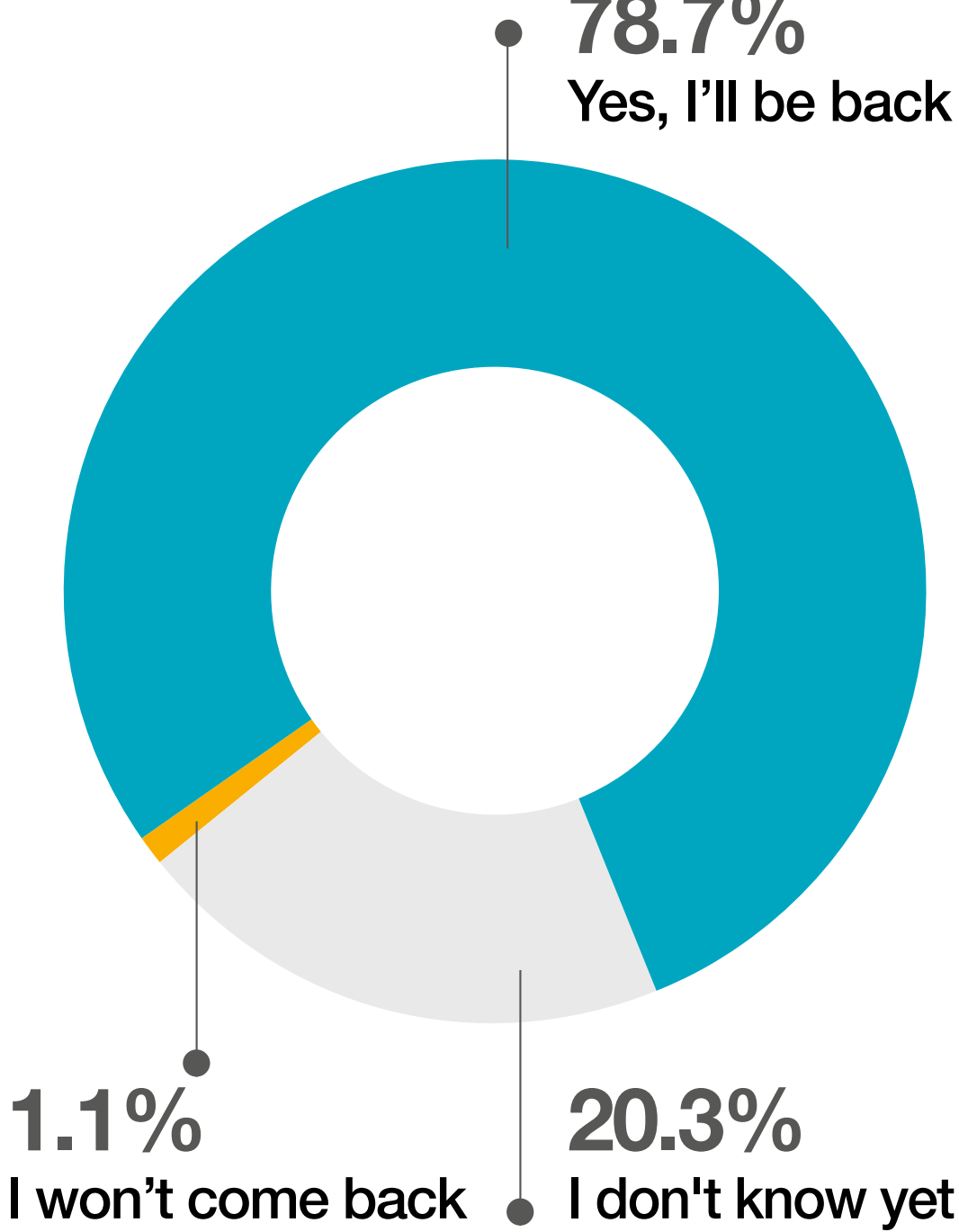
79.7% of visitors are involved in their companies' purchasing **decisions**



