

Alimentaria 2016

Salón Internacional de Alimentación y Bebidas
International Food and Drinks Exhibition

Dossier de prensa
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Press Kit



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Fact Sheet

Alimentaria 2016, The International Food and Drinks Exhibition

Edition
21st

Frequency
Biennial

Type of event
Professional

Exhibition dates
25 - 28 April 2016

Times
Monday-Tuesday-Wednesday: 10:00 to 19:00
Thursday: 10.00 to 18.00

Venue
Halls 1, 2, 3, 4, 5 and 6
Gran Via venue of Fira de Barcelona
Av. Joan Carles I, 58-64
08908 L'Hospitalet de Llobregat (Barcelona)

Trade shows

- Intervin (wines and spirits)
- Intercarn (meat and derivatives)
- Interlact (dairy and derivatives)
- Restaurama (eating outside the home: hotels, restaurants and mass catering)
- Multifoods (multiproduct companies, International Pavilions, Healthy Foods, Mediterranean Foods, Expoconser, Fine Foods, Snacks, Biscuits & Confectionery, Lands of Spain and Alimentaria Premium)

Area occupied
90,000 sq. m (trade show + different themed activity areas)

Exhibitors represented
4,000

Activities
The Alimentaria HUB (Hall 3)

- Innoval Awards and exhibition of new products
- Top Ten Trends
- Conferences, seminars and presentations
- XI International Congress on the Mediterranean Diet

- Third Nestlé Forum: 'Creating Shared Value': Impact of Climate Change on the Food Sector
- The Food Factory: presentation of start-ups in the food sector to investors
- VIII ALIBER 2016 R&D&I Meetings (FIAB)
- *Export Service Counter*: advice on internationalisation
- Business meetings with international buyers
- *The Food Bloggers Conference*
- Écotrophéia Awards
- Exhibition of the Best Pack Award winners

The Alimentaria Experience (Hall 6)

- Gourmet area: Show-cooking sessions, workshops, tasting sessions and conferences given by well-known and up-and-coming chefs
- Final of the Chef of the Year competition
- Final of the Waiter of the Year competition
- Wine & Food Tourism area
- Cocktails & Spirits
- *Food trucks*

Other gourmet activities

- *Vinorum Think: Master tasting sessions, conferences and cooking demos with wine pairing sessions (Hall 3)*
- Gourmet Olive Oil Bar: Self-guided tasting of the top Spanish extra-virgin olive oils (*Hall 3*)
- Spain, Land of 100 Cheeses: Exhibition and tasting area (*Hall 4*)

Other areas

- *Halal Supermarket (Hall 1)*

Organised by

Alimentaria Exhibitions S.L.U. - a Fira de Barcelona company

President

Josep Lluís Bonet

President of the Board of Directors of Fira de Barcelona, the Spanish Chamber of Commerce and Freixenet

Director

J. Antonio Valls

Managing Director of Alimentaria Exhibitions, S.L.U.

Press contact

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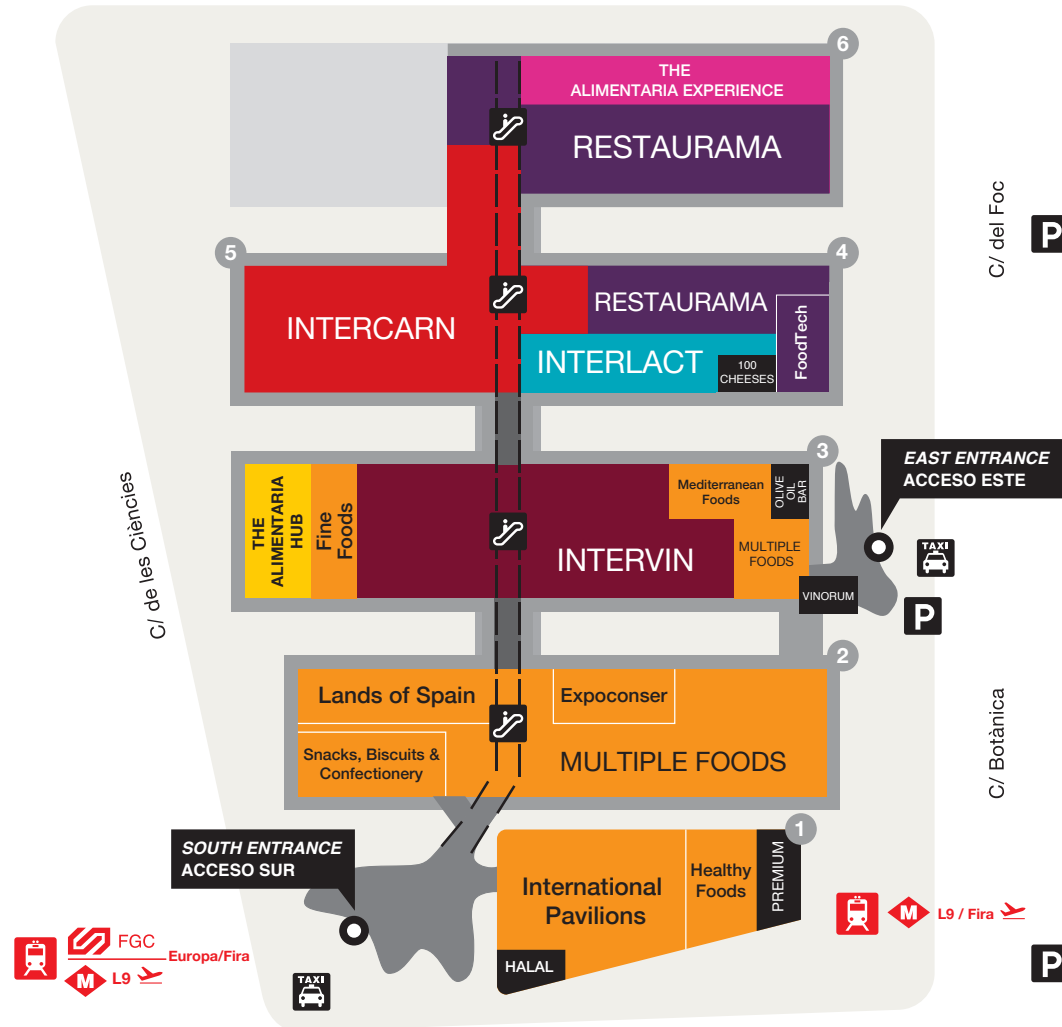
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Images

Available in the press section of the show's website

C/ Alumi



C/ Joan Carles I

MULTIPLE FOODS

Productos alimenticios diversos.
General food products.

INTERNATIONAL PAVILIONS

Participaciones agrupadas de origen internacional.
International exhibitors grouped by place of origin.

HEALTHY FOODS

Alimentos ecológicos, dietéticos, funcionales, especiales: sin gluten, sin lactosa, etc. y nutrición infantil
Organic, diet, functional and specialty foods: gluten free, lactose free, etc. and children's nutrition.

MEDITERRANEAN FOODS

Aceites de oliva y vegetales, productos del mar, acuicultura y piscifactoría, productos frescos y productos vinculados a la Dieta Mediterránea.
Olive and vegetable oils, fish and seafood, aquaculture and farmed fish products, fresh products and products associated with the Mediterranean diet.

PREMIUM

GOURMET OLIVE OIL TASTING BAR

HALAL SUPERMARKET

INTERVIN

Vinos, sidras y espirituosos.
Wines, ciders and spirits.

VINORUM

INTERCARN

Productos cárnicos y derivados.
Meat and meat products.

THE ALIMENTARIA HUB

Trends and Innovation

THE ALIMENTARIA EXPERIENCE

Live gastronomy

INTERLACT

Productos lácteos y derivados.
Dairy products.

LAND OF 100 CHEESES

RESTAURAMA

Alimentación fuera del hogar, pastelería, panadería y heladería. Aguas, bebidas refrescantes y cervezas. Productos semielaborados y congelados.
Food service and hospitality, bread, baked goods and ice cream. Water, soft drinks and beer. Partially-prepared and frozen foods.

ALIMENTARIA FOODTECH

Tecnología, equipamiento y servicios para la industria alimentaria.
Machinery and technical solutions for the food industry.

FEATURED AREAS



25 - 28 April 2016
www.alimentaria-bcn.com



Alimentaria  Exhibitions

More foreign importers have been invited to boost the business meetings agenda

Alimentaria reaches its 40th year with more innovation, internationalisation and gastronomy

From 25 to 28 April, in the Gran Via venue, Alimentaria celebrates its 40th anniversary, putting more effort and resources than ever into achieving the most international, innovative and gastronomic edition in its history. Some 140,000 visitors are expected, 40,000 from abroad, and more than 10,000 business meetings will be held between exhibitors and the 800 key worldwide buyers directly invited by the organisation. Alimentaria brings together the latest industry innovations, showcasing trends and generating knowledge. It will also showcase gastronomy and the restaurant industry as the sector's greatest allies when it comes to promoting the variety and quality of its food and drink.

In its efforts to reinvent itself and maintain its status as a global benchmark event in its specialist area, Alimentaria 2016—which represents 4,000 companies from 70 countries—is introducing a revamped structure to highlight the synergies between different sectors and reveal new market trends.

The trade fair offering will be split between the classic drivers of the show: Intervin (wines and spirits), Intercarn (meat and meat products), Restaurama (the restaurant sector) and Interlact (milk and dairy products). New for this year is Multiple Foods, the most cross-cutting of all the fairs that brings together virtually half of the companies taking part in the show, grouped by specialist area.

Included here are the Spanish autonomous regions (Lands of Spain) and the international pavilions, as well as growing market sectors such as Healthy Foods (organic food, preparations for infants and special dietary requirements), Fine Foods (gourmet products); Mediterranean Foods (oils, fruit and vegetables), Snacks, Biscuits & Confectionery (candies and snacks); and Expoconser (canned, bottled and semi-preserved products), as well as the Premium zone made up of a dozen select firms related to haute cuisine. Another new feature is the inclusion of drinks and frozen food manufacturers in the Restaurama segment.

Export opportunities

Due to its international drawing power, Alimentaria is an efficient platform for companies exporting to new markets. This year the organisation has increased its investment by 35% in order to invite 800 key buyers from different countries (Hosted Buyers), amongst which are importers and major operators involved in the distribution sector and the HoReCa channel. The event will facilitate business meetings, technology transfer and corporate collaboration with the trade fair's exhibitors.

Alimentaria will be organising the programme with the support of institutions such as the Spanish Food and Drink Industry Federation (FIAB), the

Alimentaria steps up its promotion plan in order to exceed 40,000 international visitors

Multiple Foods is the new multi-sector area for encouraging synergies and incorporating consumer trends

Introducing the future stars of haute cuisine along with the latest innovations from a sector that is increasingly concerned with health and wellbeing

Association of Internationalised Industrial Companies (AMEC), ICEX España Exportación e Inversiones, the Ministry of Agriculture, Food and Environment (MAGRAMA) and the Agency for Business Competitiveness (ACCIÓ). The show is focusing on strategic markets for its participants, such as Europe and Latin America, as well as Asian countries, the Middle East and North America.

Small and medium-sized enterprises and large distribution companies all recognise the contribution Alimentaria makes in opening up new foreign markets and its role in identifying business opportunities. According to Josep Lluís Bonet, president of Alimentaria and of Fira de Barcelona: *'Internationality is no longer an option but rather an obligation in order to increase competitiveness and to grow the sector. That is why we particularly want to stand alongside and support SMEs trying to sell abroad.'*

J. Antoni Valls, Managing Director of Alimentaria Exhibitions and of the show stresses: *The emphasis of this edition will be on internationalisation, innovation, but also on doing business. The show will demonstrate that this a good time for companies to innovate, look towards new consumer trends and increase their presence in foreign markets.'*

The most innovative trends and the future stars of haute cuisine

In its second edition, *The Alimentaria Experience* will explore in depth the relationship between haute cuisine and the industry, identifying synergies and collaborations. This area will feature famous names on the culinary scene such as Joan Roca and Àngel León as well as promising youngsters who are already setting trends and who could well become the next stars of haute cuisine. Names such as Ana Merino, Beatriz Sotelo, Eduard Xatruch, Oriol Castro and Virgilio Martínez form part of the group of 40 chefs taking part in the workshops and cooking demonstrations scheduled to provide first-hand experience of the new trends in a cuisine that has achieved unprecedented international recognition.

As a new feature for the wine sector at this edition, Alimentaria is introducing *Vinorum Think*, which reveals the latest developments in the sector, the Spanish wines that are setting the trends and the secrets to getting into key markets such as Asia, guided by renowned experts, wine critics, winemakers, *Masters of Wine*, sommeliers and chefs. The programme is rounded off with a series of talks, tasting sessions and culinary demonstrations. The tasting areas of the gourmet Olive Oil Bar and the exhibition 'Spain, the land of 100 cheeses' will round off a truly gastronomic experience.

