FÓRUM GASTRONÓMICO

18-20 Nov 2019

FIRA DE BARCELONA HALL 8 MONTJUÏC EXHIBITION CENTRE



Main Sponsor





Alimentaria U Exhibitions



Fórum Gastronómico returns to Barcelona bigger than ever thanks to the strategic partnership with Fira de Barcelona / Alimentaria Exhibitions. During 2019, Fórum Gastronómico Barcelona will double the space and is committed to crossing borders. It will be the largest congress held so far. Thus, Barcelona will count every year with a major event related to food and foodservice, alternating Alimentaria / Hostelco and Fórum Gastronómico Barcelona.

Fórum Gastronómico Barcelona will once again be a magnificent showcase for gast onomic innovation, a precise measuring tool to capture the dynamism of the sector, a space to exchange knowledge and products, as well as a reference to discover new business models and the latest trends.

It will fill hall number 8 of Montjuïc, at Fi a de Barcelona, with the aim of opening a space for the best companies of the foodservice, equipment and services sector. It will host renowned professionals who will be part of an intense **program of activities**.

This is the key event for professionals within the gastronomic world.



THE BEST TRADE FAIR

100% EXHIBITION SPACE GROWTH*

*2019 edition forecast

+ TRADE FAIR

A space designed to interact with business people and professionals, an unbeatable opportunity to retain clients, capture potential opportunities and discover the latest trends in the sector.

Fórum Gastronómico Barcelona welcomes leading companies of the foodservice, equipment, services and distribution sector, as well as small producers of the primary sector and artisan food products.

A BET ON INTERNATIONALIZATION

Fórum Gastronómico Barcelona opens up to new target markets, boosting the presence of international companies.



EXPERIENCES

Fórum Gastronómico Barcelona hosts the best chefs, maîtres, sommeliers, confectioners, food artisans (cheese makers, bakers...) to show the latest trends in each of the sectors.

5 scenarios (Auditorium, Workshops, Agora, Fórum Lab, Fórum Vino)
100 top-level speakers from around the world
Theme sessions of maximum specialization
Presentations of products and/or services

THE BEST SHOW



* Fórum Gastronómico Barcelona 2016







THE BEST SHOW



MORE THAN A GASTRONOMIC EVENT

FÓRUM VINO

Wine world hides countless secrets. The best winemakers, wine growers, sommeliers and prescribers explain the secrets and share their experiences with the audience. Fórum Vino also allows you to taste the best wines with them.





FÓRUM DULCE

Sessions led by the best specialists in the sector. This year's pastry, ice cream and bakery will have a prominent role

FÓRUM LAB

Space for innovation. Debates, reflections, round tables, conferences... Around three thematic axes: technology, sustainability and business



THE BEST SHOW AWARDS AND COMPETITIONS

MOST DESIRED

Cocinero 2019 Fórum Gastronómico

recognizes the work of emerging chefs who use local products, are sensitive to organic production, collaborate with local producers and disseminate these values.

Josep Mercader Awards recognize the professional career of chefs, enologists, maîtres, producers and promoters of the Catalan culinary culture.

InnoFórum rewards innovation in gastronomy. It has three categories: most innovative product, most creative packaging and most original fl vor.

Each edition of **Fórum Gastronómico** also hosts competitions held in collaboration with different companies and/or institutions.



THE BEST SHOW

EXHIBITION

The exhibition space of **Fórum Gastronómico Barcelona** is unique, dynamic and inclusive. It is the perfect showcase for new releases of the sector and an extraordinary commercial platform.





AUDITORIUM

Space equipped with the best means and **capacity for 400** people; allows enjoying live cooking shows carried out by the best chefs.

WORKSHOPS Cooking demonstrations with final tasting





ÁGORA

The space in which exhibitors make presentations and tastings of products and also the artisans of the food who practise trades transmit their knowledge.

NUMBER CRUNCHING *Fórum Gastronómico Barcelona 2016 stadistics

THE BIGGEST

THE MOST VISITED 30,000 PROFESSIONALS

89% ARE VERY SATISFIED WITH THEIR VISIT

87% ARE VISITS FROM NATIONAL MARKET

13% ARE VISITS FROM INTERNATIONAL MARKET

THE BEST SHOW



TOP-LEVEL SPEAKERS

THE BEST PROGRAM

Fórum Gastronómico Barcelona is

endorsed by great quantitative and qualitative results.

THE BEST TRADE FAIR

183 EXHIBITORS LONGING TO SEE AND BE SEEN

93% OF EXHIBITORS ARE SATISFIED WITH THEIR PARTICIPATION AT THE FÓRUM

84% ARE WILLING TO REPEAT THE EXPERIENCE AND RECOMMEND THE FÓRUM

THE BEST IMPACT

509 NEWS GENERATED VALUED AT 1.680.039€

EXHIBITOR'S PROFILE

Producers and manufacturers of food and beverages, distributors and companies of the foodservice sector, gastronomic publications, entities, institutions, service companies...

FÓRUM GASTRONÓMICO US Barcelona

REASONS TO PARTICIPATE IN THE FORUM

FORMAT SUCCESS

It is a **consolidated event** growing year after year, always attentive to **new trends** and adapting to the formats of the **future**.

BUSINESS

Participating companies generate business, attract new clients and accelerate the sales process. It is also an **opportunity** to gain visibility in the foodservice sector.

TRENDS

Participating companies present their new releases and may **opt for the InnoFórum Awards**. They also have the opportunity to offer tastings in perfectly equipped rooms put at their disposal by the organization.

INTERNATIONALIZATION

Fórum Gastronómico Barcelona offers the option of holding business meetings with international buyers.

