We present the universe of food

Alimentaria, the leading trade show for food, drinks and gastronomy, is the major international benchmark which acts as a driving force within an ever-changing sector. A unique experience that, year after year, reflects the innovations and trends of the market to fulfill its commitment: to generate new business opportunities and synergies for professionals in the food industry and its value chain.
The coming together of two sector leaders, Alimentaria and Hostelco, has enabled both trade shows to rise to their highest performance and become the largest international platform for the food industry, gastronomy and catering equipment. It covers the entire value chain and offers specific solutions for each segment, facilitating the acquisition of skills, abilities and strategies to drive and inspire companies.

The most transversal and comprehensive international platform
2018 Figures

- **100,000 m²** net exhibition area
- **4,500** exhibitor companies
- **150,000** professional visitors from **156** countries
- **70** countries represented
- **+12,500** business meetings
- **35** chefs
- **45** Michelin stars
- **21,500** delegates and attendees
- **1,400** international hosted buyers
- **200** activities and conferences
- **200 million euros** of estimated economic impact in Barcelona
Our pillars

Innovation

Gastronomy

Verticality

Internationalisation
Innovation

The Alimentaria Hub
Trends & Innovation

A boost for innovation and business

Inspiration, brands, trends and the internationalisation of the food sector are all topics in The Alimentaria Hub, a meeting point with innovation to foster networking and business opportunities. This is where all the latest market developments are concentrated, and is also home to conferences, presentations, an export advisory service and an area specialising in start-ups. In short, The Alimentaria Hub is the place where you’ll be surprised to learn how far you can go.

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Gastronomy

The Experience
Live Gastronomy
by Alimentaria & HOSTELCO

The reality of the sector, live

What trends can we expect for the future of gastronomy and the hospitality industry? The answer lies in The Experience - Live Gastronomy, an interactive space where you can take part in unique and one-off experiences. You can attend inspiring cooking demonstrations, learn from Michelin-starred chefs, discover the latest in the hospitality sector, all with one goal in mind: to experience today the trends that will define tomorrow’s sector.

4,500 m²
76 speakers
35 chefs
60 sessions
20 sponsors
45 Michelin stars
As a leading event, Alimentaria anticipates trends and predicts business opportunities. This year, Alimentaria is presenting a new show, ALIMENTARIA TRENDS, which will bring together in the same space areas dedicated exclusively to delicatessen, organic, functional, halal and free-from foods (foods that are free of allergens and other components).
Grocery Foods is the show for consumer products. It is the most diverse space in the trade show in terms of what’s on offer, and features leading brands in the food industry, both national and international.

The widest range of international products on offer at Alimentaria can be found in the International Pavilions, an area that grows with each edition, testament to the internationalisation of the show.
Lands of Spain

REGIONAL GROUP PARTICIPATIONS

The most exquisite variety and gastronomic diversity of Spain’s different autonomous communities is on display in Lands of Spain, the Alimentaria show that demonstrates the enormous gastronomic and cultural heritage of the Spanish food industry.

Intercarn

MEAT AND MEAT PRODUCTS

Intercarn is the leading international platform for the Spanish meat industry. Internationalisation, innovation, business opportunities and a varied sectoral offer are the highlights of this show, featuring raw, processed, cured, pre-cooked, dried and other products.

28,279 visitors
457 exhibitors
4,500 m² exhibition space

28,999 visitors
507 exhibitors
15,700 m² exhibition space
**Interlact**

**Milk and Dairy Products**

The milk and dairy products show presents the latest novelties in an industry that is defending its solid position in the agrifood sector, exhibiting the finest tradition with a major focus on innovation.

- **2,800 m²** exhibition space
- **21,516** visitors
- **150** exhibitors

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**Expoconser**

**Preserves and Semi-Preserves**

Expoconser highlights the Spanish canning industry’s major commitment to internationalisation, quality and the high added value of its products. The show brings together the latest novelties in canned, smoked, salted, marinated and pre-cooked products.

- **4,000 m²** exhibition space
- **18,357** visitors
- **188** exhibitors
Restaurama

FOOD SERVICE AND HOSPITALITY

Restaurama features food companies aimed at the HORECA channel and the food service divisions of the major multinationals in the food sector. This show offers a number of tastings and demonstrations of culinary techniques.

visitors: 18,249
exhibitors: 300
exhibition space: 10,500 m²

Snacks, Biscuits & Confectionery

SWEETS, BISCUITS, CONFECTIONERY AND SNACKS

The booming confectionery sector, which includes biscuits, cocoa, chocolate, nougat, marzipan, sweets, gum, pastries and baked goods, among others, as well as snacks, are widely represented in the Snacks, Biscuits & Confectionery space, one of the most colourful of the show.

visitors: 26,129
exhibitors: 111
exhibition space: 2,900 m²
**FOODS FROM THE MEDITERRANEAN DIET, FRESH PRODUCE, OLIVE AND VEGETABLE OILS**

At Mediterranean Foods you will find the typical foods of the Mediterranean diet such as olive and vegetable oils, seafood products, fresh fruit and vegetables, among others. A food standard to preserve, recognized as Intangible Heritage of Humanity by UNESCO.