The show also includes the concept of Halal for the first time, in order to boost knowledge of the types of products grouped under this label and to turn it into a meeting point between exporters and visitors alike. The three activities scheduled are the Halal Supermarket, the Halal Congress and the Halal Showcooking Demonstration.

Meanwhile, *The Alimentaria Hub*, with the Innoval space as its focus, will form the central point for discovering the latest sector trends, innovations and business updates, providing a barometer of trends that point towards à la carte foods, organic products and local produce, not forgetting the interest in anything natural and environmentally friendly, which manifests itself in the search for new sources of protein. More than 200 activities will take place and 300 new products exhibited that will demonstrate the trends in the food industry over the coming years, and more than 10,000 business meetings will be held with international buyers. This knowledge centre will host, amongst other events, the 3rd Nestlé Forum on 'Creating Shared Value' and the 11th International Congress on the Mediterranean Diet. There will also be lectures and seminars where prestigious industry experts will reveal the keys to the future of the sector on subjects such as innovation, branding, health, wellbeing, internationalisation and globalisation, distribution, retail, marketing and communication, and Corporate Social Responsibility.

Barcelona, April 2016

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The show is directly inviting 800 key international buyers from 78 countries

Alimentaria, consolidated as the gateway to Latin America and a bridge to Asia and North America

The show helps to internationalise agri-food SMEs and opens up opportunities abroad for Spanish food and drink products. It is with this strategic goal that Alimentaria returns, with the expectation of some 10,000 business meetings between its exhibitors and the 800 key buyers from 78 countries representing the distribution, retail and HoReCa sectors who have been invited directly through a number of different programmes. The origin of these selected buyers demonstrates that even though Europe continues to be a priority area for exports, the food industry is committed to consolidating its presence in Latin America, growing in North America and making a strong entrance into emerging markets, mainly in Asia.

However, the international drawing power of Alimentaria goes much further than this. This great Barcelona event once again hopes to exceed 40,000 foreign trade professionals, representing 30% of the visitor total. Discovering new products, sourcing suppliers and closing import and distribution deals are the main reasons why these trade professionals flock to Fira de Barcelona's Gran Via Exhibition Centre between 25 and 28 April.

Over half the international visitors (21,000) come from European countries, which is the destination of 70.5% of Spain's total food industry exports. Additionally, nearly 10,000 visitors are expected from the Americas, headed by Mexico, Brazil, Colombia and the USA, confirming Alimentaria as an efficient means of getting into new markets on the other side of the Atlantic thanks to the familiarity of language and culture. This year the number of Asian visitors is also expected to rise by 5% compared to 2014, to well in excess of 6,000 trade professionals. For the Spanish food and drinks industry, China, Hong Kong, Singapore, Vietnam, Philippines, Indonesia, Malaysia and Japan are key markets when it comes to promoting and diversifying food exports.

Meeting agendas

To implement its internationalisation programmes, Alimentaria enjoys the support of organisations such as ICEX España Exportación e Inversiones, the Ministry of Agriculture, Food and Environment (MAGRAMA), the Spanish Food and Drink Industry Federation (FIAB), the Association of Internationalised Industrial Companies (AMEC), and the Catalan Government's Agency for Business Competitiveness (ACCIÓ).

In this respect, Alimentaria has increased its investment by 35% in order to attract a higher numbers of key international buyers through its *Hosted Buyers* programme. The trade fair facilitates contact between exhibitors and these selected trade professionals by means of a virtual platform that enables them to arrange appointments and meetings within the framework of The Alimentaria Hub. This strong commitment to seeking business abroad is achieved by the presence of more than 800 Hosted Buyers invited by the organisation, 60% more than the 497 who attended in 2014. This year's

Alimentaria once again expects to exceed 40,000 international visitors

FIAB, AMEC, ICEX, MAGRAMA and ACCIÓ are all supporting internationalisation programmes to seek out business opportunities abroad

Alimentaria has confirmed nearly 1,000 international exhibitors, 25% of the total

figure includes the 150 Intervin Business Meetings buyers, giving participating wineries the chance to hold rounds of business meetings with importers, distributors, and wine merchants interested in discovering the enormous variety and quality of Spanish wines.

The European countries with the most hosted buyers taking part in these meetings will be the United Kingdom (20), Germany (15), France (15), the Netherlands (15) and Italy (7), amongst others. From Asia, the biggest delegations will be from China with 62 invitees, Thailand (18), Taiwan (12), the Philippines (11) and Malaysia (11). As for the Americas, 70 buyers are expected from the USA, 30 from Mexico, 30 from Brazil and 25 from Canada. Meanwhile, Chile, Colombia, Peru and Costa Rica are each bringing a dozen industry professionals to these business meetings.

Meanwhile, ICEX Spain Exportación e Inversiones and the FIAB are organising the eighth edition of Alimentaria Food & Drink Business Meetings (F&D BM), inviting foreign buyers and distributors with the support of MAGRAMA and the trade fair itself. These get-togethers are open to exporting food industry companies, giving them the opportunity to speak to more than 120 buyers from up to 40 countries. Taking part are representatives of priority markets in Asia, Latin America, North America, Africa and the Middle East.

Another opportunity for internationalisation is the Brokerage Event organised by ACCIÓ and the Enterprise Europe Network, consisting of meetings to reach agreements on trade, technology transfer and collaborations between firms and technology centres. Of the 563 firms taking part, 181 are international from 25 countries and it is anticipated that more than 600 bilateral meetings will take place.

At the same time, bringing its knowledge to bear to support internationalisation, ICEX Spain will be organising 'Coffee with the Experts', which will deal with the wine food and gourmet product markets in Indonesia, the USA, the UK and the United Arab Emirates, as well as online markets. Caixabank will play its part by providing international business experts to offer an export advisory service and an analysis of foreign business opportunities for food companies in Algeria, Egypt, Turkey, the USA, Morocco, the UK, the UAE, China and Colombia.

One thousand foreign exhibitors

Alimentaria 2016 also provides an effective gateway to the Spanish market for the more than one thousand international companies (25% of the total) exhibiting at the trade fair, all hoping to make contact with wholesalers and distribution representatives, specialised businesses, the foodservice sector and the Spanish HoReCa channel, as well as with trade professionals from other countries.

Over half of these thousand foreign companies are European, headed up by Italy (132), Portugal (41) and the United Kingdom (32). Asian countries are represented by nearly 300 companies from China (123), Korea (22) and Thailand (12), amongst others. Meanwhile, Latin America is bringing 100 brands to the event, including firms from Mexico (22), Argentina (16) and Ecuador (15,) amongst other countries in the region.

Alimentaria 2016 also features new exhibitors from emerging areas. Companies from countries such as Morocco, Algeria and Tunisia will be exhibiting the products that are booming in North Africa, with more than 20 firms attending from each country, whilst companies from Romania and Poland form the main representation from Eastern Europe with nearly thirty brands.

In addition to the international business offering of the companies spread throughout Alimentaria's various shows, the focal point for discovering new flavours and new food and beverage products from other countries will be the International Pavilion, concentrating a considerable number of foreign participants.

New objective: the Halal market

Finally, Alimentaria will reveal the potential of the Halal market, which refers to the products and services in the agri-food sector produced in accordance with Islamic law. Halal certification is the essential passport to sell food products in predominantly Muslim countries, a market of over 1,700 million consumers worldwide that generates 500 billion euros, including 20 billion in Europe and over 800 million in Spain. At Alimentaria there will be a supermarket with Halal products, a seminar covering the trends and export experiences of companies in this market segment, and a cooking demonstration given by chef Pedro Corredor, since the Spanish restaurant industry can also find business opportunities in this market, linked to the growth in the number of Muslim tourists visiting Spain.

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A snapshot of the sector

The food and drink industry in Spain

- The food and drink industry is the leading industrial sector in Spain in terms of turnover. In 2014 the sector billed 93 billion euros, 1.9% more than the previous year (*most recent available data from FIAB*), representing almost 3% of the Spanish GDP.
- The industry is made up of almost 30,000 companies, 96% of which are SMEs (with fewer than 50 employees).
- It is an industry that employs almost 500,000 people directly, 2.5 million indirectly, and 5 million across the whole food chain. Employment in the sector grew by 2.2% in 2015 (*source: FIAB*).
- The most important subsector of the food and drink industry is the meat industry, which represents 22.1%, followed by drinks manufacturing (10.8%), animal foodstuffs (9.7%), oils and fats, and dairy products, each of which accounts for around 9%. These five sectors represent almost two-thirds of total production (their joint contribution amounts to 56.074 billion euros).
- A highly internationalised sector: Between January and October 2015 there were 16,575 agri-food exporters, of a total of 132,277 Spanish exporters. Some 55% of food firms with a foreign presence export on a regular basis (at least four consecutive years of exports).
- Spanish exports of food and drink products reached 37.5 billion euros between January and November 2015 (*figures from ICEX España Exportación e Inversiones*) which represents an increase of 8.34% over the same period the previous year. This is a record in terms of growth (the increase in 2014 was 4.10%).
- Agri-food exports represented 16.3% of total exports from Spain.
- Spain is the world's seventh largest exporter of food and drink, ahead of Italy (currently in tenth place); the world's leading producer and exporter of olive oil and olives; the leading global producer and third largest exporter of wines, and the second largest exporter, behind the USA and ahead of the Netherlands, of horticultural products (fresh vegetables, legumes and fruits).
- The growth of agri-food exports by value (8.34%) is higher than the growth of exports by volume (2.69%). This means that Spain is selling abroad at higher average prices.
- The European Union is the main destination of Spanish agri-food exports (75%). However, sales are showing the biggest increase in non-EU markets. Some examples of these increases include: China: 61%; Mexico: 37%; India: 122%; Colombia 25% and Cuba 42.18%. (*data from ICEX España for January-November 2015*)
- The pace of exports of Spanish food and drink products allows us to forecast that in 2020 foreign sales will represent a large proportion of the total production output of this industry, pushing Spain, which is currently the sixth largest export economy in Europe, up to fourth place within the next four years. Spain is expected to go from 22 billion euros in 2012 to 46 billion in 2020, with annual growth of 10%.

- Priority foreign markets for the food and drink industry: China and Hong Kong, South-East Asia, the United States, the UK and Japan (countries where there is a margin for increase due to variables such as macroeconomics, demographics or the image and reputation of Spanish products). These areas are followed by Peru, Colombia, South Korea, Brazil, Germany and Mexico, amongst others. (Source FIAB)
- Spain imported food and drink to the value of 18.003 billion euros in 2014 (data from FIAB), resulting in a positive trade balance with a surplus of 6.015 million euros. France is the main supplier of Spanish food and drink imports, accounting for 16.8% of the total. It is followed by Germany, the Netherlands, Portugal, Italy, Argentina, the United Kingdom, Indonesia, Belgium and China.
- The Spanish spent 98.052 billion euros on food in 2014 according to the statistics. Of this, 67.5% corresponded to the consumption of food and drink inside the home and 32.2% to eating out (source: MAGRAMA).
- The average per capita spent on food and drink in the home in 2014 came to 1,482.3 euros (source: MAGRAMA).
- Fresh produce holds first place in Spanish consumers' demand for food: meat represents 21.9% of total expenditure; potatoes, fruit and vegetables account for 17%; fish for 13.5%; and bread for 5.7%. Meanwhile, other noteworthy items on the shopping list are milk and dairy products (12.3% of total expenditure), bakery and patisserie items (4.2%), olive oil (1.7%) and ready meals (3.4%) (Source: MAGRAMA).
- Opportunities for growth associated with tourism and gastronomy. Spain welcomed 68.1 million international tourists in 2015, 3.2 million more than the previous year. Of these, over 7.5 million visitors chose Spain for food-related activities. The agri-food, hospitality, restaurant and tourism sectors, taken as a whole, represent over 25% of Spain's GDP.

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Hosting over 200 speakers, 10,000 business meetings and 300 new launches

***The Alimentaria Hub* brings together knowledge, exports and innovation to boost business in the sector**

***The Alimentaria Hub* will once again be the heart of the trade show. A huge space that will pump knowledge, trends, innovation and business towards the industrial, distribution and retail sectors. This is where more than 10,000 business meetings with international buyers will be held, as well as congresses, seminars, conferences and survey presentations involving over 200 speakers. There will be exhibitions, prize-giving ceremonies, networking sessions and an export advisory service, as well as an area for industry professionals and investors to meet up with start-ups with projects designed to revolutionise the world of nutrition and gastronomy through technology.**

One of the main focal points of *The Alimentaria Hub* will be Innoval, an exhibition of around 300 new launches reflecting the current big market trends. There will be an emphasis on organic products, the labels 'healthy', 'natural' and 'free from', and improved and functional foods to enhance wellbeing and prevent diseases and disorders. It will also reveal the new flavours, textures and sensations for creating foodie experiences and foods that are easy to prepare and eat at any time. The 16 winners of the Innoval Awards will be chosen from the products on show.

