

# Alimentaria

*International Food, Drinks & Food Service Exhibition*

A unique  
food, drinks, and  
gastronomy  
experience

Co-located event



**NEW DATES**

May 17th-20th, 2021  
**BARCELONA** - Gran Via Venue

[www.alimentaria.com](http://www.alimentaria.com)

**The  
Alimentaria  
Hub**

Trends & Innovation

**The  
Experience**  
Live Gastronomy

by Alimentaria & **HOSTELCO**



# Alimentaria

**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 fulfil its commitment: to generate new business opportunities and synergies for professionals in the food industry and its value chain.





# The most transversal and comprehensive international platform

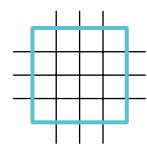
The coming together of two sector leaders, **Alimentaria** and **Hostelco**, has enabled both trade shows to rise to their highest performance and become the largest international platform for the food industry, gastronomy and catering equipment. It covers the entire value chain and offers specific solutions for each segment, facilitating the acquisition of skills, abilities and strategies to drive and inspire companies.







## 2018 Figures



**100,000** m<sup>2</sup>  
net exhibition area



**4,500**  
exhibitor companies



**150,000** professional visitors  
**30%** international  
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





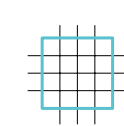
# Innovation

**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.

 **5,000** m<sup>2</sup>  
surface area

 **+300**  
innovations

 **+40** sessions  
THE XIII MEDITERRANEAN DIET  
INTERNATIONAL CONGRESS

 **+100**  
speakers

 **5** sponsors  
**2** ambassadors  
CAIXABANK  
AECOC

### SPECIAL FEATURE: Digital Food Arena

The most disruptive companies and the most cutting-edge start-ups in the food sector come together at the **Digital Food Arena**, the area of The Alimentaria Hub in which innovation and entrepreneurship take the form of fast talk cycles and various exhibition areas.





# Gastronomy

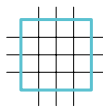
## The Experience

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** m<sup>2</sup>  
floor area



**76**  
speakers



**35**  
chefs



**60**  
sessions



**20**  
sponsors



**45**  
Michelin stars





# Verticality

## The largest sector grouping in 10 shows

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).



### TRANSVERSAL



Grocery Foods



International Pavilions



Lands of Spain

### VERTICAL



Inter-carn



Inter-lact



Expoconser



Snacks, Biscuits & Confectionery



Mediterranean Foods



Restaurama

### TRENDS



Alimentaria Trends



Fine Foods



Organic Foods



Free From



Halal Foods



Functional Foods





## Grocery Foods

DIVERSE RANGE  
OF FOOD PRODUCTS

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.



## International Pavilions

INTERNATIONAL GROUP  
PARTICIPATIONS

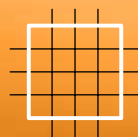
The widest range of international products on offer at Alimentaria can be found in the International Pavilions, an area that grows with each edition, testament to the internationalisation of the show.



**28,279**  
visitors



**374**  
exhibitors



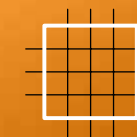
**8,700** m<sup>2</sup>  
exhibition space



**28,279**  
visitors



**486**  
exhibitors



**5,100** m<sup>2</sup>  
exhibition space





## Lands of Spain

REGIONAL GROUP  
PARTICIPATIONS

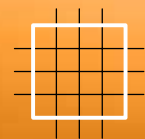
The most exquisite variety and gastronomic diversity of Spain's different autonomous communities is on display in Lands of Spain, the Alimentaria show that demonstrates the enormous gastronomic and cultural heritage of the Spanish food industry.



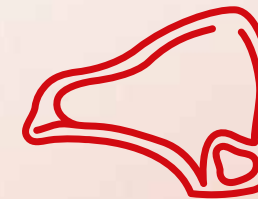
**28,279**  
visitors



**457**  
exhibitors



**4,500** m<sup>2</sup>  
exhibition space



## Intercarn

MEAT AND  
MEAT PRODUCTS

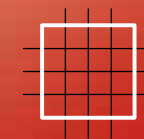
Intercarn is the leading international platform for the Spanish meat industry. Internationalisation, innovation, business opportunities and a varied sectoral offer are the highlights of this show, featuring raw, processed, cured, pre-cooked, dried and other products.