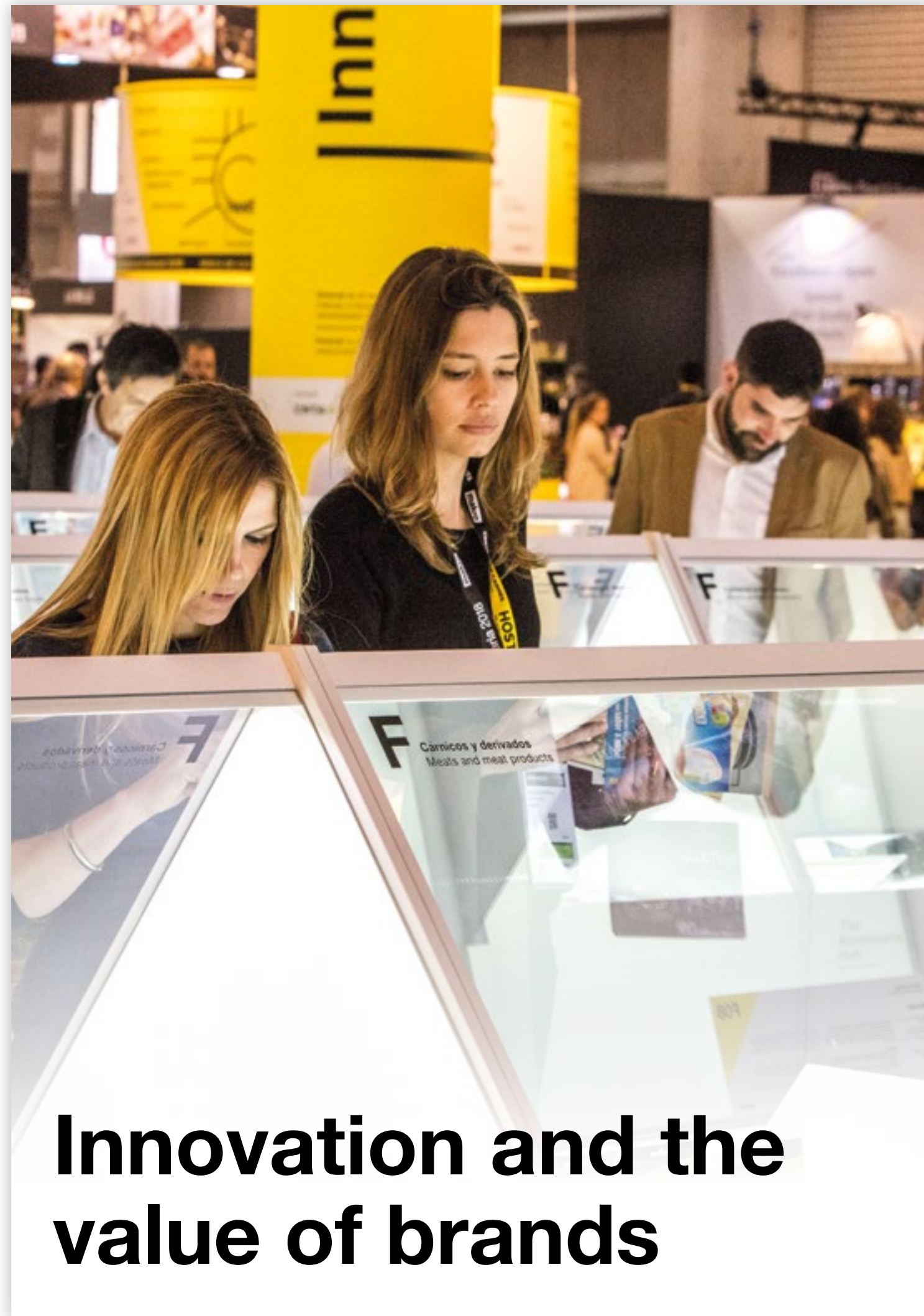
96.1% **would recommend** visiting Alimentaria to a friend or colleague