Indeed, to go into greater depth on these and other trends related to brand innovation, technology, consumer shopping behaviour, the gourmet products market, allergen-free products, retail and foodservice there will be a number of conferences and survey presentations by companies, consultants, associations, organisations and technology centres such as Innova Market Insight, Kantar Worldpanel, Aecoc and Azti, amongst many others.

Another space for stealing a march on the future through technology will be The Food Factory, featuring a number of start-ups presenting ground-breaking initiatives and looking for investors. These include software for designing bespoke diets (Diet-creator), online nutritional coaching services (Healum), multi-sensory solutions for use at point-of-purchase (Nu4Mat), logo recognition on shared images on social networks (Visual Tagging), an artificial vision system for guaranteeing the quality of foodstuffs and minimising fraud throughout the entire production process (Impact Vision), and an integrated platform to identify pathogens in foods by means of biosensors (iMicroq).

Meanwhile, the Spanish Food & Drink Industry Federation (FIAB) will be organising the ALIBER R&D&I meetings to address issues such as the creation of foods through genomics, research into nutrition, the development of foods for senior citizens and the manufacture of 4.0 foods.

Innoval will see the launch of 300 new products, with awards for R&D&I in the sector

SMEs will find support and personalised advice on exporting

The Food Factory will bring investors and start-ups together through the disruptive projects of Reimagine Food

There will also be talks on European programmes for funding companies' R&D&I projects with the presentation of success stories. These meetings will also involve bilateral sessions for transferring technology with other European and Latin American companies. The Écotrophéla Awards will also be presented, a Europe-wide competition among university students which promotes the creation of eco-innovative food products.

Meanwhile, the Catalan Government's Ministry for Agriculture, Fisheries and Food (DARP) will hold a seminar on à la carte foods and the emergence of new healthy products for quick or adapted use and for collectives with special needs. The Triptolemos Foundation will hold a seminar with international experts to analyse business strategies in the global food system and present an ambitious guide to innovation that includes research projects, patents and doctoral theses from all over Spain. Another interesting presentation proposed by Eurofins Analytics will cover analytical techniques for the control of food fraud in Europe. And Grupo Carreras will examine technological innovations in logistics for the food and drink industry, while Green Yellow will focus on energy efficiency in the major retail and agri-food industries.

Mediterranean diet and climate change

One of the most noteworthy congresses being held in *The Alimentaria Hub* is the XI International Conference on the Mediterranean Diet at which over 25 international experts will examine how to move forward towards healthier lifestyles, bearing in mind the influence of other dietary trends. Speakers include Dr Iris Shai from the Ben-Gurion University of Negev, who will reveal new evidence about the effects of responsible and moderate wine consumption and its positive impact on patients with diabetes.

Another conference is the third Nestlé Forum on 'Shared Value Creation' which will examine the impact of climate change on the food industry, especially in terms of the supply chain of raw materials. Speakers include Professor Emeritus at the University of Illinois and expert on climate change and food safety, Gerald C. Nelson and the coordinator of Agricultural Policy and Rural Development at the environmental foundation WWF España, Celsa Peiteado.

Exporting for SMEs

The Alimentaria Hub will play an essential role for the internationalisation of agri-food industry SMEs. Meetings will take place in this area between exhibitors and more than 800 buyers invited directly by the show or by FIAB, ICEX, the Ministry of Agriculture, Food and the Environment and Acció, the organising bodies of other business sessions that include meetings between manufacturers, suppliers and buyers from different countries to encourage corporate collaboration, trade exchanges and technology transfers. ICEX will offer informal discussions with experts within specific markets to be able to understand their situation and the opportunities for exporting.

Furthermore, at this edition an Expert Service Counter will be set up to provide personalised advice to exhibiting companies who are seeking to go international. This will involve experts in all the operations necessary for getting into foreign markets; from insurance companies and consultancy firms to chambers of commerce and financial institutions. In this respect, CaixaBank, as the main sponsor of *The Alimentaria Hub*, will be providing its experts for a session on analysing business opportunities in markets such as Algeria, Egypt, Turkey, the USA, Morocco, the UK, the UAE, China and Colombia. To complement the event AECOC is proposing a round table to discuss the experiences of companies operating abroad.

Food Bloggers Conference

In no time at all, digital media have become one of the main sales and communication channels for reaching customers, with the food and drinks industry also having to adapt its marketing and logistics systems to offer the best possible shopping experience in both the retail and online segments. In this respect, the show is launching *The Food Bloggers Conference*, a meeting point for sharing knowledge among bloggers and other professionals in the food and gourmet sector featuring a variety of talks. Discussion points include whether you can make a living from a blog; the most effective social network; trends in communication and brand relations.

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Innoval, the space that reflects R&D&I in the food industry, features 300 new launches

Seaweed bakery and snacks, vegan sausages and organic vermouth, among the new products on show

Although Alimentaria in itself is a compendium of new products, Innoval is the place at the show to find the latest launches in the food industry and serves as a barometer of trends. This year some 300 new products are being launched. Snacks based on peas; bakery items containing chlorella, a protein-rich seaweed; the first organic vermouth in the world; an artisan tonic water based on wild strawberries; vegetarian frankfurters and cheeses and sausages for vegans; biscuits that help reduce cholesterol; natural stock made from organic artichokes; and soluble coffee with magnesium to combat fatigue are just some of the products that will be on show at the trade fair.

Food products are adapted to suit different lifestyles and the specific needs of individual consumers. There are more and more 'à la carte' foodstuffs, fast-food products for eating at different times of day, foods with healthier nutritional profiles and foods for specific collectives. This is ushering in a new trend that will be with us in the medium term: the ultra-personalisation of diets, when food will be produced in terms of genetic mapping.

Very generally, according to consultancy firm Innova Market Insights, the big trends this year are organic products, the 'healthy', 'natural' and 'free from' labels and local, less processed foods. At the same time there is a growth in the demand for superfoods – in other words, enhanced functional products to increase wellbeing and help prevent diseases and disorders. The search for pleasure, entertainment and fun, for creating a whole foodie experience, is another trend that should not be overlooked.

Greener than ever

People's interest in natural, organic foodstuffs has increased the number of 'part-time' vegetarians. Flexitarian diets are in fashion—there are even restaurants emerging that cater for this specific concept—with vegetables as the protagonist, though without relinquishing the occasional consumption of products of animal origin provided this is of the utmost quality. Vegetables are also being seen more frequently in dairy products, children's food, fruit juices and even in meat products.

Another aspect of this is the search for new alternative sources of protein to meat in seaweed, peas, soya, cereals (wheat, rice and quinoa), nuts (almonds and pistachios), seeds (chia and linseed) and whey. Products labelled 'high protein content' or 'source of protein' are filling our supermarket shelves.

Innoval will be a clear reflection of these trends: numerous product categories such as soups, bread-based snacks, grain crispbreads and sauces now include quinoa, for example, a pseudo-cereal with a high protein content and numerous health benefits. Other novelties include a chocolate spread based on linseeds; pea and rice snacks in the form of a

Growth in demand for healthy, natural, organic and functional products

The sector is looking for alternative sources of protein to meat in the form of peas, soya, quinoa, cereals, seaweed and seeds

There is a trend towards personalised foods for collectives with very special needs

pod; and bakery items containing chlorella, a freshwater alga high in proteins, vitamins, minerals and essential amino acids.

We will also be seeing meat-free sliced charcuterie with egg white as the basic protein, vegetable wiener sausages with all the original flavour, bio dairy-free cheeses and processed foods such as meatballs, burgers and nuggets made from wheat and soy proteins. Meanwhile, organic foods are increasingly popular and are set to be a booming segment. There will be yoghurts, biscuits, canned fish products, snacks, wines, oils, tisanes and even organic vermouth.

Health is what's important

Consumers are putting a premium on health and opting for functional foods that include active ingredients such as calcium, Omega 3, fibre, collagen, probiotics, prebiotics, antioxidants, vitamins, etc. to improve their wellbeing, prevent diseases and provide extra energy or proteins to help them live a more active, healthy life. This is why there is also an increased demand for 'free from' products: free from gluten, lactose, sugar, salt or fat, even though people may not actually have any form of food allergy or intolerance.

In this respect, Innoval 2016 will be showcasing new products that address this concern for health and wellbeing. Examples include a plant-based mayonnaise completely free from allergens; biscuits containing oat beta-glucan which helps to reduce cholesterol; extra-virgin olive oils enriched with Omega 3, and soy and walnut oils with a high protein and antioxidant content; yoghurts with aloe vera; organic, functional herbal teas; fat-free milk with 50% more natural proteins; lactose-free pizzas; and low-fat filled cereals, amongst many other products.

Another rising trend is for artisan, local foods as well as those with a history behind them whose raw materials have a certificate of origin and do not contain any artificial compounds. Artisan-inspired chocolate bars; refrigerated rice dishes made following traditional methods; handmade pizzas made from tritordeum, a new cereal that combines the best properties of durum wheat and barley; or artisan tonic waters made with essence of wild strawberry are just some of the new products at Innoval that illustrate this trend.

Fast, easy and delicious

Another factor that drives innovation in the food industry is practicality. There is a constant search for products that are quick and easy to prepare and eat any time, anywhere, for which the packaging is a fundamental support. Also, in line with new demographic profiles, formats need to include more individual portions.

Pre-prepared dishes and salads that don't need a fridge for storage; specialities from different countries served in pots and ready in just a few minutes after adding water and heating in the microwave; cuts of lamb for roasting in the oven in half the time of a traditional roast; chef-designed recipes based on chicken in microwaveable packaging; sausage snacks and toppings; cheese in wedges or slices without the rind; Cola Cao ready to drink away from home, or a kit for making Spanish omelettes in a capsule are just a few examples.

Finally, another well-populated group of launches brings new flavours and sensations to conquer potential customers. Energising chewing gum; raspberry or gin-and-tonic flavoured nougat; black charcoal-baked flour for making pizzas; Cacaolat with a hint of coffee; low-calorie wine; natural tea drinks flavoured with watermelon; square pizzas; olive oil pearls; fruit caviar; and brand new varieties of purple potatoes and pink tomatoes.

Out of all the products on display on 26 April, the Innoval Awards will be presented to the winners of the nine categories making up the awards: Confectionary, jams, snacks and bakery items; Dairy products and their derivatives; Mineral waters, soft drinks and beers; Wines and spirits; Ice creams and frozen foods; Meat and its derivatives; Oils, vinegars and condiments; Non-dairy fresh and refrigerated products; and dry, dehydrated, canned and semi-preserved foods. The following awards will also be presented: International Award for best foreign innovation; Retail Award; HoReCa Award; Impulse Channel Award; the Health & Assurance Trend Award; the Pleasure Trend Award; and the Practicality Trend Award.

Barcelona, April 2016



25 - 28 April 2016
www.alimentaria-bcn.com



Seven start-ups are showcasing their Food-Tech innovations at Alimentaria in search of investors

Innovation and technology are set to revolutionise food and the way we eat

In 2015 there were record investments in food sector technology around the world, exceeding 5.8 billion dollars, double the figure for the previous year. These innovations, many of which come from start-ups, are transforming what and how we eat. Alimentaria 2016 reflects the incipient yet unstoppable Food-Tech revolution in The Food Factory, a space where seven start-ups with a technological or scientific background will be giving demonstrations of their innovative solutions and presenting them to potential investors and companies in the sector.

Reimagine Food—the first innovation hub on the food of the future and an accelerator of food-tech start-ups—brings five innovations to Alimentaria's Food Factory, chosen from among more than 400 projects submitted for the second edition of the Prometheus programme, whose ideas are based on Big Data, artificial intelligence and computer vision, and which exemplify and anticipate the trends in applied technology for the food sector of the future. Another two innovative companies put forward by CaixaBank will also join this space at the trade fair.

The magnificent seven of The Food Factory

Diet Creator (Barcelona) will be presenting the first software that helps people to diet with professional supervision. It includes a platform with an instant nutritional calculator, a recipe search engine and an app for the patient, providing guidelines, information on their progress and monitoring by a nutritionist. Meanwhile, NU4MAT (Barcelona) creates unusual shopping and consumer experiences. Interactive displays which explain the product's history using augmented reality; displays with videogame images; multisensory installations for restaurants and even flying desserts suspended in the air!