**28,999**  
visitors



**507**  
exhibitors



**15,700** m<sup>2</sup>  
exhibition space





## Interlact

MILK AND  
DAIRY PRODUCTS

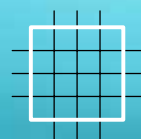
The milk and dairy products show presents the latest novelties in an industry that is defending its solid position in the agrifood sector, exhibiting the finest tradition with a major focus on innovation.



**21,516**  
visitors



**150**  
exhibitors



**3,800** m<sup>2</sup>  
exhibition space



## Expoconser

PRESERVES AND SEMI-  
PRESERVES

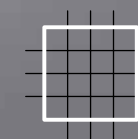
Expoconser highlights the Spanish canning industry's major commitment to internationalisation, quality and the high added value of its products. The show brings together the latest novelties in canned, smoked, salted, marinated and pre-cooked products.



**18,357**  
visitors



**188**  
exhibitors



**4,000** m<sup>2</sup>  
exhibition space





## 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.



## 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.



**18,249**  
visitors



**300**  
exhibitors



**10,500** m<sup>2</sup>  
exhibition space



**26,129**  
visitors



**111**  
exhibitors



**2,900** m<sup>2</sup>  
exhibition space



## Mediterranean Foods

FOODS FROM THE MEDITERRANEAN DIET, FRESH PRODUCE,  
OLIVE AND VEGETABLE OILS

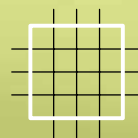
At Mediterranean Foods you will find the typical foods of the Mediterranean diet such as olive and vegetable oils, seafood products, fresh fruit and vegetables, among others. A food standard to preserve, recognized as Intangible Heritage of Humanity by UNESCO.