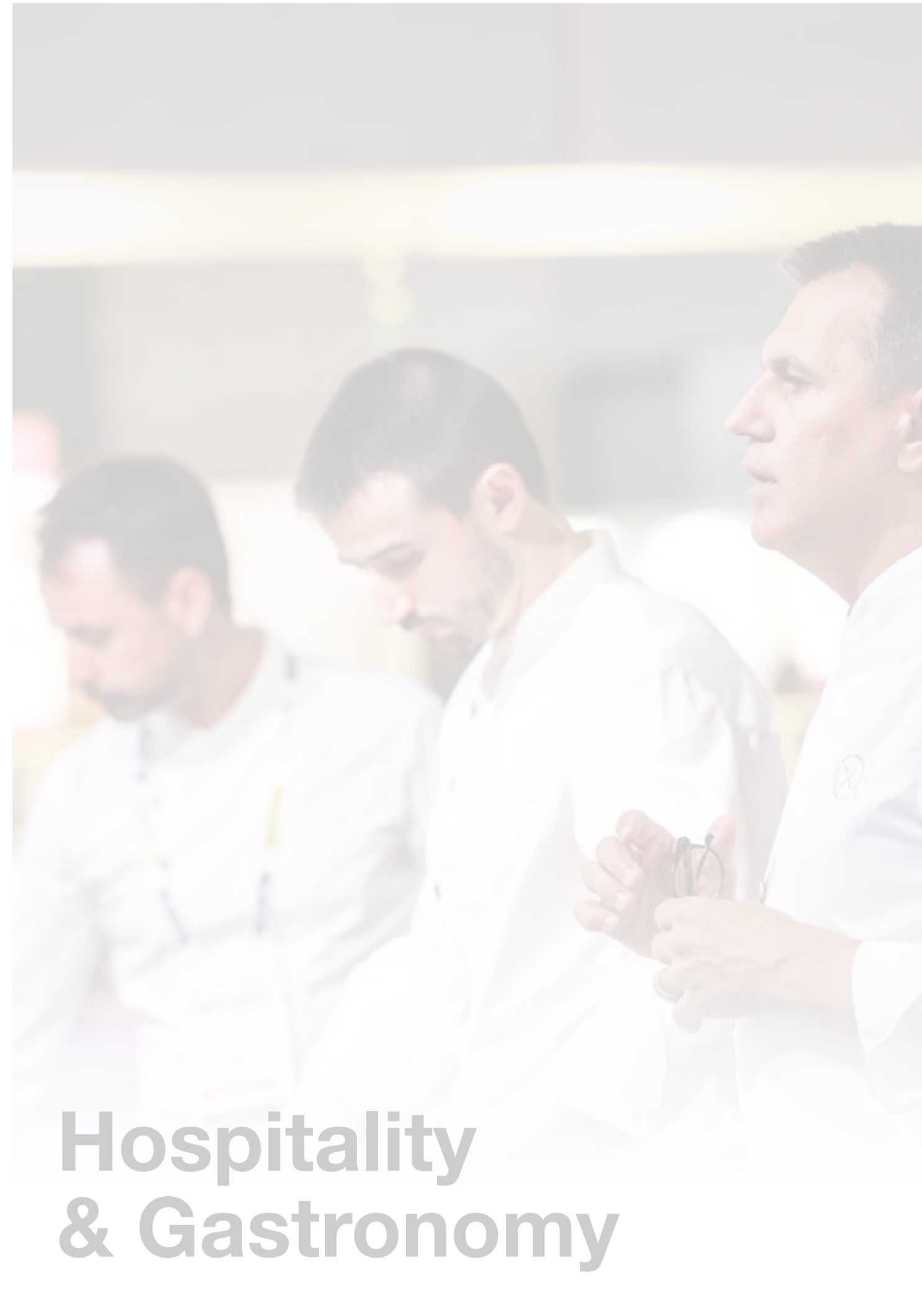
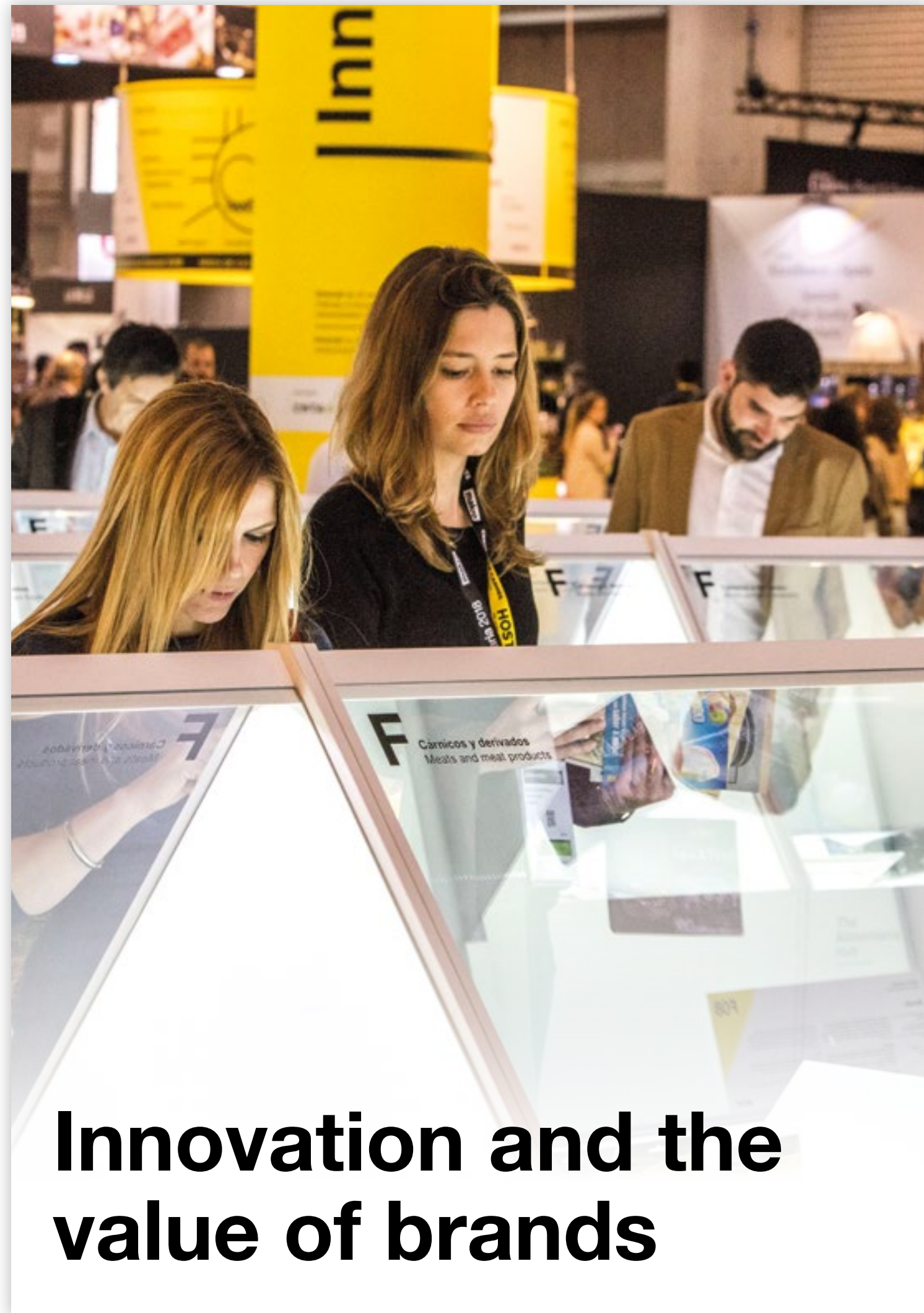
78.7% of visitors confirm that **they will come back** to the next edition of Alimentaria



Our pillars



Our pillars



Innovation and the value of brands

Constant commitment to innovation

The Alimentaria Hub

Trends & Innovation

Innoval 2024

Alimentaria

The Alimentaria Hub is the meeting point where you can find out what will shape **the future of the food industry** and where innovation and networking go hand in hand.