**Alimentaria Trends**

ORGANIC / FREE FROM / HALAL / FUNCTIONAL / FINE FOODS

Alimentaria Trends is the perfect showcase in which to present and discover the latest food trends in eco-friendly, diet and functional products, gourmet foods and halal products.

**Mediterranean Foods**

- **Visitors**: 28,438
- **Exhibitors**: 145
- **Exhibition Space**: 2,000 m²

**Alimentaria Trends**

- **Visitors**: 28,000
- **Exhibitors**: 400
- **Exhibition Space**: 6,000 m²
Internationalisation

Exhibitors from all over the world for visitors from five continents

1,080 international exhibitors
70 countries represented

45,000 international professional visitors
156 countries represented

COUNTRIES OF ORIGIN OF EXHIBITORS AND VISITORS
Take part in **Alimentaria**

Alimentaria is an international promotion platform for the global food industry. The meeting point for leading firms in the manufacture and distribution of food, beverages and food service solutions in which to open markets, establish contacts, attract and retain customers and generate new business.

1. **BRAND VISIBILITY AND AWARENESS**
   Exhibiting at Alimentaria means positioning your brand alongside market leaders and in front of visitors with great prescription and purchasing powers.

2. **INCREASE BUSINESS OPPORTUNITIES**
   In just four days, you’ll be able to participate in meetings with buyers from around the world and increase your business opportunities and penetration into new markets.

3. **DIRECT CONTACT WITH CURRENT AND POTENTIAL CUSTOMERS**
   Alimentaria gives you the opportunity to both build loyalty within your current customer portfolio, and expand it.

4. **PRESENT INNOVATIONS TO THE MARKET**
   Alimentaria offers you the maximum reach to present your new products to the sector and to specialised media.

5. **NETWORKING AND BENCHMARK**
   As an international show, you will expand your meeting agenda and your network of business contacts thanks to the synergies generated in an event of this nature.

6. **UNIQUE ACTIVITIES**
   By taking part in Alimentaria’s great programme of gastronomic activities, you’ll get to meet top level restaurant professionals.

7. **SPECIAL TRENDS OBSERVATION**
   At The Alimentaria Hub you’ll find a platform for learning, inspiration and innovation, where knowledge and market trends can be shared.

8. **MAJOR REACH ON AND OFFLINE**
   If you promote your participation during the trade show, you will be able to gain followers and reach, as Alimentaria is a great news generator.
We foster opportunities between exhibitors and visitors

We invest in attracting, retaining and securing the support of buyers from all over the world to generate more business opportunities. We also organise exclusive commercial meetings for exhibitors and provide them with training on strategic markets and different models of international distribution.

LOYALTY AND INVITATION PROGRAMMES

Hosted Buyers for key international buyers. VIP Buyers for key national buyers.

BUSINESS MEETINGS


TRAINING

Export Service Counter: export advice service. Training seminars on markets: learn about retail export markets from leading experts.
Main tools for exhibitors

**RECOMMENDATION PROGRAMME**
Exhibitors can recommend the organisation to invite their current and potential customers and offer them the opportunity to join Alimentaria’s 2020 Hosted Buyers or VIP Buyers loyalty programmes for unique benefits when visiting the trade show.

**ALIMENTARIA MATCHMAKING SYSTEM**
Virtual platform to schedule business meetings between hosted buyers and exhibitors. Features an automatic interest matching system.

**EXHIBITOR AND PRODUCT CATALOGUE**
Filter and identify the companies and products you are most interested in, locate them on the floor plan and add contacts and favourites.

**ALIMENTARIA APP**
Plan your visit and access all the information about the trade show from your mobile: schedules, access, transport, talks, activities, speakers...
Get to know the main markets with the help of the greatest experts

Alimentaria brings together the main operators from Spain, Europe and Latin America, key markets for the food industry, between which the trade show helps to build bridges of direct connection. The main lines of evolution of the sector are also analysed and revealed in order to detect new business opportunities.

**ACCESS TO THE SPANISH MARKET**

- **+46 million** potential market consumers
- **€100 billion**
  - growth compared to 2016 (2017 data)
- **2.5% of GDP**
  - (in GVA)

The food and beverage industry represented

- **Export economy:**
  - 5th in the EU
  - 9th in the world
  - Exports reach **€30.65 billion**

- **Consumption of food outside the home**
  - +€35 billion
  - grew three times as much as domestic

- **Consumption of food in the home is**
  - +€67 billion

(Source: FIAB)
ACCESS TO THE EUROPEAN MARKET

+512 million
potential market of consumers
(2018 data)

+€1 billion
turnover in the food and beverage sector
(Source: Eurostat)

86% of exhibitors come from the EU

67% of exports are to EU countries
(Source: MAPA)

57% of visitors come from the EU

ACCESS TO THE LATIN AMERICAN MARKET

+658 million
potential market consumers

13% of visitors come from Latin America. With a notable increase in visitors from Mexico and Colombia

100 companies from 9 countries in Latin America

+€850 million
exports to Latin America
(Source: INE and FAIB)
Professional visitors with the most decision-making power

As a professional B2B commercial platform, Alimentaria seeks to ensure the presence of the major players in the national and international value chain, who have a genuine and professional interest in the food industry. The trade show works to ensure that all attendees operate in a commercial entity that buys and sells services within the food industry.