The US brand Healum has designed an online nutritional coaching service that uses mobile and digital technology to prevent and fight food-related diseases such as obesity and diabetes. And Impact Vision (United Kingdom) helps to simplify and streamline the whole process of evaluating the quality and safety of food products by means of simple image analysis. Visual Tagging (Barcelona) helps brands to discover who is using their products and how they are rated on Instagram by visual analyses and recognition of logos.

Finally, iMICROQ (Tarragona) introduces the Qfast® platform for identifying pathogens in food samples by means of biosensors, reporting on the presence or absence of germs; and the microbrewery Art Cervesers (Barcelona) is revealing 'Art Minori', an artisan beer made using malt from a Japanese rice that has been adapted to be grown in the Ebro Delta to ensure it does not contain gluten. These two last companies are being put forward by CaixaBank.

You can find these seven start-ups in The Food Factory within The Alimentaria Hub in Hall 3 of Fira de Barcelona's Gran Via exhibition centre.

*Reimagine Food
presents the food
trends of the future*

*In a few years' time
we'll be eating
functional, smart and
even modified
superfoods*

*Technology will help
us to know what we're
eating and will
become a standard
feature of restaurants
and domestic kitchens*

On 28 April they will be holding a demo day for companies and investors.

As a privileged observatory of the huge technological advances made by the sector and a partner in ground-breaking innovation for the food industry, Reimagine Food has identified ten emerging trends that will become established over the next few years and have an impact on both the production of new products and the way we buy and eat them.

What will we be eating in the future?

1. **Foods that cure or prevent illness:** antioxidant drinks, probiotic soda (with beneficial bacteria for the digestive and immune systems), snacks suitable for diabetics, pharma foods, etc. Foods that help to prevent or cure various diseases are emerging categories, in line with consumers' new concerns.
2. **Superfoods** that guarantee the daily consumption of all the nutrients we need. An example of this is the super-vegetable Kahi-Nam, which has all the properties of broccoli, spinach and cabbage: protein, fibre, iron, magnesium, vitamins and antioxidants. GreenOnyx has created a system for growing it at home using technology. Other examples include Exo, which produces protein bars made from cricket flour, and Protings, a range of healthy snacks containing 15 grams of protein per bag.
3. **Food replacements.** Engineering applied to food. Some people see this as the food of the future, while others believe it is anti-food. A prime example of this is Soylent, the fashionable shake in Silicon Valley, which promises to provide all the necessary nutrients. But it's not the only one. MealSquares, and other start-ups with similar products, have been quick to find investors who offer them outrageous sums of money (>\$20m) that ensure rapid growth.
4. **New modified ingredients:** There will be new foods available which replace animal ingredients with plant-based ingredients with barely any change in flavour or texture. These include Modern Meadow (the first in-vitro burger), Impossible Foods (animal-free meats and cheeses), Hampton Creek (egg with plant protein) and Beyond Meat (chicken and meat replacements using plant-sourced proteins).
5. **Smart foods:** Nanotechnology in our stomachs. Foods that allow us to track them and observe their performance in real time inside our bodies. This category also includes the power offered by technology to personalise foods according to our needs or health issues.

How does it work?

1. **Transparency and traceability.** Technology will help us to know exactly what we are eating. Google has already patented a system that indicates how many calories a dish has just from a photo. SCIO and TellSpec are creating pocket-sized spectrometers that detect metals, pesticides, calories, etc. in a foodstuff. The democratisation of food information is here to stay.
2. **Food delivery.** Even drones will be delivering food to our homes. From pizzas to dishes created by Michelin-starred chefs. Personalised orders, placed just by looking at the ingredients on the screen of a mobile device, without even clicking. New technologies will allow unique conservation and storage status and even mean there is no need for refrigerated transport.
3. **High-tech restaurants:** set to undergo a real technological revolution. We'll be seated at smart tables, the menus will be tailored to our DNA or nutritional profile, some dishes will be printed in 3D and gourmet experiences will be multisensory, featuring virtual reality and holograms.
4. **Kitchen automation:** robots will be taking the reins in our kitchens, with virtual chefs preparing meals with the same ease that that we select a song from iTunes. Everything will be connected: fridge, mobile phone, 3D food printers, etc. The smart-kitchen market doubled in size in the last year.
5. **Virtual nutritional coaching:** a virtual wizard will propose menus based on your nutritional requirements (taste preferences, number of calories, allergens, etc.). We will be able to monitor our health with body patches or implants. We will be witnessing an unprecedented level of dietary personalisation.

This year at The Alimentaria Hub, experts will be analysing and discussing the trends that will mark the future of food. Some of the stands at the trade fair and in Innoval will be exhibiting products associated with these major lines of innovation. However, we will need to wait for future editions of the show to see whether all these forecasts come true.

Barcelona, April 2016



25 – 28 April 2016
www.alimentaria-bcn.com



Alimentaria Exhibitions

Young talents and female chefs are the stars of this great gastronomic space at Alimentaria

***The Alimentaria Experience* showcases the generational handover in haute cuisine**

With an average age of 38, their own restaurant in most cases – some already with a Michelin star – and a long and distinguished track-record in the catering world. This describes the new talents setting the trends in haute cuisine who will be taking part in the workshops and *show-cooking sessions* in the gourmet space of *The Alimentaria Experience*. A total of around 40 chefs, including famous names, up-and-coming talents and several female chefs making a name for themselves will show how the generational handover is guaranteeing the promotion and appreciation of the finest Spanish cuisine in the future.

The Alimentaria Experience is a space designed to give visitors to Alimentaria the chance to directly experience the preparation, plating and tasting of some of the specialities served in restaurants across the whole of Spain that are featured in the top gastronomic guides. The different activities planned for this event promote and highlight the quality, flavour and variety of the ingredients and products used in every dish while helping to create and disseminate a more widespread gastronomic culture.

The Alimentaria Experience will include workshops that allow the chefs to interact with the audience. A *special presentation area* with a capacity of just 22 attendees will host appearances by world-renowned chefs such as Joan Roca (El Celler de Can Roca). One day will be set aside exclusively for female chefs with Michelin stars such as Galician chef Beatriz Sotelo (Restaurante A Estación); Celia Jiménez from Cordoba (Restaurante Celia Jiménez) and Yolanda León from Leon (Restaurante Cocinandos). Alejandra Rivas, wife of Joan Roca who is working with him in the Rocambolesc Ice Cream Shop Project will also participate. The final day of these exclusive workshops will be given over to young chefs with Michelin stars such as Valencian Ricard Camarena (Ricard Camarena Restaurant) and Barcelona chefs Eduard Xatruch and Oriol Castro (Disfrutar).

The workshop programme also includes some interesting ideas from abroad, such as the French restaurant Mirazur headed by Argentinian chef Mauro Colagreco and the Peruvian Central restaurant run by Virgilio Martínez.

Show-cooking sessions

The Alimentaria Experience offers visitors a series of cooking demonstrations by prestigious chefs such as Paolo Casagrande (Lasarte Restaurant – Barcelona); Fernando Pérez Arellano (Restaurante Zaranda – Madrid); Mario Sandoval (Restaurante Coque – Madrid) and Ángel León (Restaurante Aponiente – Puerto de Santa María).

Along the same lines as the workshops, on the second day of Alimentaria the female chefs will be taking over the kitchen for the show-cooking

Mario Sandoval, Ángel León, Ricard Camarena and Diego Guerrero are just some of the 40 chefs taking part

Ana Merino, Beatriz Sotelo, Celia Jiménez and Yolanda León represent female chefs, who are carving out their own niche on the fine dining scene

There will be international representation too with chefs from France, Peru, Italy, Mexico and India, revealing other culinary cultures

sessions. Confirmed names include Macarena de Castro (Restaurante Jardín – Port Alcudia); Ana Merino (Mont Bar – Barcelona); Teresa Gutiérrez (Restaurante Azafrán – Villarrobleto); Ana Acín (Restaurante Venta Sotón – Huesca); Maria Solivellas (Restaurante Ca na Toneta – Mallorca) and Aizpea Oihander (Restaurante Xarma – San Sebastián). On the final day it's the turn of the young chefs who are making a name for themselves on the Spanish culinary scene: Sergio Bastard (Restaurante Casona del Judío – Santander); Rafa Soler (Restaurante Audrey's – Calpe); Iván Domínguez (Restaurante Alborada – La Coruña); Rubén Trincado (Restaurante Mirador de Ulía – San Sebastián) and Diego Guerrero (Restaurante DSTAgE – Madrid).

The Alimentaria Experience will also include four simultaneous *show-cooking sessions* to showcase the wealth of other gastronomic cultures. Thus Roberto Ruiz (Restaurante Punto MX – Madrid) will be presenting his personal interpretation of Mexican flavours; Andrea Tumbarello (Restaurante Don Giovanni – Madrid) brings us the finest rendering of Italian cuisine; Ricardo Sanz (Restaurante Kabuki – Madrid) creates a fusion of Japanese and Mediterranean cooking, while Atul Kochhar (Restaurante Benares – Madrid) proposes some innovative creations based on Indian cuisine.

Additionally, the *show-cooking* programme will include sessions by 'competition chefs' - the winners and finalists of the second and third seasons of Masterchef and Cocineros al Volante - successful TV programmes that have awakened the general public's interest in gastronomy. Victoria Pulgadin, Mateo Sierra, Carlos Maldonado, Sally Caballero and Javier Brichetto will be presenting their signature creations. Plus: The Alimentaria Experience will also host the final of the 'Chef of the Year' competition, contested by eight promising young Spanish culinary talents working in the catering sector.

Green chefs

Vegetarians, vegans, flexitarians... haute cuisine joins this current trend and includes healthy suggestions tailored to these diners. The Alimentaria Experience is holding a seminar to share the latest trends and introduce the methods of several leading restaurants, which are producing menus specifically directed at this audience, using vegetables as the main ingredient. Taking part will be Sebastian Frank from Berlin's Restaurant Horvath (2 Michelin stars); Fabio Winkelhofer from the Plefferschiff Restaurant in Salzburg; Miguel Ángel de la Cruz from La Botica de Mazapozuelos (1 Michelin star) in Valladolid; Teresa Carles and Jordi Barri from the Teresa Carles Healthy Foods group; and Nacho Rojo (Restaurante La Galería – Burgos).

But there won't just be haute cuisine show-cooking sessions; The Alimentaria Experience will showcase unique projects in the field of group catering. Chef and consultant from Eurest Catalunya, Ada Parellada, will be presenting some fresh and exciting ideas for school meals; Marc Puig-Pey, chef at Fundació Alicia, will concentrate on social healthcare catering for the elderly; while the Deputy Director of Management and General Services at the Heath Centre Complex of the University of Leon, Soledad Parrado, along with a chef from the centre, will describe the successful introduction of paediatric menus at this hospital.

New spaces for the latest trends

Apart from expanding its range of chefs, the second edition of *The Alimentaria Experience* will be launching new spaces designed to accommodate the latest trends in the catering sector.

Gastronomy and tourism will be the two key themes of Food & Wine Tourism, for which four areas will be made available for provincial and regional authorities to showcase the emblematic products of their cuisine as well as the unique culture and culinary craftsmanship of each region.

Leading cocktail experts will be on hand in the *Cocktail and Spirits* area where they will be presenting the best and most in-demand spirits and liqueurs. Apart from the exhibition, there will be a shared bar for demonstrations, featuring mixes of gins, rums and whiskies with coffee, chocolate, juices, etc.

Bakery and confectionery products will also be present in *The Alimentaria Experience*. *Bakery, Pastry & Coffee* shops will be the area set aside reserved for the participation of companies that supply raw materials, ingredients and products for bakery and pastry making.

Finally, the increasingly popular street food will be the central feature in the Food Trucks area. These vintage vans are experiencing a boom in popularity and show how the concepts of 'fast food' and quality can go hand in hand.

Barcelona, April 2016



25 - 28 April 2016
www.alimentaria-bcn.com



An area for discussion, dissemination and business based around wine rounds off the offer at Intervin

40 experts will be showcasing the best in Spanish wine at the new VINORUM *Think* at Alimentaria

This year, Intervin, the International Wine and Spirits Show of Alimentaria, is introducing VINORUM *Think*, a revamped area for discussion, dissemination, gastronomic synergies and business based around Spanish wine. The programme includes master tasting sessions, round tables, conferences, show cooking sessions and wine pairings led by some 40 national and international experts, including well-known wine critics, oenologists, businesspeople, Masters of Wine, journalists, sommeliers and chefs. Notable speakers include the world's most renowned sparkling wine critic, Tom Stevenson; the American Master of Wine and creator of the benchmark Asian wine competition, Debra Meiburg; and the founder of Balzac Communications & Marketing and creator of the Academy of Wine Communications, Paul Wagner, amongst others.