3,240

m²

4

Conference rooms

12

Partners

3,800

Congress attendees

219

Speakers

300

Products at Innoval



Innovation and the value of brands

Constant commitment to innovation

Food & Hospitality Startups

by Alimentaria & Hostelco

With the aim of fostering **innovation**, talent, new business models and the **entrepreneurial ecosystem**, Alimentaria & HOSTELCO staged **three disruptive exhibition areas** for start-ups.

This project displayed **the most transformational initiatives** in food, beverages and equipment for the restaurant, hospitality and contract catering industries.

43

Participating start-ups



Innovation and the value of brands

Constant commitment to innovation

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

The Horeca Hub is the specialist venue and powerhouse for the **HOECA** channel where innovation, knowledge and trends for the **international food industry, gastronomy** and **hospitality equipment** took centre stage.

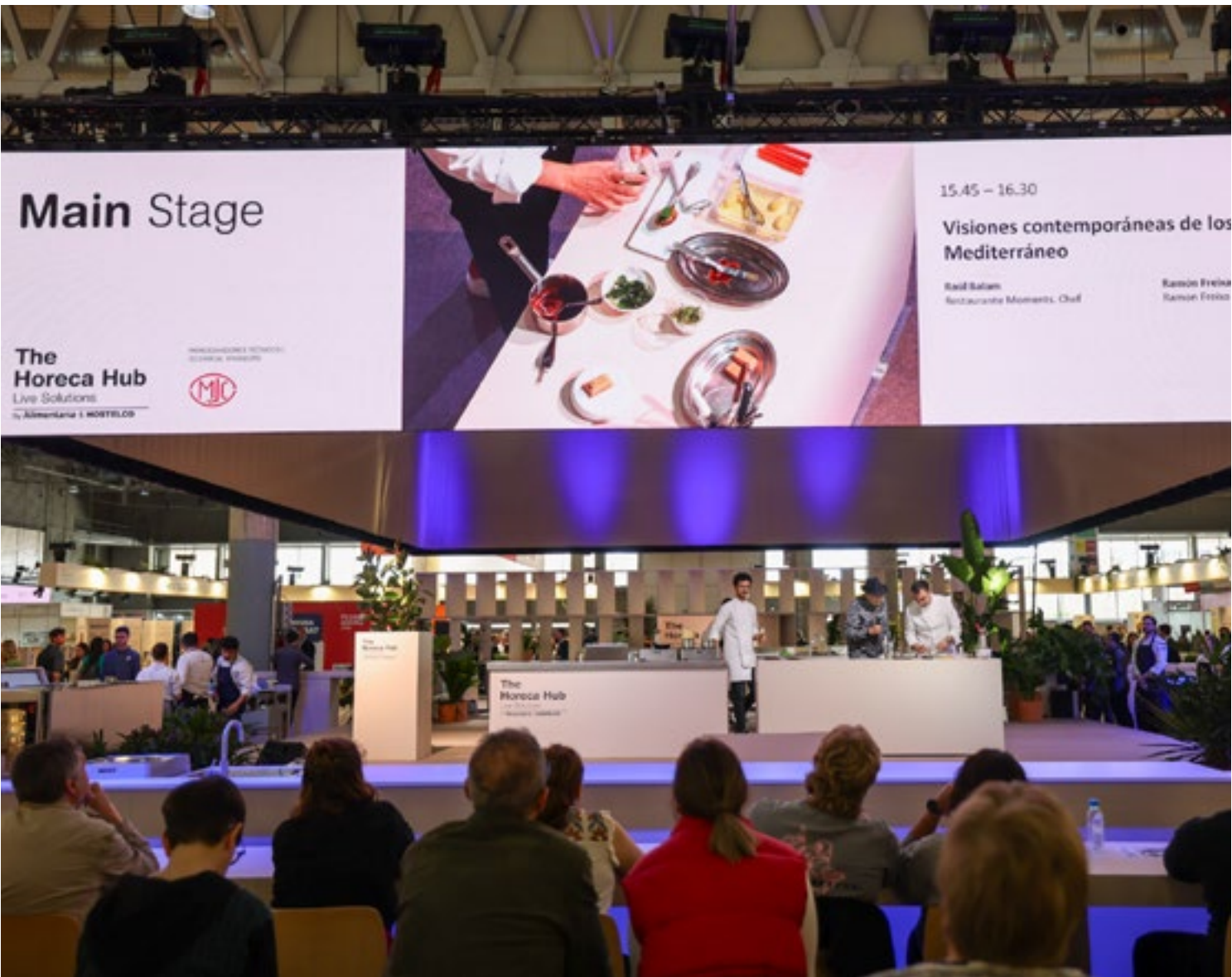
86
Activities

172
International speakers

Chef of the Year Competition

Server of the Year Competition

HOSTELCO Awards



Innovation and the value of brands

Constant commitment to innovation

The Olive Oil Bar

Taste & Discover
by Alimentaria

Coffee, Bakery & Pastry

Taste&Talks
by Alimentaria & HOSTELCO

The Organic Market & Trends

by Alimentaria

Restauración en Colectividades

Meeting point
by Alimentaria & HOSTELCO

Exclusive thematic areas

Aside from being a trade platform, Alimentaria **also showcases gastronomy, innovation and trends** through a wide range of activities and thematic areas where visitors can learn about these trends and generate knowledge.



Our pillars



**Innovation and the
value of brands**



**Hospitality
& Gastronomy**



Internationalisation

Hospitality & Gastronomy

Experience the HORECA revolution

We unveiled the latest trends and innovations driving **the future of the HORECA channel** in headline events, spaces and activities which brought together the **sector's key players**.



