

FOOD & HOSPITALITY STARTUP REVOLUTION

BARCELONA

April 4th-7th, 2022

Gran Via Venue



Alimentaria  Exhibitions



FOOD & HOSPITALITY STARTUP REVOLUTION

Call for startups & disruptive companies at Alimentaria & HOSTELCO

With the aim of promoting innovation, talent, new business models and the entrepreneurial ecosystem, Alimentaria & HOSTELCO 2022 select a group of **startups and innovative companies** to participate in its most disruptive exhibition areas.

This project aims to showcase the **most transformative initiatives in the world of food, drinks and equipment for international restaurant, hotel and contract catering** in both trade shows. Major companies in the sector come to Alimentaria & HOSTELCO in search of innovation and new solutions for their businesses. It is also a place where **potential investors and the industry's major strategic players meet**.

Therefore, in view of the celebration of their next editions in 2022, the organisation launches FOOD & HOSPITALITY STARTUP REVOLUTION, a call for startups and disruptive companies governed by the following **rules**:

1. Object

The purpose of this call is to select different startups and digital companies for their participation in the Alimentaria and HOSTELCO trade shows, which will be held **from April 4th to 7th** in Barcelona, as follows:

- **Alimentaria**, the international food, drinks and food service exhibition, will select 8 projects for the **Digital Food Arena**, located within The Alimentaria Hub, in Hall 5 of Fira de Barcelona's Gran Via venue.
- **HOSTELCO**, the international show for international restaurant, hotel and contract catering will select 8 projects for the **HOSTELCO Startups Area**, located between the Tech and Everywhere sectors, in Hall 7 of Fira de Barcelona's Gran Via venue.

Projects will be selected according to various criteria, including: degree of innovation, scalability, projection, interest for the sector and internationalisation.

In addition to the exhibition area, the selected companies will be candidates for the **FOOD & HOSPITALITY STARTUP REVOLUTION AWARDS** from Alimentaria & HOSTELCO in two categories: **most innovative startup and startup with the greatest projection**.

2. Participants

This initiative is aimed at innovative and disruptive projects in the world of food, drinks and equipment for international restaurant, hotel and contract catering, whether they are at an early stage of their business life (**startups**) or **more consolidated companies** in the sector.

There will be no territorial limitation to participate in this initiative, so any **national or international company** may apply.



3. Benefits

Alimentaria & HOSTELCO form one of the greatest meeting points in the world of gastronomy and food service, becoming a true generator of business opportunities: visibility, access to strategic agreements, innovation...

The projects selected to participate in Alimentaria & HOSTELCO will have access to a **special pack** consisting of:

BUSINESS

- Networking session with investors and members of the Committee of Experts.
- Access to the Matchmaking System of the corresponding trade show, provided that the company meets the organisation's selection criteria.
- 15 free invitations (1 day) to access Alimentaria & HOSTELCO.

VISIBILITY

- Nomination for the FOOD & HOSPITALITY STARTUP REVOLUTION AWARDS by Alimentaria & HOSTELCO.
- Insertion of its logo on the Alimentaria or HOSTELCO website, as appropriate.
- Possibility of holding a 5-minute talk at the Nestle Auditorium (The Alimentaria Hub) on **Tuesday April 5th** before the awards ceremony.
- Profile in the Alimentaria & HOSTELCO Exhibitors and Products Catalogue, where up to 3 products can be published for free.
- Specific mention in the project's press releases, once the finalist projects have been chosen.

EXHIBITION AREA

- Exhibition module in the Digital Food Arena (Alimentaria) or HOSTELCO Startups Area (HOSTELCO), as appropriate.
- Personalisation of the space by integrating the company's logo.
- 2 nominative exhibitor badges.

This package has a **special price of €500 (VAT not included)** for companies that meet the requirements listed above.

4. Selection process

The deadline for submitting applications to participate in this Alimentaria & HOSTELCO initiative will **begin on November 1st, 2021 and end on January 28th, 2022.**

Companies interested in participating **should fill out the form available on the [Alimentaria](#) and [HOSTELCO](#) websites** where contact information and information about the project will be requested for evaluation by a selection committee.

The selection criteria to be assessed for the choice of companies will be as follows:

- **Innovation**
Relevant innovative qualities and differentials of utility and interest for the sector.
- **Digitalisation**



Assistance in the digitalisation of processes and/or implementation of new technologies in the industry.

- **Internationalisation**
Availability or potential for internationalisation or export to other countries.
- **Investable**
Interest that the company may arouse in investors, financial institutions and / or other companies participating in the fairs.
- **Sustainability**
The company's commitment to finding solutions that help reduce environmental impact.

The **selection committee** chosen by Alimentaria & HOSTELCO is made up of experts in the food and beverage industry and international restaurant, hotel and contract catering:

- **Alejandro Arranz**, Director de Corporate Venture y Nuevas tecnologías of Mahou San Miguel.
- **Alvaro Bernad**, Partner of MIDE (Madrid Innovation Driven Ecosystem) and ex-director of Disruptive Innovation of Calidad Pascual.
- **Carlos Blanco**, Principal *business angel* of Spain.
- **Carlos Trenchs**, Co-founder and partner of Aldea Ventures and Corporate venturing consultant. CaixaBank
- **Emilio Ruiz**, Global Head Food & Beverage of Hesperia.
- **Gemma Beltran**, Directora del departamento de empresas tecnológicas e inversores / DayOne – CaixaBank
- **Javier Jiménez**, General Director of Lanzadera (Mercadona).
- **Jordi Mur**, Innovation Manager, AECOC.
- **José Luis Cabañero**, CEO, Eatable Adventures
- **Marcos Alves**, Co-founder of El Tenedor.
- **Mario Sandoval**, Chef-entrepreneur with two Michelin stars.
- **Miquel Marti**, General Manager of Barcelona Tech City.
- **Mireia Marti**, Global Business Development Director of Areas WorldWide.
- **Patrik Bergareche**, General Director of Just Eat.
- **Rogelio Pozo**, General Director of AZTI Tecnalia.
- **Sej Ravji**, Director, Pascual Innoventures
- **Marius Robles**, Chief Visionary Officer of Food By Robots and Co-founder, Robots4Humans.

The committee will evaluate the projects presented and select the companies that will receive an offer to participate in the corresponding show