From 25 to 28 April, VINORUM *Think* will be the nerve centre of the trade fair; the place to analyse, visualize and understand all the potential of Spanish wine, as well as getting to know the latest new products in the sector, the wines that are setting the trends, the cutting-edge names in the different designations of origins, and the secrets to conquering consumers within and outside Spain, as well as highlighting the intimate relationship between wine and gastronomy. This activity area – in Hall 3 of Fira de Barcelona's Gran Via venue – will be an outstanding complement to the trade fair section of Intervin, where more than 700 wine companies will be represented.

Master tasting sessions

Over the four days of VINORUM *Think* there will be around a dozen master tasting sessions. The Spanish critic for *Robert Parker's The Wine Advocate*, Luís Gutiérrez, will be sampling various names that represent the huge diversity of wines produced in Spain. Meanwhile, the founder and editor, respectively, of the *Peñín Guide to Spanish Wines*, José Peñín and Carlos González, will be giving their views on the best wines of the moment, while wine critics Juancho Asenjo and Víctor de la Serna will be focusing their tasting session on the evolution of Spanish wines.

British wine critic Tom Stevenson will be revealing the Spanish sparkling wines that have most impressed him, while the founder of the *Proensa Guide*, Andrés Proensa, will look back over the wines that have marked his career. The excellent Riojas from the 2001 vintage will be compared by Spain's top sommelier in 2014, Guillermo Cruz, and wine writer Alberto Gil, while the expert in traditional Andalusian wines, Jesús Barquín, and the general manager of the Brandy de Jerez Regulatory Council, César Saldaña, will assess the "sacristy wines", the name given to the *crème de la crème* of wines aged for more than 20 or 30 years that are marketed by wineries under the designations of origin of Jerez-Xerès-Sherry and Manzanilla-Sanlúcar de Barrameda.

There will be a dozen master tasting sessions to reveal the wines that are setting the trends

Conferences and round tables will analyse niche markets and consumer behaviour

Chefs and sommeliers will star in four show cooking sessions including wine pairings

Journalist Ramón Francàs will lead a tasting session of the best Catalan wines currently on the market, while former elBulli sommelier, Ferran Centelles, will look back over some of his most significant tasting notes for JancisRobinson.com, and the editors of the wine guides of *El País* and *ABC*, Pilar Molestina and Juan Fernández Cuesta, will evaluate the different traits of great wines from a media perspective.

Round tables and conferences

At VINORUM *Think* there will also be time for sharing knowledge, opinions and experiences based around the wine market. In this respect, various round tables and conferences will be held to discuss the factors that affect the purchase of wine; what Spanish wineries are doing to win over new consumers; what international importers are looking for; an assessment of the grape-growing and oenological potential of Spain; and revealing the trends in wine-related tourism that are successful in other areas, a case in point being California. One of the stand-out conferences in this section will be the keynote address on how to sell wine in Asia, given by Master of Wine Debra Meiburg, given that, in view of the growth in demand from China, Japan and other countries in South-East Asia, these are becoming preferred markets for many Spanish wineries.

Other speakers include: the director of Lavinia, Juan Manuel Bellver; the head sommelier at Monvínic restaurant, Isabelle Brunet; the editor of *Outlook Wine*, David Molina; the marketing manager of Codorniu, Guillem Graell; the marketing manager of González Byass, Eugeni Brotons; the marketing manager of Bodegas Torres, Joaquim Tosas; the general manager of the Spanish Wine Market Observatory, Rafael Del Rey – who shares a session with three representatives of the biggest markets for Spanish wine exports – the Professor of Viticulture at the University of La Rioja, Fernando Martínez de Toda; the oenologist and manager of Laboratorios Excell Ibérica, Antonio Palacios; and the director of the advertising and marketing agency for Balzac wine, Paul Wagner.

Synergies between food and wine

VINORUM *Think* will also feature four show cooking and food and wine pairing sessions led by well-known Spanish chefs and sommeliers to demonstrate how gastronomy can become the main form of expression of wine and an effective ally in its promotion. The head chef and R&D manager from Guipuzcoan restaurant Mugaritz, Dani Lasa, and the head sommelier, Guillermo Cruz, will be presenting cooking as a natural science in which they investigate the techniques, ingredients and flavours that need to harmonize with the wine.

Partner and gastronomic consultant of the Barcelona-based Céleri Restaurant, Healthy Kitchen, and former right-hand man to Santi Santamaria, Xavier Pellicer, will focus his demonstration on healthy cuisine and wine. In this case the pairing will be done by sommelier Arnaud Echalié, with whom Pellicer worked at Can Fabes and who is now the director of the beverage team at the Sands Cotai Central hotel complex in Macao. Meanwhile, the sommelier at elBarri Adrià, Cristina Losada, and chef de cuisine of Enigma restaurant, Oliver Peña, will share the stage at the show cooking session entitled “7 concepts, 7 menus”, and the chef of the Azafrán restaurant in Villarrobledo, Teresa Gutiérrez, and the dean of Spanish sommeliers, Custodio López Zamarra, will present the synergies between the new Manchegan cuisine and its wines.

800 companies at Intervin

Intervin accounts for almost one fifth of the 4,000 companies exhibiting at Alimentaria, making it the leading international platform for Spanish wine and featuring a vast and varied selection of whites, rosés, reds, cava, sparkling wines and spirits. The main priority for firms taking part is to get access through the trade fair to emerging international markets, as well as making contacts with distributors, retailers, specialist stores and Spanish restaurants to help revitalize domestic consumption. Intervin is also used by the Spanish Autonomous communities and regulatory councils to exhibit and promote the wines of their small and medium-sized producers. Catalonia, La Rioja, Castile and Leon and Galicia are some of the regions with the biggest showing of wines at Alimentaria, which this year celebrates its 40th anniversary.

Barcelona, April 2016



The self-guided tasting space will feature extra-virgin olive oils that have won international awards.

The Gourmet Olive Oil Bar brings together the elite of Spanish extra-virgin olive oils

Oils range from the more well-known varieties such as Picual, Cornicabra and Arbequina to less familiar ones such as Changlot Real, Royal and Arróniz. The Gourmet Olive Oil Bar at Alimentaria is preparing an extensive array of over 100 top-quality oils produced in Spain for its 2016 event. The tasting zone, located in the *Mediterranean Foods* section, reflects the excellent health of the Spanish olive oil sector, including a growing range in the Premium segment, which is seeking to increase exports and establish greater synergies with haute cuisine. The space will also feature more than 20 oils that won awards at the prestigious World's Best Olive Oils 2015 event in New York, and the eight winners of the Jaen Selection competition.

Once again this year, the stars will be extra-virgin olive oils (AOVE) which represent the highest quality standard in Spain. The firms taking part in the Olive Oil Bar will be providing between one and five products. Some of these are covered by a Designation of Origin (DO) such as Priego de Córdoba, Baena, Sierra Mágina, Montes de Toledo, Oli de Mallorca, Aceite de Navarra, Siruana, Borges Blanques and Gata-Hurdes, amongst others. You will also find oils without a DO and new brands being promoted by small producers and oil presses.

The method chosen for the tasting space is a self-guided tasting experience using descriptive factsheets so national and international buyers, distributors, *retailers*, restaurateurs and representatives of the HoReCa chain can discover the flavour, quality and variety of the finest oils for themselves, as well as leaning about new trends. *'Olive oils have significant organoleptic nuances in terms of the region in which they are grown, the olive variety, the climate, the altitude of the location and even the type of soil,'* explains the director of the organising firm, Food Consulting, and coordinator of the space, Marta Angulo.

The Gourmet Olive Oil Bar at will be a faithful reflection of a Spanish market that is increasingly diversified, with an ever-higher number of products competing in the Premium segment. *'Indeed, these are the products that will be on show at the Olive Oil Bar. These are brands that for some years now have been making great strides in the quest for the perfect oil, striving for excellence and producing extra-virgin olive oils that we might describe as signature oils,'* says Angulo.

As well as the quest for the ultimate quality, the Gourmet Olive Oil Bar will also reflect other trends in the sector, such as the commitment to producing organic oils, experiments with early olive harvesting and the growth of integrated production systems. With a 10-year track record, the Gourmet Olive Oil Bar has become a must-visit area for importers from all over world with an interest in discovering the diversity of Spain's olive-related products.

An expanding market

The international presence of Spanish extra-virgin olive oils has boomed in the last few years. More than half the national olive oil production is exported to 65 countries around the world. Some 65% of exports are aimed at EU countries, while sales in key markets such as the USA, China, Australia and Brazil are growing year-on-year. *'Spanish extra-virgin olive oils are constantly winning awards at international events, which makes them increasingly appreciated and recognised beyond our borders. Spain is no longer seen as just the biggest exporter in the world but also as the source of the world's most prestigious olive oils,'* emphasises Angulo.

Barcelona, April 2016



Participating companies in “Barra de Aceites de Oliva Gourmet” at Alimentaria 2016

ACEITES ARODÉN HISPANIA S.L.

- Cladivm

ACEITES ABRIL

- Gotas de Abril

ACEITES CAMPOLIVA S.L.

- Melgarejo Ecológico Premium

ACEITES CASTELLAR S.L.

- Nobleza del Sur Centenarium Premium

ACEITES DE LAS HERAS (OLISOY)

- Oli Medi

ACEITES DEL SUR COOSUR S.A.

- La Española Virgen Extra Cristal

ACEITES SAN ANTONIO S.L.U.

- Cortijo La Torre Premium

AGRÍCOLA GUZMÁN S.A.

- Hacienda Guzmán Reserva Fam. Arbequina

AGRÍCOLA LA MAJA

- La Maja

AGROLÉS

- MS 1900 EVOO Arbequina
- Románico Ecológico
- Románico Esencia Premium

AGROVERN OLIBIO

- Pla dels Cortals

AGUIÑA PIPERRAK S.L.

- Aguiña Piperrak

ALIMENTOS IBERÁNDALUS, S.L.

- Feudo Verde

ALMAZARAS DE LA SUBBÉTICA S.L.U.

- Rincón de la Subbética

AMANIDA S.A.

- Amanida Verdeña

ARBEQUINO ANDALUZ S.L.

- La Cultivada Organic

BELOYANA

- Duernas oleum temprana
- Duernas oleum picual

BODEGAS FRANCISCO GÓMEZ

- Francisco Gómez Gold
- Francisco Gómez Serrata Black
- Fruto Noble

BODEGA MATARROMERA S.L.

- Oliduro Secret Blend

BODEGA PERALES S.L.U.

- Marqués de Valdueza
- Merula

CAMPOS DAVE S.L.

- Pepa y el Olivar Premium

CAN COMPANYÓ CAT S.L.

- Can Companyó

CASAS DE HUALDO

- Casas de Hualdo Cornicabra
- Casitas de Hualdo

CASTILLO DE CANENA

- Reserva Familiar Arbequina
- Reserva Familiar Picual
- Royal Temprano

CATAVINS & L'OLI FERRER

- Umami

CELLER LA VINYETA S.L.

- Fosc Argudell 100%

CELLERS UNIÓ – OLIS DE CATALUNYA

- Unió
- Olearum Coupage

COOPERATIVA AGRÍCOLA DE CAMBRILS, SCCL

- Mestral

CORTIJO DE SUERTE ALTA S.L.

- Cortijo de Suerte Alta Coupage Natural

DAULIVO

- Oleu Summ Acebuchina
- Oleo Summ Coupage

EBRETHINK

- L'Oli del Mar

EL TRUJAL DE LA LOMA S.L.

- Cortijo Spiritu Santo

EXPLOTACIÓN AGRO-ALCUDIA S.A.

- Olí Solivellas

EXPLOTACIONES AGRÍCOLAS PÁRAMO DE VALDECUEVAS S.L.U.

- General Blake
- Pago de Valdecuevas

EXPLOTACIONES JAME S.L.

- Bravoleum Selección Especial de Aceites
Hacienda El Palo

EXPLOTADURA AGRO-ALCUDIA S.A.

- Olí Solivellas

EXPORTACIONES MARICHICA S.L.U.

- Elixé Selección Gourmet

EXPORTADORA ANDALUZA S.L.

- Oro Virgen

F.FAIGES S.L.