The Horeca Hub

Live Solutions
by **Alimentaria & HOSTELCO**

The largest innovation and business platform for the Horeca channel



Food & Hospitality Start-ups

by **Alimentaria & HOSTELCO**

Innovation, talent, business, entrepreneurship



Contract catering

Meeting Point
by **Alimentaria & HOSTELCO**

A unique and influential venue for social and contract catering



Robot Solutions

Collaborative Robots, Automation, AI



Coffee, Bakery & Pastry

Taste&Talks
by **Alimentaria & HOSTELCO**

The Coffee, Bakery & Pastry activity space for sharing experience and knowledge



HOSTELCO AWARDS2024

Prestigious awards which recognise the excellence of food services, hospitality and contract catering professionals

Hospitality & Gastronomy

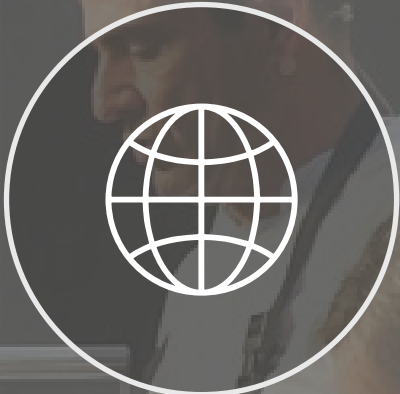
Experience the HORECA revolution



+18%
international

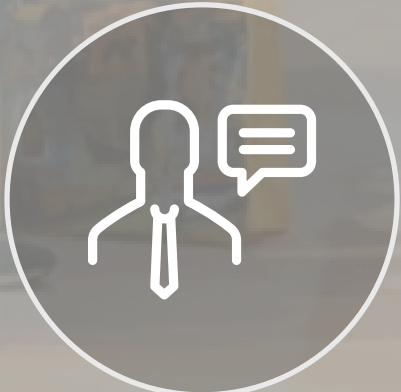
52,000

Horeca
profile/interest
trade visitors



20+

summits



200

sessions



350

speakers



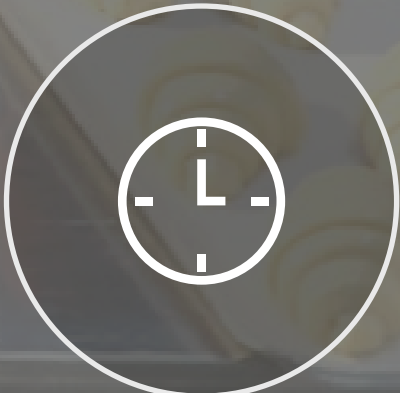
9

awards
and competitions



75

partners



6

guest activities
and events

Imagine Foodservice by **Marcas de Restauración**
& **European Foodservice Summit**

FCSI EAME conference

The Hotel from “Close Encounters of the Third Kind” by **CEHAT – ITH**

People and Technology by **Mas Cuota**

Cruise industry overview by **CLIA**

HOSTELCO Awards

Food&Hospitality Start-ups

National Best Steak Tartare Competition

Chef of the Year Competition

Server of the Year Competition

Vera Pizza Champion Spain by AVPN

Student competition by FCSI

ATX Allergy Protection Awards

Speciality Coffee by **Coffee XP**

4th **Club Top F&B Congress**

ADISCAT 2024 Convention

ITH Board of Directors

CEHE Assembly

Our pillars



**Innovation and the
value of brands**



**Hospitality
& Gastronomy**



Internationalisation

Internationalisation

Genuine international business centre

Alimentaria & HOSTELCO maximise **business opportunities** for exhibitors through **loyalty and invitation programmes** that ensure the presence of **buyers with purchasing decision-making power** from all over the world.