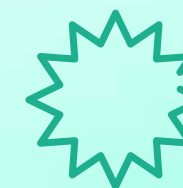
**28,438**  
visitors



**145**  
exhibitors



**2,000** m<sup>2</sup>  
exhibition space



## 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.



**28,000**  
visitors



**400**  
exhibitors



**6,000** m<sup>2</sup>  
exhibition space



# Internationalisation

Exhibitors from all over the world  
for visitors from five continents



**1,080** international exhibitors



**45,000** international professional visitors

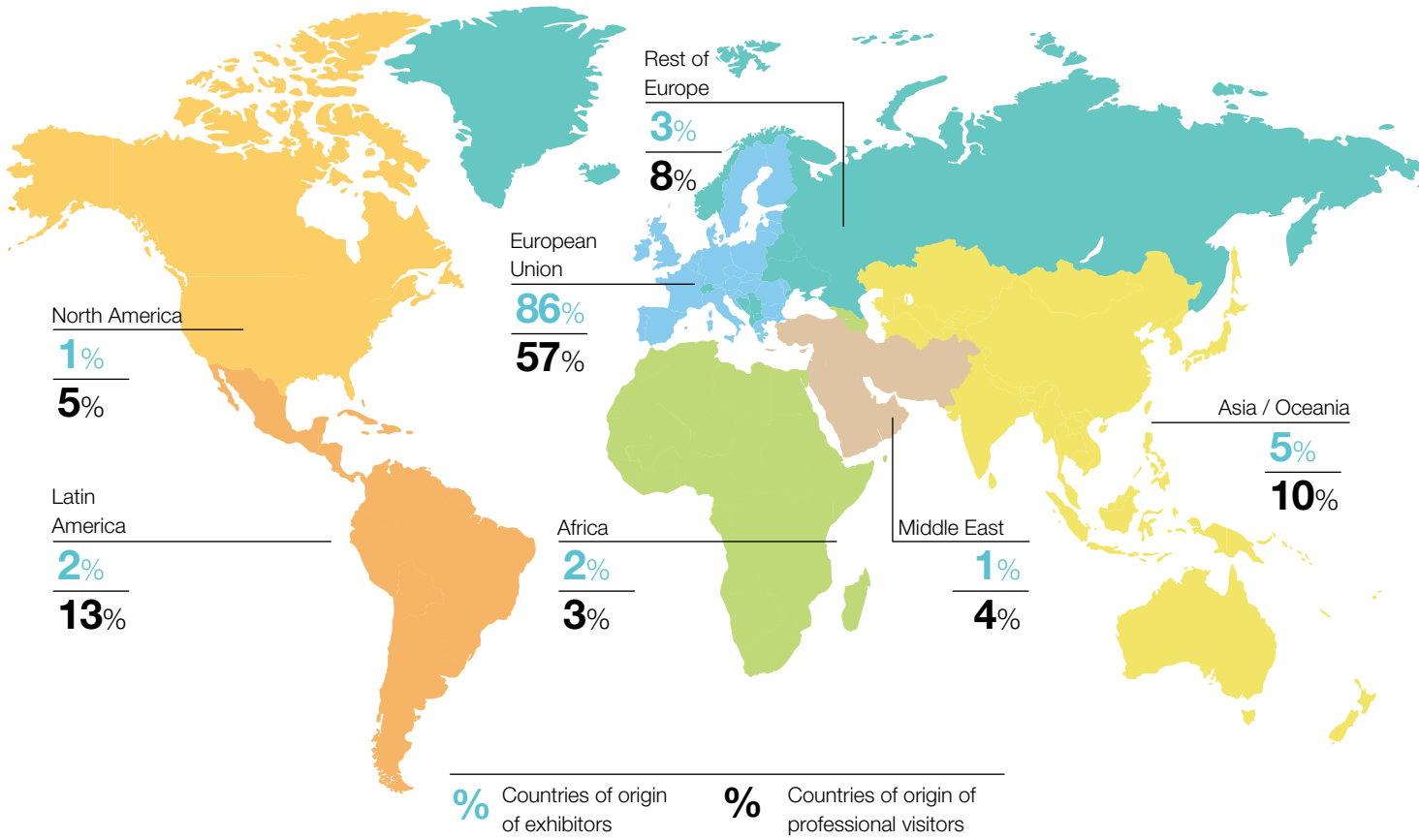


**70** countries represented




**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

**Alimentaria Business Meetings:** business meetings between international buyers and exhibitors.

**Food & Drink Business Meetings:** business meetings between Spanish exhibitors and non-EU buyers. Organised by FIAB, ICEX, MAPA and Alimentaria.



## 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...



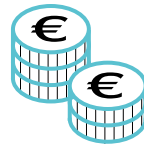
# Get to know the main markets with the help of the greatest experts

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



The food and beverage industry  
surpassed  
**€100 billion**  
**+2,9%** growth compared to  
2016 (2017 data)

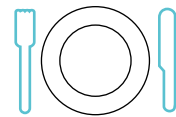


The food industry  
represented  
**2,5% of GDP**  
(in GVA)



Export economy:  
**5<sup>th</sup>** in the EU  
**9<sup>th</sup>** 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**

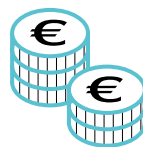
(Source: FIAB)



ACCESS TO THE EUROPEAN MARKET



**+512 million**  
potential market  
of consumers  
(2018 data)

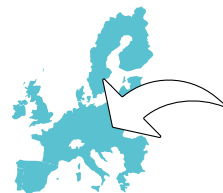


**+€1 billion**  
turnover in the food and  
beverage sector

(Source: Eurostat)



**86%**  
of exhibitors come  
from the EU



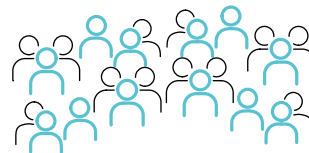
**67%**  
of exports are to EU  
countries

(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 FIAB)





# 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.



## OUR VISITORS ARE DECISION MAKERS



### 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

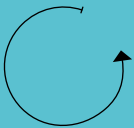
#### Rest of the world:

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

## RESULTS



**+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

## ACTIVITY



**54%**

importers and/or distributors

**25%**

wholesalers and/or retailers

**11%**

Others

**10%**

HORECA

## PROFILE



**45%**

come from companies with **+50** employees



**65%** turnover

**+€2 million**



**97%**

make decisions or decide with others





# VIP Buyers Profile

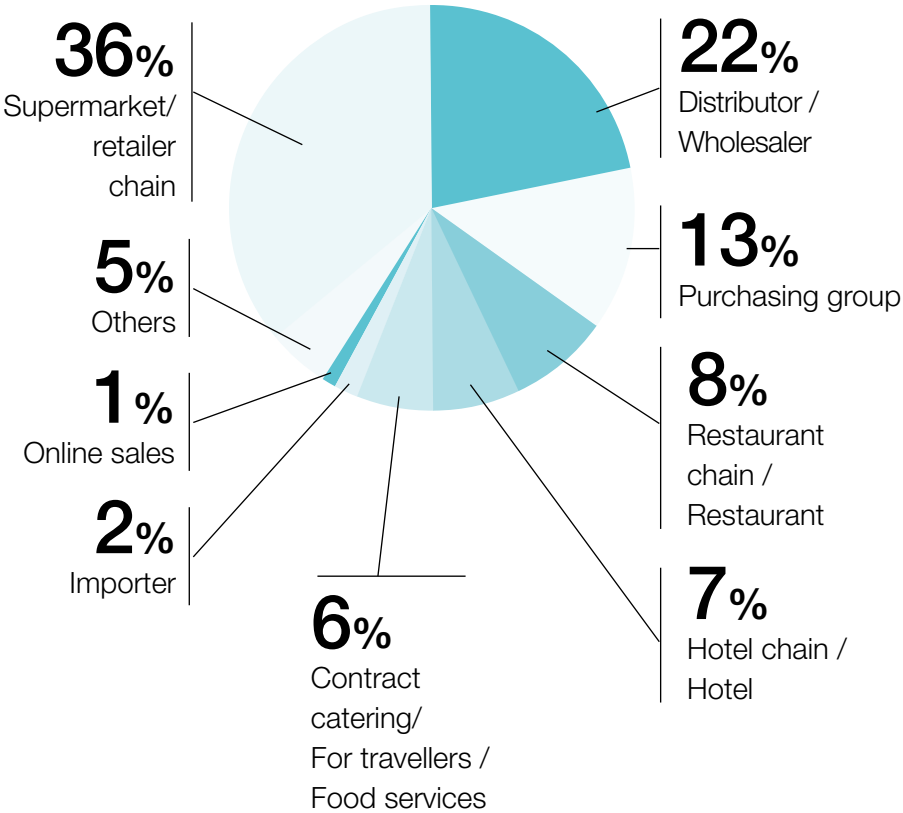
The VIP Buyers programme confirms the attendance of **key national buyers**.



**550**  
national buyers  
**14** autonomous  
communities



## SALES CHANNELS REPRESENTED



# Profile of Food & Drink Business Meetings

## FOOD & DRINK BUSINESS MEETINGS



**161**  
international buyers  
  
**+5%** growth  
compared to 2016



**35**  
countries  
represented



# The top 10 Spanish companies in large-scale retail and HORECA have visited the trade show



Presence of the top 10 main independent groups



MERCADONA
CARREFOUR
DÍA
EROSKI
AUCHAN
LIDL
EL CORTE INGLÉS
CONSUM
MAKRO
ALDI

Source: Indisa

Presence of the top 10 main purchasing partner groups



AHORRAMAS
GADISA
BONPREU
DINOSOL
CONDIS
UVESCO
COVALCO
ALIMERKA
MIQUEL ALIMENTACIÓ GRUP
COVIRÁN

Source: Indisa

Presence of the main hotel and restaurant chains



MELIÁ HOTELS INTERNATIONAL
RIU HOTELS & RESORTS
ÁREAS
GRUPO VIPS
TELEPIZZA
EAT OUT
ARAMARK
NEWREST
SODEXO
SERHS

Source: Companies Register selected the NCEA

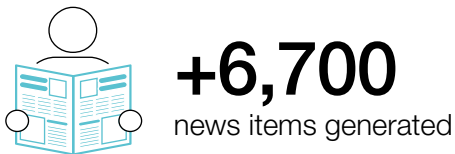




# Media impact

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



## SOCIAL MEDIA



## WHAT THEY'RE SAYING ABOUT US AROUND THE WORLD:

“Alimentaria goes global”

**EL PAÍS**

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

**Forbes**

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

**ABC**

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

**LSA**

“Alimentaria reaches full capacity with a record 105,000 m<sup>2</sup>”