- Ábaco

FERNANDO PIEDRABUENA

- Pago de Piedrabuena

FINA DUERNAS (BELOYANA)

- Duernas Oleum Picual
- Duernas Oleum Arbequino

GALGÓN 99

- Casa del Agua
- Oro Bailén Reserva Familiar Arbequina
- Oro Bailén Reserva Familiar Picual

GOYA EN ESPAÑA

- Goya Único Special Edition

GRUPO RIOLIVA 2009, S.L.

- Auténtico

GRUPO YBARRA

- VE Ybarra Gran Selección

HACIENDA QUEILES S.L.

- Abbae de Queiles

HERETAT MONTRUBÍ

- Arbequinas de Mont Rubí

HERMANOS OLIVÉ S.L.

- Olive-Rovira

INDUSTRIAS AGROALIMENTARIS DE CRETAS

- Diezdedos Arróniz
- Diezdedos Empeltre

KNOLOVE OILS S.L.

- Knolive

JAÉNCOOP S.C.A.

- Prólogo

LA PONTEZUELA S.L.U.

- 5 elemento 100% cornicabra

MANZANILLA OLIVE S.C.A.

- Manzanilla Olive

MARQUÉS DE VALDUEZA

- Merula

MASÍA EL ALTET

- High Quality
- Premium
- Special Selection

MOLÍ DELS TORMS S.L.

- Olicatessen Ecológico Coupage

MOLÍ LA BOELLA S.L.

- La Boella Arbosana
- La Boella Koroneiki
- La Boella Premium

MON ERMITAGE S.L.

- Mon Ermitage

MONVA, S.L.

- Dominus Cosecha Temprana

MUELAOLIVA Y MINERVA S.L.

- Mueloliva Picuda
- Venta del Barón

OLEICOLA JAÉN

- AOVE Oleicola Jaén

OLEOESTEPA S.C.A.

- Egregio
- Estepa Virgen
- Oleoestepa Arbequino
- Oleoestepa Hojiblanco
- Oleoestepa Selección

OLEUM PRIORAT, S.C.C.L.

- Oleum Priorat Elixir

OLÍS BARGALLÓ S.A.

- AOVE Arbequina Premium
- AOVE Picual Premium

OLIS DE CATALUNYA S.L.

- Olearum Coupage
- Unió

OLIS-SOLÉ

- Mas Tarrés
- Mas Tarrés Bio

OLIVAR DE SEGURA

- Oro de Génave
- Saqura

OLIVAR DEL AZARAQUE

- Camino de Aníbal Ecológico

PAGO BALDÍOS DE SAN CARLOS S.L.

- Pago Baldíos de San Carlos

RAFAEL ALFONSO AGUILERA S.L.

- Oro del Desierto Coupage Natural

SAMUEL LÓPEZ FERNÁNDEZ

- Verde Esmeralda Premium

S.C.A. DEL CAMPO "EL ALCAZAR"

- Olibaeza

S.A.T. SANTA TERESA

- 1881

S.C.A. SAN JUAN

- Supremo

S.C.A. SAN SEBASTIÁN

- Señorío de Mesías

SERVEIS AGRARIS MAIVA S.L.

- Az-Azeytun Arbequina
- Az-Azeytum Empeltre

SON MORAGUES 1921 S.L.U.

- Son Moragues

TORRES

- El Silencio
- Eterno

VENCHIPA S.L.

- O-Med Picual

VERDE ESMERALDA OLIVE

- Verde Esmeralda

*La Barra de Aceites de Oliva Gourmet is a sample
and tasting space coordinated by Food Consulting*



The tasting area will showcase the quality and tradition of around 100 small-scale cheese producers

Small-scale producers are the stars of the exhibition 'Spain, Land of 100 Cheeses'

The tasting and exhibition space 'Spain, Land of 100 Cheeses', which forms part of the Interlact trade fair at Alimentaria, shines a spotlight on the products of around 100 small-scale cheese producers, which make up the bulk of the cheese-making industry. This sensorial gourmet experience for discovering and savouring up to 200 different cheeses reveals the tremendous biodiversity of traditional and artisan cheeses made in the different regions of Spain.

The latest report from the Ministry of Agriculture, Food and Environment identifies more than 1,000 small-scale dairies in Spain with a total turnover of over 325 million euros. These are enterprises with a turnover of less than two million euros per year and a maximum of 10 full-time staff. *'These micro-enterprises may be the ones producing the oldest and most traditional cheeses, but they are also the ones introducing the most innovations in their production methods,'* says the coordinator of the space and expert cheesemaker, Enric Canut.

Some of the cheeses in the show include well-known names such as Moho Blanco, Arangas de Cabrales and Otatza, all winners of the Best Spanish Cheese at the Spanish Foods Awards in 2011, 2013 and 2015 respectively. As well as these award-winning cheeses, the space also features a wide representation of artisan cheeses from Catalonia, the Balearic Islands, Cantabria, Castile & Leon, the Basque Country and Navarre, amongst other autonomous regions.

Visitors to the 'Spain, Land of 100 Cheeses' will be able to enjoy a self-guided tasting session thanks to the factsheets accompanying each product, with information on the variety, brand, flavour, type of milk used and other fascinating details. To round off the experience, the buffet includes pairing opportunities with a wide range of wines, sherries, cavas, beers, breads, crudités and preserves.

The most widely exported dairy product

The rise in foreign sales is a clear demonstration of the growing prestige of Spanish cheeses abroad. Cheese represents the biggest slice of dairy exports from Spain, accounting for 22.6% of the total sales in this sector. The main buyers of Spanish cheeses are Portugal, France, Italy and the United Kingdom.

In terms of the domestic market, in 2014 Spanish consumers ate an average of 9.3 kilos of cheese per head, with an average spend of 60 euros per person.

Barcelona, April 2016



Participating companies in “España, el país de los 100 Quesos” at Alimentaria 2016

ACLIPOR S.A.

ALIMENTOS MIRAFLORES S.L.

ARTELAC-ULLAR

ARTESANOS DEL ARCO HERNÁNDEZ

ARTESERENA S.L.

BEATO DE TÁBARA S.L.

BIEN APARECIDA

BIOGRANJA MONTESDEOCA S.L.

CAL MAJUBA S.L.

CAÑAREJAL S.L.

CARRALEJOS GRANJA-QUESERÍA

CASA CAMPO S.C.

COOPERATIVA AGRÍCOLA I RAMADERA DE MENORCA

CORSEVILLA SOC. COOP. ANDALUZA

CRISANTO

EL BENASQUÉS S.C.

EL CARMEN LÁCTEOS

ESPERANZA DEL CASTILLO S.L.

FINCA DE UGA S.L.

FINCA PASCUALETE

FOMENTO QUESO MANCHEGO S.L.L.

FORMATGE BAUMA S.L.

FORMATGERIA BAUMA

FORMATGERIA MOGENT S.A.

FORMATGERIES DE CLUA SCCL

FORMATGES ARTESANS DE PONENT S.L.

FORMATGES CAMPS

FORMATGES CASTELL-LLEBRE

FORMATGES MUNTANYOLA

FORMATGERIA DE TAÜLL

FORMATGERIA DERA IRISSA

FORMATGES CAMPS

FORMATGES DE PONENT

FORMATGES MAS GARET S.L.

FORMATGES MONBER

FORMATGES MUNTANYOLA

FORMATGERIA VECIANA

FREIXNEDA DE CABRA

HACIENDA ZORITA ORGANIC FARM PASTA

HERBACOL

HEREDEROS DE FÉLIX SANZ S.L.

JOSÉ MANUEL ECHEBERRIC

JULIO MANERO BORRAS

LA CLEDA

LA SOBANUCA

LÁCTEAS DE MADRID

LÁCTEOS SIETELOBAS

LÁCTEOS TERRA DE MELIDE

LÀCTICS UBACH

LARRETA
LAS TERCERAS
LOKATE GAZTAK
LOPICOMO S.L.
MADERA LÓPEZ ERNESTO
MARI CARMEN PERNA DE MUR
MAS ALBA S.L.
MONCEDILLO
MURGÓ FORMATGES
PAGO DE LA JARABA S.L.
PAGO LOS VIVALES
PALVIDAQUES S.L.
PRODUCTES EL CANADELL S.L.
QUEIXERIA BARRAL SLU
QUEIXERIA BREXEO
QUEIXERIA CATADOIRO
QUEIXOS CASTELHO DE BRAÑAS S.L.
QUESERA DEL CARES S.L.
QUESERÍA ÁNGEL DÍAZ HERRERO
QUESERÍA ARTESANAL ABREDO
QUESERÍA ARTESANA EL BARDAL S.C.
QUESERÍA ARTESANAL CELESTINO ARRIBAS
QUESERÍA ARTESANAL EL CABECICO S.L.
QUESERÍA ARTESANAL HERMANOS PARAMIO
QUESERÍA ARTESANAL LA COLLADA
QUESERÍA ARTESANAL LLANOS DE GUADÁLMEZ
QUESERÍA BEDÓN
QUESERÍA CA LLECHI
QUESERÍA DON CRISANTO
QUESERÍA EL CASTÚO S.C.
QUESERÍA EL GAZUL S.L.
QUESERÍA INÉS GRANDA
QUESERÍA MONTE ROBLEDO
QUESERÍA QUEINAGA
QUESERÍA REY SILO

QUESERÍA TITA QUESOS ARTESANOS
QUESERÍA VILLA VIEJA S.L.
QUESO EL ENTREMISO DE EL BONILLO S.L.
QUESO MONTEFRIÑO S.L.
QUESOS ARTESANOS MONTEALVA S.L.
QUESOS ARTESANOS PAJARETE
QUESOS ARTESANOS REBOLLÍN
QUESOS BENABARRE S.L.
QUESOS DE CATÍ
QUESOS HERNÁNDEZ GARCÍA S.L.
QUESOS DE RADQUERO
QUESOS EL PINSAPO SIERRA DE LAS NIEVES
QUESOS GURIAMEN
QUESOS LA PARDINA S.L.
QUESOS LA PERAL
QUESOS LA RUEDA
QUESOS LAZANA
QUESOS LOMINCHAR S.L.
QUESOS LOS ARCOS
QUESOS REYES SIERRA DE HINOJALES
QUESOS SIERRA DE ALBARRACÍN
RAMÓN LIZEAGA AZKUE
REIXAGÓ
SANT GIL D'ALBIÓ
SARA HERNÁNDEZ IGLESIAS
SOCIEDAD COOPERATIVA AGUILAR NUEVA VISIÓN
SUERTE AMPANERA S.L.
TROS DE SORT
VILLA VILLERA
VIÑEDOS Y BODEGAS PÉREZ ARQUERO

*España, el país de los 100 quesos is a sample and
tasting space coordinated by Enric Canut*



25 - 28 April 2016
www.alimentaria-bcn.com



The Halal food industry is growing at an annual rate of 20% and has now reached a turnover of 500 billion €

Alimentaria showcases the opportunities in the Halal market and in food-and wine-tourism

Alimentaria is organising a supermarket, a seminar and a cooking demo to promote knowledge of certified Halal products with a view to increasing business opportunities in the food and drinks industry in a global market of 1.7 billion Muslim consumers. Other standout activities on the Alimentaria programme are the areas dedicated to food- and wine-related tourism, food trucks and the latest trends in cocktail-making and mixology, as well as the finals of the competitions that will reveal the Chef of the Year and the Waiter of Year from among the upcoming young talents in the Spanish restaurant industry.

The demand for Halal food, which refers to products and services that are permitted under Islamic law, is growing at an annual rate of 20%. Given the export potential that this segment represents, Alimentaria is putting a focus on this market which moves 500 billion euros a year worldwide. Malaysia and Indonesia are the two countries with the biggest tradition of eating Halal food. They are followed by the Arab nations, where 20% of the Muslim population demands this type of products, and by Europe, which may only account for 2.7% of the world's Muslim population but represents 10% of the Halal market, according to statistics from the Halal Institute.

To appreciate the diversity of Halal products marketed by exhibitors at the show, Alimentaria is opening a *Halal Supermarket*. This will be divided into various categories of food and drink with Halal certification: alcohol-free wines and cavas; meats and their derivatives, mainly chicken, turkey, beef and lamb; confectionary and bakery items, and even gourmet products.

On the afternoon of 27 April there will be a *Halal Congress* where the main trends and statistics of this market will be presented. It will also reveal the experiences of certified companies such as Dulcesol Caldos Promolac and Catalana Pallejà which are already selling Halal products abroad. The congress will also offer the viewpoint of demand countries, given by experts from Malaysia and Dubai, and provide recommendations for getting Halal certification as a passport for exporting to countries with a predominantly Muslim population. Finally, chef Pedro Corredor, from the Hotel Hilton Diagonal Mar Barcelona, who has extensive experience in this type of cuisine, will be the star of the *Halal Showcooking* demonstration, creating a menu exclusively from Halal products used in Mediterranean cuisine.