Hosted Buyers

Programme - Invitation to high-level international buyers

Key Buyers Programme - Invitation to buyers from major national operators

Matchmaking System - Online business meeting scheduling platform

Strategic agreements with international organisations

ACCIÓ
Catalonia
Trade & Investment

 **Generalitat de Catalunya**
Government of Catalonia



Guest buyers

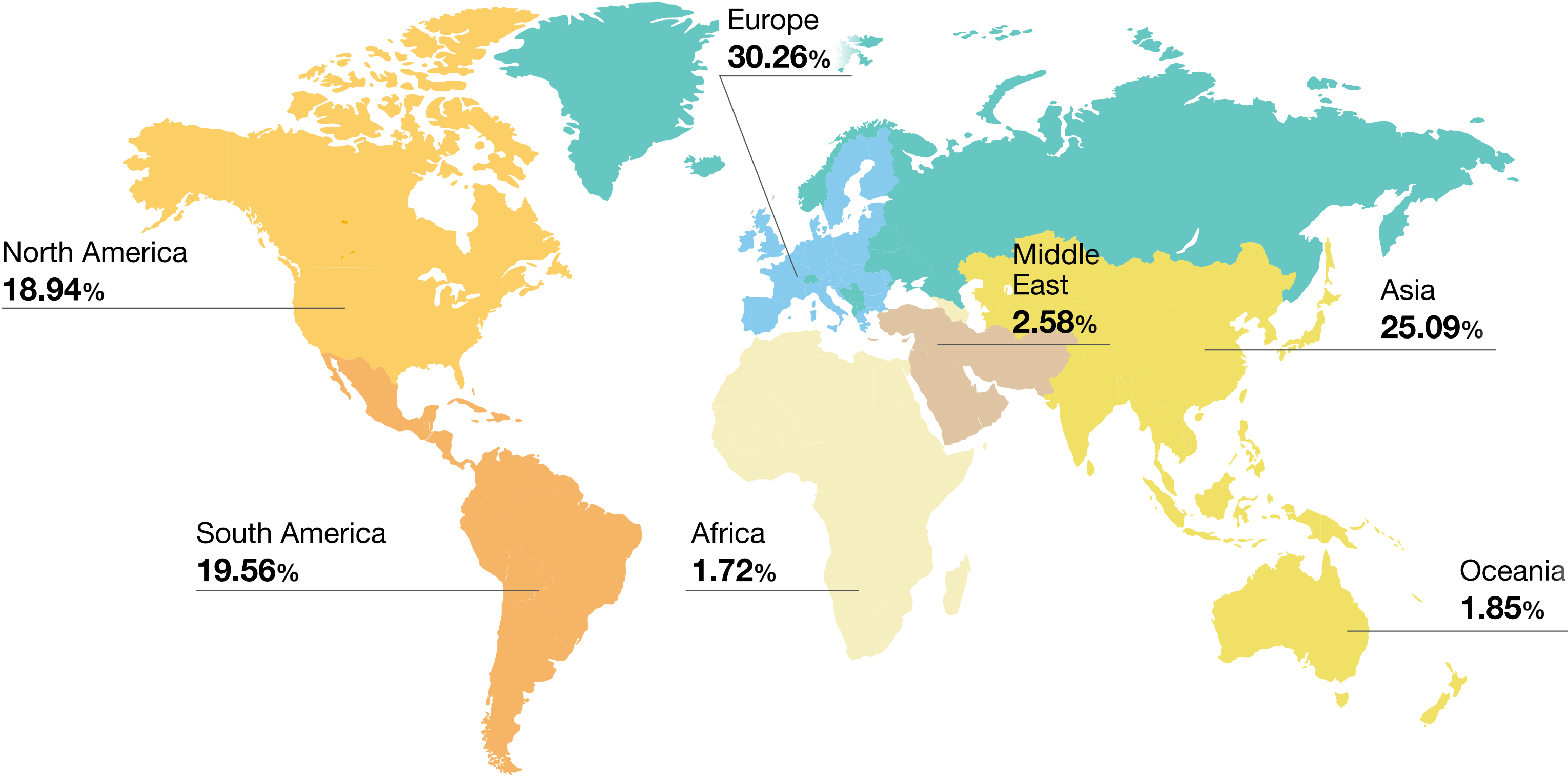
2,200 guest buyers

€1,000,000 in investment