CONTACTS

The Fórum is visited by the best chefs of the current scene, always interested in discovering new products, the latest trends, and finding new suppliers. **An unbeatable opportunity** for participating companies.

PROMOTION

The Fórum becomes a focus of **media** attention both nationally and internationally.



SECTORS REPRESENTED AT THE EXHIBITION





GASTRONOMIC PRODUCTS

- Alcoholic beverages
- Soft drinks (including water and fruit juices)
- Coffee, tea, herbal teas
- Frozen products
- Patisserie, bakery and ice
- cream
- Meat
- Seafood
- Dairy
- Fruit and vegetables
- Pre-cooked food ranges
- Oil
- Rice
- Sugar
- Sauces, condiments and
- spices
- Pasta
- Impulse buys (sweet and savoury snacks)
- Halal
- Others



MACHINERY AND EQUIPMENT FOR THE RESTAURANT TRADE

- Kitchen equipment and machinery
- Fridges and freezers
- Industrial cleaning
 equipment



KITCHENWARE, UTENSILS AND TEXTILE

- Kitchen utensils, cutlery, crockery and glassware
- Dining room accessories
- Textiles for the table and dining room
- Uniforms



TECHNOLOGY

- POS and software
- Online distribution
- Computer apps
- Technology support, management and communication



- Cleaning and hygiene products
- Interior decoration and interior and exterior mobility
- Public institutions
- Gastronomic publications and editorials
- Consultancy





VISITOR'S PROFILE

PROFESSIONAL AUDIENCE

- Distributors
- Importers
- Wholesalers
- Foodservice sector buyers
- Business people of the hospitality and agri-food industry
- Sales directors
- Specialized stores
- Training centers
- Chefs
- Enologists
- Sommeliers
- Journalists

THE MOST VISITED 30.000 PROFESSIONALS

*Fórum Gastronómico Barcelona 2016 stadistics

WHY VISIT FÓRUM GASTRONÓMICO BARCELONA?

Meeting point

It is the largest meeting point for professionals of the gastronomic world.

Networking

It hosts potential and current clients facilitating business meetings.

Showcase

It has the best companies in the foodservice sector, becoming a magnificent showcase for new releases.

Trends

It concentrates the latest trends in the sector. **Showcooking**

It offers the possibility of experiencing live cooking sessions by the best chefs of today's scene.

Experience

At Fórum Gastronómico Barcelona, you learn and live a unique experience.





Barcelona is a cosmopolitan, modern and open city proud of its diversity. It is one of the leading international tourist destinations and one of the preferred cities where to do business due to its life quality and infrastructures.

Gastronomy is one of its greatest attributes, both for the variety and quality of its Mediterranean and market cuisine as well as for the new creative proposals of chefs internationally recognized.



Av. Rius i Taulei

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C. W. C.

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Av. Gran Via

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AV. Reina Nº Cristina

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Commitment with growth in the food sector

Alimentaria Exhibitions is a company of Fira de Barcelona that organises important international benchmark events in Europe and South America, dedicated to the food sector. These include Alimentaria, Hostelco, Barcelona Wine Week (BWW) and Alimentaria FoodTech in Barcelona, Alimentaria & Horexpo Lisbon and Expo ANTAD & Alimentaria Mexico.

With head office in B celona, Alimentaria Exhibitions has a network of international agents in over 45 countries to open markets and provide support to the growth and international expansion of the food industry.

Alimentaria Exhibitions meet the sector's best offer, attracting leading market operators and displaying state-of-the art trends and advances in the food industry's R+D+I. They also foster trade networking and work meetings with buyers from all over the world to promote business opportunities.

Its trade exhibition model is based on permanent innovation and in creating disruptive spaces that provide know-how and proposals to the present day challenges of food enterprises, the restaurant industry or gastronomic tourism.

Lisbon International Fair (FIL) and the National Association of Self-Service and Department Stores of Mexico (ANTAD) are partners of Alimentaria Exhibitions in the international organization of some of its exhibitions.



20 years of leadership

Fórum Gastronómico is an innovative and pioneer initiator of kitchen congresses born in 1999 (Vic), with the aim of becoming the meeting point for all gastronomy professionals. Twenty years of constant growth and expansion turned it into a benchmark and the only one held in three different cities: Barcelona, Girona and A Coruña.

Always ahead, the Fórum has been a pioneer designing a spectacular program of activities featuring the most prestigious chefs, enologists, maîtres, sommeliers and experts from each sector.

In constant evolution, the Fórum is a space for reflection, t aining and meeting for fellow professionals. And the perfect place to do business. The space dedicated to the fair has grown exponentially becoming the largest and most dynamic.

The best companies in the foodservice sector find that it is a magnificen showcase for their products to introduce them to a knowledgeable and prescribing audience.

The thousands of visitors of each edition endorse it as one of the most important and prestigious events of the European gastronomic circuit.

The partnership with Fira de Barcelona together with Alimentaria will further consolidate Fórum Gastronómico's leadership position achieved in these 20 years of unstoppable journey.







www.forumgastronomicbarcelona.com

#FGastronomicBCN19



CONTACT ALIMENTARIA EXHIBITIONS

ventasforumbcn@alimentaria.com

Albert Lázaro: Tel. +34 934520726 // Estela Portela: Tel. +34 935679686 // Margot Coll: Tel. +34 934520724

CONTACT FÒRUM GASTRONÒMIC S.L

expo@forumgastronomic.com

Tel. 93 883 30 45

Jordi Redón: 672 00 55 50 // Marga Obama: 672 00 56 60 // Olga Costa:672 00 56 56