Chef and Waiter of the Year

The Alimentaria Experience will be the setting for the grand finale of the sixth Chef of the Year competition (CCA), featuring the eight chefs who have fought their way through the four preliminary phases of the competition in the last few months. In the final round the chefs will be pitted against each other in one-on-one cook-offs, involving Juan Manuel Salgado (Dani García Restaurant, Marbella), Adrián Bosch (Tiziano Restaurant, Tenerife), Raúl

Featuring a supermarket of Halal products, talks by experts from Malaysia and Dubai and a cooking demonstration

The trade fair is hosting the finals of the Chef of the Year and Waiter of the Year competitions

The latest trends in cocktails and spirits plus the food truck phenomenon

Resino (Raúl Resino Restaurant, Benicarló), Óscar Rodríguez (Hotel Los Jardines del Plaza, Borja), Iñaki Murua (Venta Moncalvillo Restaurant, Daroja de Rioja), Lucia Freitas (Tafona Casa de Xantar Restaurant, Santiago de Compostela), Rubén Osorio (Vía Norte Restaurant, Burgos) and Cristóbal Muñoz (Le Cordon Bleu, Madrid). The eight finalists will have to perform in front of a panel of experts. Some big names in the restaurant world have emerged from this prestigious competition, including Joaquín Baeza and Jordi Cruz.

Alimentaria will also be the scenario, for the first time, of the Waiter of the Year competition, which since 2012 has recognised the hard work of the professionals who act as intermediaries between the kitchen and the diners. A panel of expert professionals will choose Spain's best waiter after a series of tests such as blind wine tasting, table setting, beer pulling, preparation of cocktails and coffees, preparation of creative tapas, etc.

An amalgam of trends

The Alimentaria Experience also plays host to other areas that serve as a showcase for the latest trends in the gastronomic sector, such as food trucks. At Alimentaria you can sample the creations of the food trucks of Bicodexeadó, Fileteando, Savia Natural, Vins Padró, Wild Alaska Food Truck and Ceviche 103.

Meanwhile, the Wine and Food Tourism space will showcase the gastro destinations that some regional governments and provincial administrations are promoting as a tourist attraction for their regions. These ideas marry culinary traditions and regional products with landscape, culture and history. The Barcelona Provincial Council will be here to introduce its 'Parc a Taula' economic development programme which uses gastronomy to showcase artisan production, quality winemaking and the cultural and natural values of its natural parks. You will also find the Ibiza Tourism Promotion Foundation, Burgos, UNESCO Creative City of Gastronomy and Catalonia, European Region of Gastronomy 2016 in this area.

Finally, the Cocktail & Spirits section will have various areas for discovering the top liqueurs and spirits on the market. As well as the trade fair area, visitors will find a demo bar where experts in spirits such as gin, rum and whisky will be combining them with coffee, chocolate, fruit juices and more.

Some of the experts taking part in the Cocktail & Spirits activities include names such as Matías Sarli and Mario Ubieto, from 80-20ml, who will be combining the world of patisserie and cocktail-making. Iván García (Ice & Craft) will be demonstrating all the possibilities of using ice in liqueurs. The activities will be rounded off by Javier Caballero (Liquid Experience) with a Master Class on evolutionary cocktail-making, and botanicals expert Pepe Orts with the presentation 'New botanics and citrus for mixology.'

Barcelona, April 2016



25 - 28 April 2016
www.alimentaria-bcn.com



The Alimentaria trade show is inviting 180 key international wine buyers to the Intervin Business Meetings

Intervin highlights the new Spanish wine markets and forecasts their growth

Intervin, Alimentaria's dedicated trade fair for wines and spirits, is launching the first Intervin Business Meetings in 2016, an exclusive buyers' programme that will attract 180 key importers in the wine and spirit distribution industry on all five continents to hold business meetings with exhibitors. Through this initiative, the show is responding to the needs of the wine sector which is looking to open the doors to new markets in order to grow.

Having established itself as one of the cornerstones of Alimentaria, Intervin attracts thousands of sector professionals from numerous countries seeking out the latest products in the sector and new trade partners. In 2016, the show will occupy an area of 15,000 sq. m in Hall 3 of the Gran Via venue, representing around 800 companies. Some of the big names at the show include Freixenet, Codorniu, Torres, Bodegas Protos, Casa Rojo, Marqués del Atrio, Araex Rioja Alavesa, Herencia Altés, Cava Parés Baltà, Torelló, Marqués de Riscal, Manzano Wines, Félix Solís, Pago de los Capellanes, Martí Sardà, Bodegas Riojanas and Juvé & Camps, amongst others.

The Spanish wine sector already exports half of its production and its strategy for the future entails increasing the volume of foreign sales with an emphasis on boosting bottled and branded wines. In this respect, Intervin has set up its most ambitious international visitor plan ever with the launch of the first series of Intervin Business Meetings. The show's organisers have extended invitations to importers, distributors and agents from all over the world.

The purpose of the meetings programme is to identify the key operators in strategic international markets and set up business meetings with exhibitors at the show. Some of the top buyers from Europe, Canada, Mexico, the USA, Colombia, South Korea, China, Japan and other South-East Asian countries are expected to attend Intervin with the aim of discovering the tremendous quality and diversity of Spanish wines and spirits.

According to the president of Intervin and general manager of Grupo Codorniu, Javier Pagès: *'The show is an exceptional vehicle for getting access to international markets. All the buyers who visit the show come with the idea of finding out what the Spanish wine market has to offer, so this provides a fantastic opportunity to continue making contacts, creating opportunities and generating sales with all of them'.*

The participation of Spain's autonomous communities, which will be presenting their most iconic products, will once again be an important part of Intervin. Visitors can view and sample the latest and most outstanding wines from Castile-Leon, Catalonia and Galicia, amongst other regions.

Attracting trade professionals from Europe, Canada, the USA, Asia and Latin America

Some 800 wine and spirit companies will be represented at Intervin

'Vigneron' winemakers are taking part for the first time, with an emphasis on small-scale, boutique production

Some of the most prominent international markets at the show will be global wine producing powerhouses such as Italy along with countries promoting their most emblematic products, such as Mexico, which is bringing its leading tequila producers to Intervin.

Upsurge in domestic demand

However, one of the big challenges for the sector is revitalising wine consumption in Spain, particularly among young people and women, two key segments that need to be conquered. Despite being the world's leading country in terms of the amount of land given over to vineyards and the third biggest global wine producer, Spain is seventh on the world's wine consumption ranking, with 1,000 million litres in 2014, and drops to 33rd place when it comes to per capita consumption (21.26 litres per person per year), according to the Spanish Wine Market Observatory (OEMV). In this respect, Intervin is being promoted as one of the leading drivers for the specialist distribution trade and the HoReCa channel in Spain to bring together the biggest possible number of Spanish wine professionals in Barcelona this April.

Finely curated wines

Some of the new features at Intervin this year include the space dedicated to the 'vignerons'; in other words, small-scale grape-growers and winemakers who opt for limited production in harmony with the environment, devoting their efforts to designing unique signature wines of exceptional quality. These producers have caused a seismic shift in the sector in France, with a huge impact in the Champagne and Bordeaux regions, and the movement is now crossing the Pyrenees to install itself in Spain. The collective Inkordia Wines & Friends is bringing around 30 producers whose activities are based on this philosophy to Alimentaria, who are making themselves felt in the sector thanks to the unique quality they lend the Spanish wine sector.

A distillation of quality

Intervin will also be hosting a broad representation of some of the most prestigious national and international spirit brands. This includes some of the top cachaças from Brazil, the great tequilas from Mexico and the latest gins, whiskies and vodkas, not to mention standout Spanish brands such as Hismuer, Campeny, Unesdi, Bardinnet, Baines and Tello, amongst many others. Wines and spirits will also be the stars of the second edition of *The Alimentaria Experience* in two of its themed areas: Wine & Food Tourism, for discovering new regional products and relating them to tourist attractions, and *Cocktails & Spirits*, with demonstrations by bartenders, cocktail tasting sessions, flair bartending exhibitions, workshops and talks to give even greater visibility to the products in this sector.

The latest trends at Vinorum Think

At its forthcoming event, Alimentaria is introducing the first Vinorum Think, a space dedicated to discussing and revealing the latest wine-related trends. With a programme of master tasting sessions, round tables and talks given by 40 international experts, this space will be the key meeting point at the show for analysing and understanding the potential of wine in the sector and revealing the trends that are setting the pace.

Barcelona, April 2016



25 - 28 April 2016
www.alimentaria-bcn.com



The show promotes the presence of international operators and consolidates the participation of Spanish firms

Intercarn 2016 is growing and multiplying opportunities for international business

Intercarn, Alimentaria's trade show dedicated to meat products and their derivatives, has increased the number of firms taking part this year. Some 550 companies are taking part, 29% more than the previous edition, to provide a comprehensive showcase of the current offering and the latest trends in the meat sector to worldwide buyers. Interporc, Interovic, Anafric and Fecic, the sector's main associations, have also confirmed their presence.

Intercarn will occupy over 12,000 sq. m of space in Halls 4 and 5 of the Gran Via venue in Barcelona, attracting global operators and reflecting the strength of the Spanish meat sector and its international vocation. Intercarn will also be hosting companies from the United Kingdom, Italy, Netherlands, Portugal, France, Germany or Romania, amongst others, and facilitating contacts between buyers and exhibitors to generate new business opportunities.

'Intercarn's intention is to consolidate and expand the road to internationalisation that we have promoted at previous editions. We have opened up new marketing routes abroad with the aim of bringing together the best of the industry's supply and demand sectors and provide the best possible business opportunities for international and Spanish firms, the latter of whose role as exporters is increasingly important,' explains the show's president and the CEO of the Campofrío Group, Juan José Guibelalde.

As well as having a notably international flavour, Intercarn will also be attended by the leading Spanish firms in the sector from the country's top meat-producing regions. Among the autonomous communities attending Intercarn are Asturias, Extremadura, Castile-Leon, Galicia and La Rioja.

The most important Spanish manufacturers of Iberian pork products, fresh meats, sausages and processed products will also be present. These well-known names on the national scene include Campofrío, Grupo Vall Companys, El Pozo, Noel Alimentaria, Torres de Núñez, Can Duran, Grupo Jorge, Aurelio Castro, Corporación Alimentaria Guissona, Los Norteños, Industrias Cárnicas Tello, Aljomar, Marcial Castro, Compañía General Carnia, Bernardo Hernández (Behér), Industrias Cárnicas Villar, Grup Baucells, Friselva, Coren, Joaquim Alberti – La Selva, Conservas Huertas-Muñoz, Embutidos Monells, Cárnicas Toni-Josep, Revisan and Alejandro Miguel.

A booming sector with a vocation for exports

The Spanish meat industry today is the most important segment in the food sector with a turnover of more than 22 billion euros, representing 21% of the total Spanish food sector, providing employment for over 80,000 people. In 2015, the industry further underlined its growth phase by reaching a production figure of 4.7 million tonnes, 7.7% higher than the figure for 2014.

The meat sector in Spain is enjoying particularly strong export growth, reaching foreign sales of 4.467 billion euros in 2015.

Barcelona, April 2016



25 - 28 April 2016
www.alimentaria-bcn.com



The trade fair has restructured its offering to generate synergies between companies with complementary products

Alimentaria concentrates its multi-product range in the new *Multiple Foods* trade fair

Alimentaria has restructured its offering with the launch of a new trade fair, *Multiple Foods*, which encompasses products with a similar market positioning in order to generate new synergies between complementary companies. Thus confectionery, preserves, oils, Mediterranean Diet ingredients, organic products, Premium foods and special foods will be the stars of the show, along with group stands featuring international and regional specialities. *Multiple Foods* will be a showcase for discovering the latest food trends and boosting the visibility of participating brands.

Alimentaria has made its sectorisation policy much more flexible to help brands find their optimum positioning in accordance with their objectives for taking part; above all, it aims to give them more opportunities to interact with other food specialities and similar products. *Multiple Foods* will occupy an area of 26,500 sq. m and host some 2,000 companies, almost half of those taking part in the overall event. The list of companies taking part in this new segment includes such world-famous names as Nestlé, Gallina Blanca, Leche Pascual, Danone, Idilia Foods, Adam Foods, Aneto and Doctor Oetker, amongst others.

Multiple Foods will, in turn, be divided into a number of themed areas to showcase the various offerings. For example, *Healthy Foods* will cover products geared towards health and wellbeing, organic foods, dietary products, children's and sports nutrition and special foods, such as gluten-free products and lactose-free. This space will feature some 250 companies that are big names in the health food sector, such as Santiveri, Snack Saludable and Xocolates Torras and institutions such as the Ministry of Agriculture, Food and Environment (MAGRAMA) through the Organic Food Pavilion in which companies from regional communities such as Castile-Leon, Valencia and Catalonia are taking part.