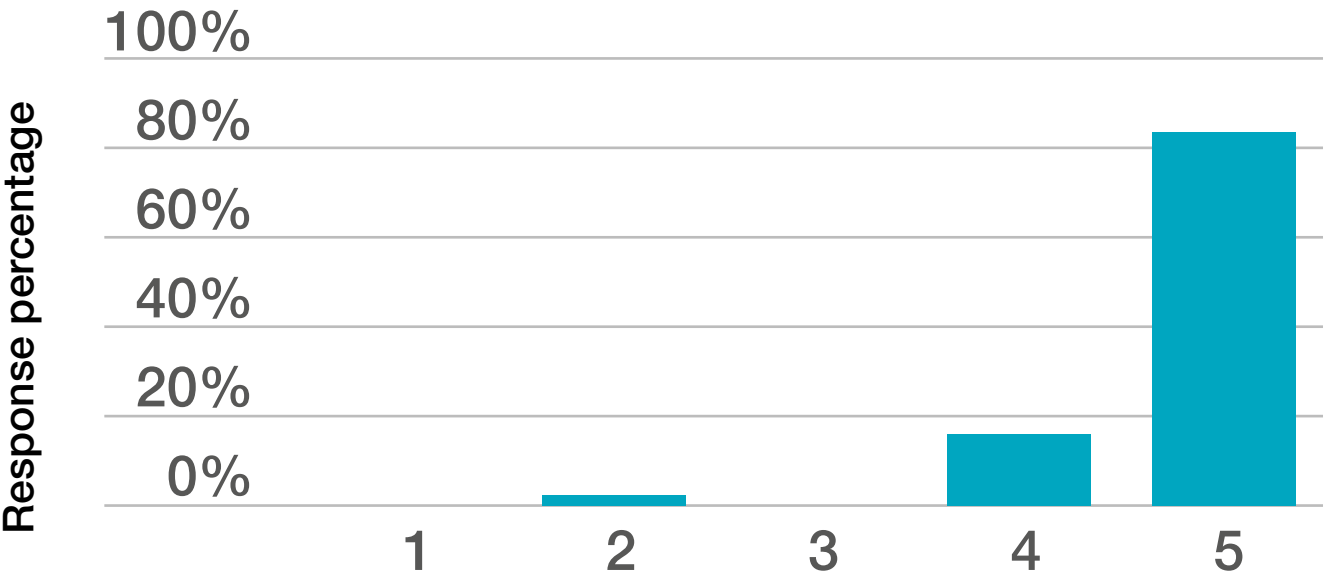
88 countries

13,000 business meetings

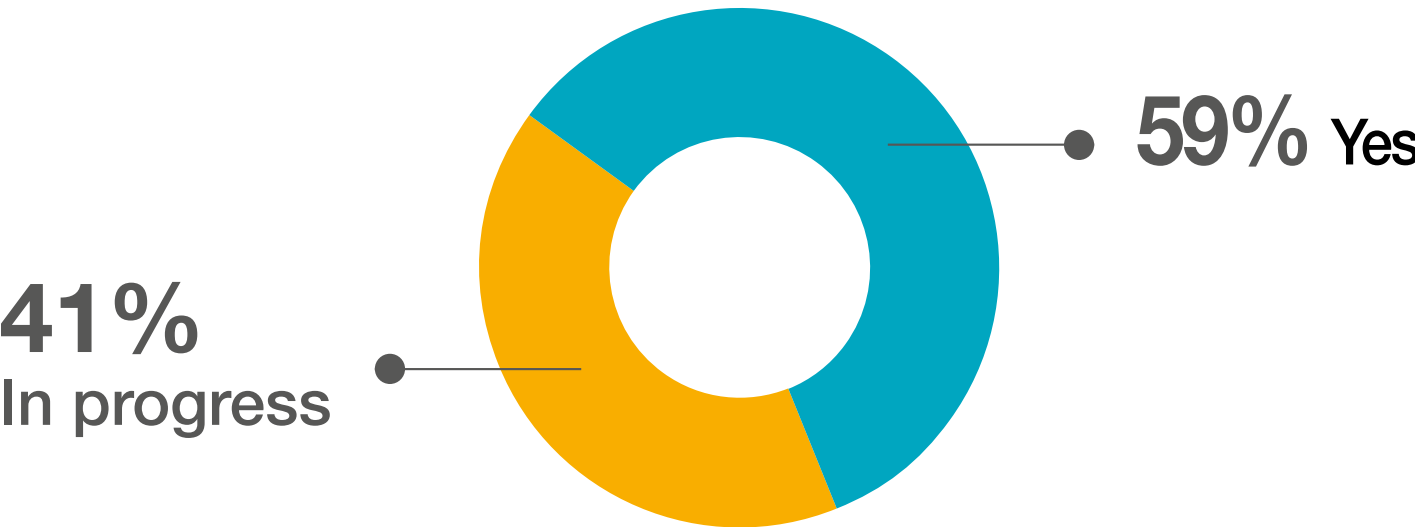
In-house team and **15** agencies engaged in attracting Hosted Buyers



WOULD RECOMMEND ALIMENTARIA



Did you close any orders with exhibitors at the fair?



Main operators by channel who visited Alimentaria 2024

FMCG



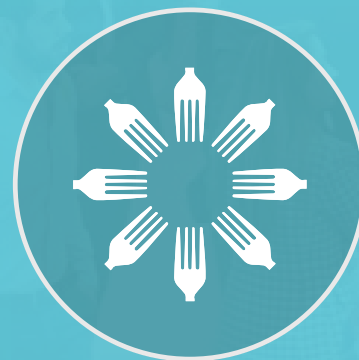
- Aldi
- Auchan
- Bon Preu
- Condis
- Consum
- El Corte Inglés
- Euromadi
- Grupo Eroski
- Lidl
- Mercadona