**Expansión**

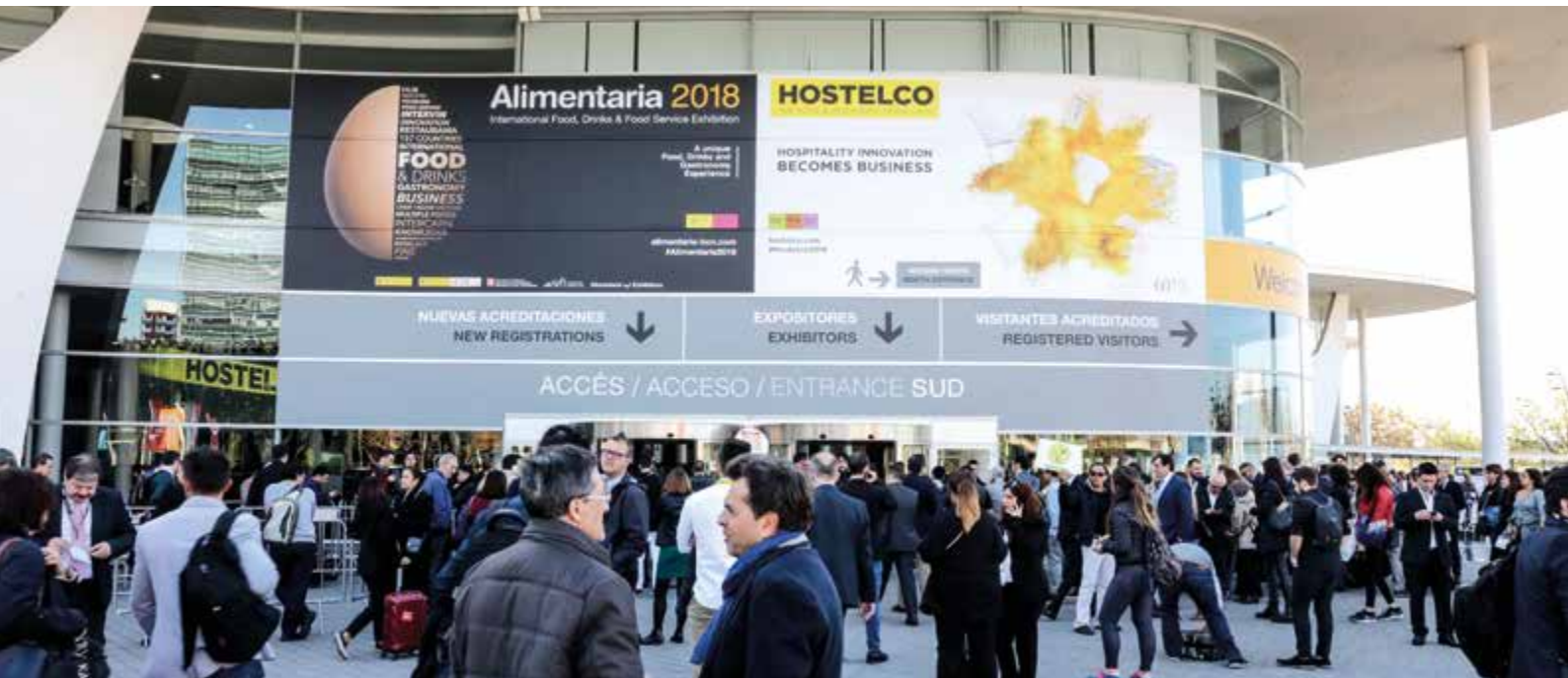
“The Alimentaria model is innovative, effective and dynamic with each succeeding year building on and adding to the success of the past”

**ASIAN HOTEL & CATERING TIMES**

# Stakeholders who make a difference

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.



Map



Key map Hostelco



Map subject to change

A & H  
Themed Areas



Featured Activities





# Get in touch and we'll advise you

Network of international agents covering more than 60 countries.

## SPAIN

### DANIEL RODRÍGUEZ

INTERCARN + INTERLACT + GROCERY  
+ LANDS OF SPAIN

Key Account Manager

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+ MEDITERRANEAN FOODS

National Sales Executive

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+ FUNCTIONAL FOODS

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List published on the exhibition's website.

[www.alimentaria.com](http://www.alimentaria.com)



Come and be part of a unique and global event

# Alimentaria

NEW DATES

May 17th-20th, 2021

[www.alimentaria.com](http://www.alimentaria.com)



#alimentaria2020

Alimentaria  Exhibitions