150,000 professionals
45,000 international
105,000 national

Our visitors are decision makers

82% make purchasing decisions

Main countries of origin:

Europe:
1. Italy
2. France
3. Portugal
4. Netherlands
5. Germany
6. United Kingdom
7. Belgium
8. Poland
9. Denmark
10. Bulgaria

Rest of the world:
1. United States
2. Mexico
3. China
4. Colombia
5. South Korea
6. Argentina
7. Morocco
8. Russia
9. Japan
10. Chile

The event that trade professionals think is a must-attend:

92% are satisfied
90% will return
92% recommend it
Hosted Buyers Profile

The success of the Hosted Buyers program is confirmed by major growth in internationality and professionalism of its participants.

652 international buyers
+38% growth compared to 2016

76 countries represented

190 from Europe
154 from Asia
150 from Latin America
112 from North America and others
46 from Africa and the Middle East

+64% say they have closed a business deal with exhibitors

+80% held between 10 and 30 business meetings during the trade show and 16% +30 meetings

54% importers and/or distributors
25% wholesalers and/or retailers
11% Others
10% HORECA

45% come from companies with +50 employees

65% turnover +€2 million

97% make decisions or decide with others

RESULTS

ACTIVITY

PROFILE

HORECA

Alimentaria 2018
Hosted Buyers Program
VIP Buyers Profile

The VIP Buyers programme confirms the attendance of key national buyers.

SALES CHANNELS REPRESENTED

- 36% Supermarket/retailer chain
- 5% Others
- 1% Online sales
- 2% Importer
- 6% Contract catering/For travellers/Food services
- 22% Distributor/Wholesaler
- 13% Purchasing group
- 8% Restaurant chain/Restaurant
- 7% Hotel chain/Hotel

Profile of Food & Drink Business Meetings

- 161 international buyers
- +5% growth compared to 2016
- 35 countries represented

550 national buyers
14 autonomous communities

+5% growth compared to 2016
The top 10 Spanish companies in large-scale retail and HORECA have visited the trade show.

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<tr>
<th>Presence of the top 10 main independent groups</th>
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<td>SERHS</td>
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<td>Source: Companies Register selected the NCEA</td>
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Media impact

The huge media impact generated by an international trade show such as Alimentaria is an excellent demonstration of why it is a must-attend.

DATA FROM ALIMENTARIA 2018

+6,700
news items generated

1,174
accredited journalists

1,000
international news items

+€11.4 million
in news value

1.1 billion
potential audience

SOCIAL MEDIA

400
publications

+18,000
interactions

+995,000
views

#Trending topic
during the 4 days of the event

WHAT THEY’RE SAYING ABOUT US AROUND THE WORLD:

“Alimentaria goes global”

FORBES

“Alimentaria, the biggest showcase of innovations in the global pantry”

ABC

“Alimentaria reaches full capacity with a record 105,000 m²”

EXPANSIÓN

“Alimentaria in Barcelona will show how Spain nourishes the Planet”

“Alimentaria presents itself as a gateway to the European market”

“The Alimentaria model is innovative, effective and dynamic with each succeeding year building on and adding to the success of the past”

ASA HOTEL & CATERING TIMES
The added value of Alimentaria comes from the presence and support of the most important institutional and associate partners in the sector.

**INSTITUTIONAL PARTNERS**

**ASSOCIATE PARTNERS**

We are also constantly working to enter into strategic agreements with key market bodies and corporations.

**STRATEGIC AGREEMENTS**

ADIGITAL - Spanish Digital Economy Association
Ambar Connect
Fundació Banc dels Aliments
Fundación Dieta Mediterránea
Fundación Triptolemos
ICA – Institute of Artisan Beer
Mercabarna
Contract Catering
Grupo GSR
Chef of the Year - The Alimentaria Restaurama Competition
Food Consulting
International gastronomic capital

Barcelona is a cosmopolitan, modern and open city that prides itself on its diversity. It is one of the main international tourist destinations and one of the favourite cities in which to do business due to its quality of life and infrastructure.

Gastronomy is one of its great attractions, as much for the variety and quality of its Mediterranean and market cuisine as for the new creative proposals of its internationally-recognised chefs.
Get in touch and we’ll advise you

Network of international agents covering more than 60 countries.

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List published on the exhibition’s website.
www.alimentaria.com
Come and be part of a unique and global event

Alimentaria

NEW DATES

May 17th-20th, 2021

www.alimentaria.com

#alimentaria2020