Brand restaurants



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

Contract catering



- 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

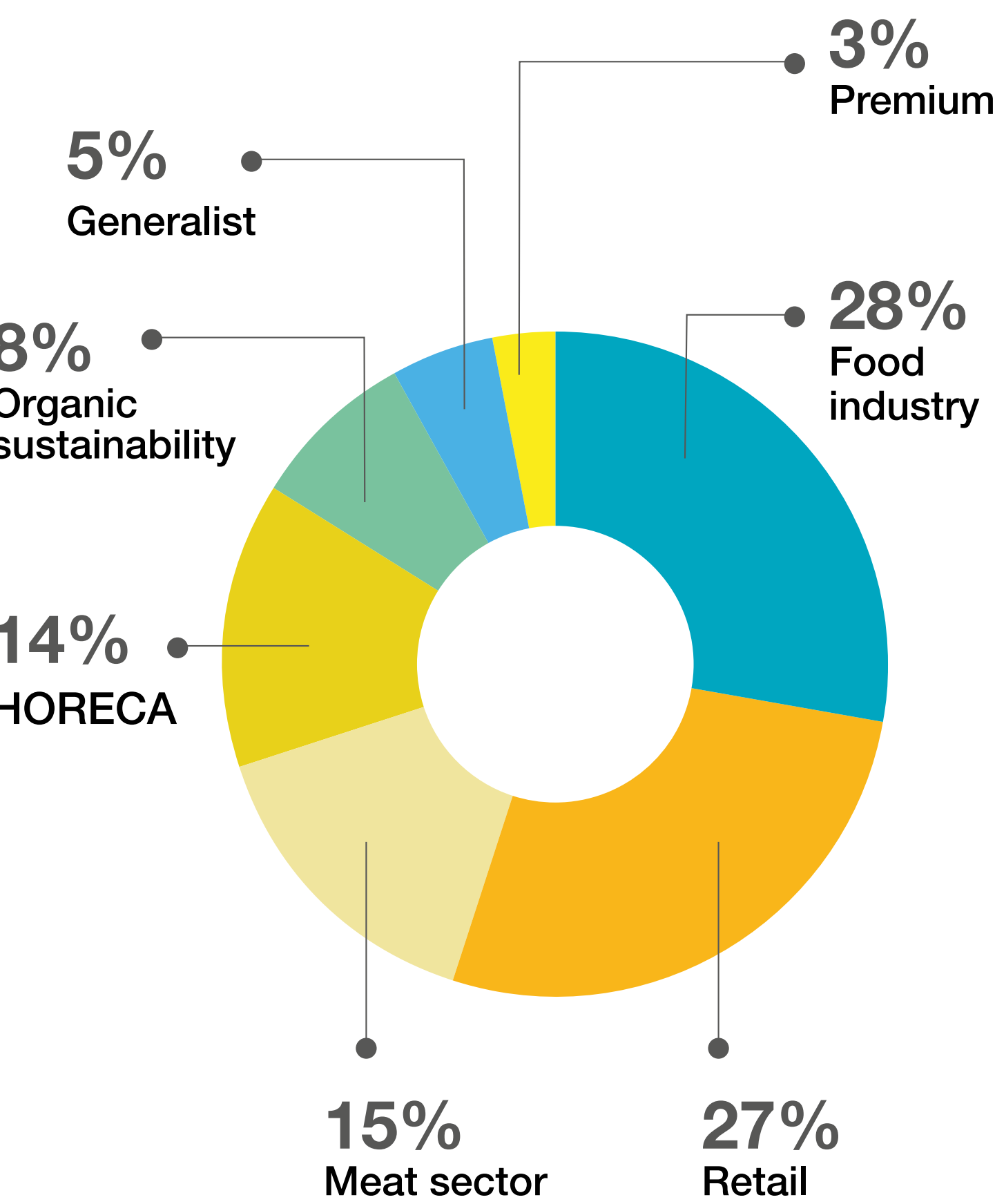
Major media impact

12,400 impressions in national and international press, radio, TV and online	compared to 2018	+83%
Of which 44% international (5,400 impressions)		+440%
With advertising value equivalent to €46 M		+304%
1,291 accredited journalists and reporters from 35 countries	compared to 2022	+84%
30 guest national and international journalists		

Alimentaria 2024 conducted priority actions in countries including the USA, South Korea, Chile, Peru, Mexico, China and Hong Kong, Canada, Portugal, France, Poland, the UK, the Netherlands, Singapore, India, Greece, Turkey, Italy and Germany.



Distribution by sector



Huge impact on social media



The industry’s main stakeholders endorse Alimentaria

Alimentaria has an outstanding relationship with the industry's main domestic and international stakeholders. Institutional, sector and association partners are closely involved in the running and success of the event in each of its editions.

A&H INSTITUTIONAL PARTNERS



PARTNERS



DIGITAL KIT PARTNER



A sustainable event

Committed to sustainability

To lessen our environmental impact and make our events more sustainable, at Alimentaria & HOSTELCO we carry out a range of actions in line with the UN Sustainable Development Goals (SDGs) and the 2030 Agenda.

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

3,252 kg
of paper saved
by also avoiding
print-outs

26,200+
downloads
of the event's
app

Initiatives and best practices



Making good use of food through collection of leftovers by the Banc dels Aliments.



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



Collecting and managing glass waste in partnership with Ecovidrio.



Setting up recycling stations throughout the show.



Recycling lanyards and pass holders at the venue's exit.



Reducing and eliminating all single-use plastics.



Online press reading points in The Alimentaria Hub and The Horeca Hub.



Printing all materials on recycled paper with the FSC seal.



Empresas con iniciativas sostenibles

Alimentaria & HOSTELCO 2024
#unitedforsustainability

Ainia	Embutidos Luis Gil – Encinar de Ocón	Mapryser, S.L.
Alimentos Sanygran	Falusán	Monbake
Almazara Quaryat Dillar	Fazla	Noel Alimentaria
Bodegas Torres Filoso	FoieGood – The Foie Gras Alternative	Okin
Calconut SL	Gloop	Oreka Circular Economy SL
Calvo	Grupo Apex · Aperitivos y Extrusionados, S.A.	Petit Forestier
Campomiel	Grupo Vall Companys	Productos Trevijano
Casa Amella	Hacienda Guzmán	Robles Ecológico
Cerveza Raíz Cuadrada	Hello Straw	Roque Iniciativas, S.L.
Chill It – Bebidas Extra Frías en Segundos	Iberital	Señorío de Montanera
Coca-Cola	Javara	Sincere Eco Technology Co., Ltd.
Codina Gel	Kim's Chocolates NV	Sphere Group Spain, S.L.
Conservas Baymar	La Newyorkina	StableTable
Costa Brava Mediterranean Foods	Laboratorios Best Medical	Tribe
CoverManager	Lapasion Internacional S.A.	Vins Gèniu, S.L.
Ecogots	Llet Nostra Alimentaria sl	Wassy Himalaya, S.L.
El Pozo Alimentación	Lugar da Veiga S.L.L.	Zyrcular Foods



A

Alimentaria

&

H

HOSTELCO

2024

HOSTELCO
THE HOTEL & RESTAURANT TRADE SHOW

Food, Drinks and
Gastronomy
Experience

FOCUS ON
HOSPITALITY
BUSINESS

The
Alimentaria
Hub

The
Olive Oil Bar

The
Organic Market
& Trends

The
Horeca Hub

Food &
Hospitality
Startups

Coffee, Bakery
& Pastry

Restauración en
Comunidades



VISITANTES ACREDITADOS / REGISTERED VISITORS



Accés / Acceso / Access SUD