Expoconser, meanwhile, will be presenting the latest preserved, smoked, salted, marinated and pre-cooked foods from around a hundred firms such as Calvo, Dani, La Escala and Comercial Rioverde, amongst others, while the *Mediterranean Foods* area will be home to foods typically found in the Mediterranean Diet such as olive oils and vegetables. This space will feature the main Spanish producers, such as Oloestepa and Coosur, along with international firms from countries that are starting to make a name for themselves in this sector, such as Tunisia and Egypt.

The snacks and confectionery sector will be amply represented in the Snacks, Biscuits & Confectionery space by some 90 companies, including well-known names such as El Pequeño Molino, King Regal, Vidal Golosinas and Torrons Vicens. As well as the leading names in the Spanish market, the confectionery section will play host to the offerings of firms from countries such as the UAE, Mexico, Turkey, Greece, Italy, Denmark, France, Romania and Germany, this last through German Sweets the organisation which represents the main German manufacturers and distributors.

Multiple Foods, along with Intervin, Intercam, Restaurama and Interlact, is one of the trade fairs that form part of Alimentaria 2016

It encompasses confectionery, snacks, preserves, oils, the Mediterranean diet and delicatessen products, amongst others

With 2,000 exhibitors, the fair represents around half the brands with a stand at Alimentaria 2016

Brands keen to position their products under the gourmet or delicatessen umbrella will find their place in the *Fine Foods* area. This new space is kicking off at Alimentaria with 150 companies exhibiting in the pavilions of the Luxury Spain Association and the Excellence Cluster of the Spanish Federation of Food Industries. Brands such as Came Txogitxu, Benfumat, Yemas de Santa Teresa, Cervezas Villa de Madrid and Querida Carmen will be showcasing their latest products which include caviar, smoked fish, micro-brewery beers and artisan wines.

The autonomous regions will be represented at the group stand *Lands of Spain*, which brings together 450 companies from practically every autonomous community in Spain, notably Catalonia, Valencia, the Basque Country, Castile-Leon and Castile-La Mancha.

Finally, the *International Pavilions* area is the main venue for international exhibitors at the show, with an area of 5,000 sq. m and 650 companies taking part. Of the countries represented in this area, a special mention should be made of strategic markets such as China, Turkey and Southeast Asia, as well as new participants at Alimentaria such as Algeria, Morocco, the Netherlands and Indonesia, amongst others.

Barcelona, April 2016



25 - 28 April 2016
www.alimentaria-bcn.com



'Spain, Land of 100 Cheeses' will be devoting its 11th edition to small producers

Interlact brings together the latest developments in dairy products from more than 200 companies

Interlact, Alimentaria's show for dairy products and their derivatives, will attract 200 leading firms from the Spanish sector as well as representatives from key markets such as Germany, Belgium, France and Italy, amongst others. Interlact will present the latest developments in an industry that is gaining importance in the agri-food sector thanks to the incorporation of technology in traditional production methods and the increase in exports.

According to data from the Ministry of Agriculture, Food and Environment, the Spanish eat 9.5 million tonnes of dairy products a year. Domestic production is insufficient to supply the needs of the national market and imports, almost entirely from the European Union, are essential. The elimination of milk quotas in April 2015 opened up new opportunities for the sector in terms of covering this consumer deficit and taking advantage of the growth potential in the cheese and dairy derivatives segment, increasing exports.

'Dairy industries have an important strategic challenge ahead of them. A new era has begun since the end last year of the constant changes in the regulatory framework of the dairy sector that have been taking place since 2003,' explains the president of Interlact and honorary president of Danone, Javier Robles. According to Robles, *'Interlact is a showcase of the innovative efforts being made to diversify products and as a meeting forum that drives growth in new markets'.*

Companies such as Corporación Alimentaria Peñasanta, Teodoro García, La Fageda, Quesos Vega Sotuélamos, Quesos La Vasco Navarra, Hijos de Salvador Rodríguez, Manso, García Baquero, DOP Alt Urgell i Cerdanya, Gregorio Díaz Miguel and El Pastoret de La Segarra, amongst others, are taking part in Interlact. When it comes to international representation, the show is welcoming such well-known brands as Ciresa (Italy), Tippagral (France), Fromi (France), Ammerland (Germany), Vlam (Belgium) and AB Technologies (France), as well as featuring Algeria for the first time at the show through the firm Sarl Mateg.

The show also features the best dairy products made in the Spanish autonomous communities such as Castile and Leon, Valencia, Galicia, Extremadura, Catalonia, Navarre and La Rioja.

'The aim is to strengthen Interlact's position as a leading commercial platform for firms producing dairy products and also as a generator of wealth both economically—through its contribution of nearly 1% of Spain's GDP—as well as nutritionally, helping to engender a healthy society through products that are vital to a delicious and healthy diet,' asserts Robles.

Barcelona, April 2016



25 - 28 April 2016
www.alimentaria-bcn.com



The hospitality and restaurant sector expects to grow by 3.5% this year

Restaurama encompasses the biggest international offering of dining outside the home

Restaurama, the Alimentaria show devoted to catering and food provision away from home, is adding new sectors such as soft drinks, water and beer to its product offering, as well as frozen foods, with the aim of maximising business opportunities and synergies with the HoReCa channel (hotels, restaurants and catering) and mass catering. Some 450 brands will be showcasing foods and culinary solutions from the foodservice and equipment industry as well as the latest trends related to innovation, the digital environment, access to new markets and improving productivity in the restaurant and catering world.

Restaurama is one of Alimentaria's major trade fairs along with Intervin and Intercarn. It will host some 450 exhibitors and occupy 10,500 sq. m of Hall 6 at Fira de Barcelona's Gran Via venue. There is a notable increase in foreign companies at this year's edition, hailing from Portugal, Germany, France, Turkey and Japan, making Restaurama Alimentaria's most international trade fair and a key hub for professionals from the hospitality, restaurant, mass catering, specialised retail and foodservice distribution businesses.

Some of the brands taking part include: Unilever, Coca-Cola, Electrolux, Fontvella – Lanjarón, Campofrío, Damm, Makro, Gedesco – Maheso, Cacaolat, Araven, Manitowoc, Euralis, Vac BCN, Frigoríficos Ferrer, Sandro Desii, Mammafiore, Ilpra, Petit Forestier, Comercial CBG, Danmix, Frutapac, Gresilva, Rougie, Pastelaria e Confeitaria Rolo, Sosa Ingredients, Panidor, Jospier, Florette, Arcos, Negrini and Saigo.

Restaurama is also putting the spotlight on baking, patisserie and cafés, all concepts that have been experiencing significant growth in the restaurant sector in the last few years. Brands such as Illy Cafe, Ingapan, Cafés Saula, Atrian Bakers, Cafés Novell, Delifrance and Cafés Pont will be taking part in the show. Alongside Restaurama is the Alimentaria FoodTech zone, featuring companies with a more technical profile in the food industry such as Abelló Linde, Ulma Packaging, Danmix, Multivac, Portes Bisbal, Ilpra and Epson, amongst others.

Upturn in demand

'The latest figures show that people are going back to restaurants after several years of opting to eat at home. And this is not only the result of the inertia of the economic recovery but also thanks to the efforts that the sector has put into updating itself,' says the president of Restaurama and chief executive of Serunion Elíor, Antonio Llorens. In this respect, the Alimentaria show devoted to eating out offers trade professionals the chance to update their knowledge and adapt their business ideas to current consumer demands and preferences. In 2016, the Spanish Hotel and Restaurant Federation (FEHR) is forecasting growth in the sector's turnover of around 3.5%, confirming the recovery which began last year.

Some 450 brands from the foodservice and equipment, drinks and frozen foods industry will be represented

More foreign exhibitors than ever

Restaurama includes a dedicated gourmet space: The Alimentaria Experience

As well as attracting professionals from the hospitality and restaurant sector from all over Spain with an interest in sourcing new products and suppliers for their businesses, Alimentaria will be inviting importers and distributors from the HoReCa channel from various countries to hold meetings with foodservice, drinks, frozen foods and equipment companies at the show. With this international focus, Restaurama also opens up interesting business and export opportunities with the participating brands.

Putting a spotlight on gastronomy

Restaurama goes hand-in-hand with the gastronomic space called *The Alimentaria Experience* in which some 40 chefs are taking part, including new upcoming talents and consecrated masters of haute cuisine (see *specific press release*). Some of the names already confirmed include Joan Roca, Mario Sandoval, Ángel León, Ana Merino, Beatriz Sotelo and Yolanda León. This is the place to find master class workshops, cooking demos, presentations, conferences and the finals of the Chef and Waiter of the Year competitions.

'Gastronomy and catering are two major allies for promoting the quality, variety and excellence of the foods and drinks produced by our industry both at home and abroad,' notes Llorens, who also highlights the contribution made by *The Alimentaria Experience* to promoting and publicising these synergies to benefit the growth of both sectors.

Another new feature this year are the new areas designed to showcase the latest gourmet-related trends. There will be an area for food- and wine-related tourism with ideas such as 'Parc a Taula' from the Barcelona Provincial Council, the Ibiza Tourism Promotion Foundation, Burgos UNESCO Creative City of Gastronomy and Catalonia as European Region of Gastronomy 2016. Visitors will also be able to sample the phenomenon of Food Trucks, or meals on wheels, and savour all the latest trends in cocktails and spirits. In this respect, the Cocktails & Spirits area will have a demo bar where experts in gin, rum and whisky will be pairing these spirits with coffees, chocolates, fruit juices and more.

In Spain there are close to 300,000 catering establishments. Bars make up 65.5% of the total with 189,648 establishments. Restaurants and cafés make up 24.5% with a total of 71,077 establishments. The category of canteens and convenience food has been the fastest growing in Spain in recent years. In 2014 the number of establishments rose by 2.4% to 13,993. There are 14,858 hotels in Spain, according to statistics from the Spanish Hotel and Restaurant Federation.

Barcelona, April 2016



Alimentaria 2016
25-28 April 2016



Alimentaria Exhibitions

The show is building alliances to increase its actions in the sphere of corporate social responsibility

Alimentaria donates surplus food and products to Banc dels Aliments and Nutrición sin Fronteras

Alimentaria and Fundació Banc dels Aliments are renewing their alliance for 2016 to ensure that exhibited food and drink products do not go to waste. Since 2008, the organisation has redistributed surplus products to the most needy while the bars and restaurants in the Gran Via venue will donate leftover food from the meals cooked during the event to social canteens through the NGO Nutrición sin Fronteras.

The show's organisers are giving a stand to Fundació Banc dels Aliments so the association can publicise its work against food waste and present its supply programme to manage the food stocks generated by the industry that are edible but unmarketable. As well as disseminating information, the Foundation will be responsible for recovering packaged non-perishable, fresh and refrigerated foods from exhibitors. Through this work it is expected that Banc dels Aliments will recover over 22 tonnes of food products.

Meanwhile, the NGO Nutrición sin Fronteras will recover from GastroFira every day all surplus fresh, pre-prepared and cooked food for consumption in Fira de Barcelona's restaurants and catering services during the course of the event. It is expected that this organisation will be able to donate more than 80 kilos of food to social canteens in Barcelona.

Responsible consumption

The association of manufacturers and distributors AECOC is also promoting more responsible use and consumption of food through its campaign 'Food shouldn't go to waste: use it' which is supported by more than 250 companies, administrations and associations. The project aims to reduce the food waste that occurs at different points along the industry's value chain by promoting waste prevention and efficiency strategies and maximising the use of surplus food generated by the industry in redistribution, reuse and recycling plans.

The companies that form part of the project and are exhibiting at Alimentaria will help to disseminate the campaign by displaying the logo on their stand and promoting models of responsible consumption.

Meanwhile, the Red Cross will be at the show to publicise its campaign 'Alianza Humanitaria para la Alimentación Infantil' (Humanitarian Alliance for Children's Food) which seeks to raise society's awareness and find resources to guarantee a healthy diet for children in vulnerable situations. According to the survey 'Children's Access to Healthy Food' conducted by the Red Cross's Vulnerability Observatory, some 22% of families are in a situation of severe food insecurity.

The organisation will have a stand at Alimentaria from which to publicise its campaign to the media and will seek to generate synergies with participants, make contact with the industry brands at the show and increase its network of corporate collaborators in the project.

Barcelona, April 2016

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Alimentaria 2016, International Food and Drinks Exhibition

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