

**Dossier de  
prensa  
Press Kit**

# Alimentaria

*International Food, Drinks & Food Service Exhibition*

Presentación Internacional  
International Press Conference  
13/12/2019

**A unique  
Food, Drinks and  
Gastronomy  
Experience**



Co-located event



**BARCELONA**  
April 20th - 23rd, 2020  
Gran Via Venue  
[www.alimentaria.com](http://www.alimentaria.com)

**The  
Alimentaria  
Hub**  
Trends & Innovation

**The  
Experience**  
Live Gastronomy  
by Alimentaria & HOSTELCO

Alimentaria  Exhibitions

# Alimentaria



From 20th to 23rd April 2020  
[www.alimentaria.com](http://www.alimentaria.com)

92% of the exhibition space in the show has already been contracted 5 months before it is to be held

## Alimentaria 2020 reaffirms itself as an essential global meeting point for the sector

Expanding the presence of exhibitors and professional visitors from all over the world, promoting commercial exchanges and projecting gastronomy as a differential value are the priorities of the International Food, Beverages and Food Service Trade Show, which will take place from 20th to 23rd April 2020 at Fira de Barcelona. As in previous editions, Alimentaria 2020, which has already contracted more than 92% of its exhibition space, will be held alongside Hostelco to offer the food and catering equipment industry a great platform for internationalisation, business and innovation.

Five months before the event, more than 92% of the 110,000 m<sup>2</sup> of exhibition space at Alimentaria 2020, practically the entire Gran Via venue of Fira de Barcelona, has been taken up. This record number confirms the excellent expectations generated by the event, which is consolidated as one of the leading events for food professionals in the world.

In the next edition, Alimentaria aims to increase the levels of internationalisation of its previous edition, which welcomed 4,500 exhibiting companies, 1,000 of which came from 70 countries, and around 150,000 visitors, 30% of them international, from 156 countries.

**Josep-Lluís Bonet**, Chairman of the Alimentaria Organising Committee, Honorary President of Freixenet and Chairman of the Spanish Chamber of Commerce, emphasises *“the show’s strong international attraction and its effective role in boosting the exports of companies in the sector and providing them with new opportunities”*.

### More Exhibitors and International Buyers

The area that brings together the majority of the event’s foreign offer, International Pavilions, has already sold more than 80% of its space, an unprecedented figure that doubles that reached in the same period in previous editions. Greece, Canada and Japan will be exhibiting for the first time, and among the official pavilions that will be participating once again are those of the United States and Israel, which have increased their areas by 20% with respect to 2018. Italy, Germany, Portugal, Belgium, Romania, Poland, Morocco, Argentina, Ecuador, Colombia, China, Korea, Indonesia and Thailand, among others, will also have a significant presence.

In this regard, **J. Antonio Valls**, Managing Director of Alimentaria Exhibitions, emphasises that *“this year’s international focus is reinforced, especially in the exhibition area, with a significant increase in the participation of countries both in International Pavilions and in the sectoral shows, with a large demand for space”*.

*The contracting figures for exhibition space confirm an increase in international interest in participating in the trade show*

*Together with Hostelco it will be the international platform for distribution professionals and the Horeca channel*

*The Hosted Buyers programme encourages invitations to Asian buyers*

With the challenge of revalidating the 12,500 + business meetings that took place in the previous edition of Alimentaria, the Hosted Buyers loyalty and invitation programme has selected 680 key buyers, importers and distributors from strategic countries from five continents so that they can attend the show. Almost one third of them come from Asia, with China and Hong Kong, South Korea, and Japan as the main countries of origin, with the confirmation of firms such as Cofco, Bidfood Asia, Sodexo and Continental Fine Foods, among others. Europe is the second largest geographical area for its number of invited buyers, closely followed by North America (the USA, Canada and Mexico). A noteworthy group of Latin American buyers will also be invited, together with guests from Africa, Australia and New Zealand.

In addition, the collaboration agreement signed between Alimentaria Exhibitions and the European Sales & Marketing Association (ESMA), the largest association of distributors and producers in Europe, ensures the attendance of numerous professional members of this organisation. Similarly, Alimentaria Exhibitions' partnership with the Latin American Supermarket Association (ALAS in its Spanish initials) reinforces the show's privileged position in Latin America and encourages visits from buyers from this geographical area.

The partnership agreements between Alimentaria and the Ministry of Agriculture, Fishing and Food (MAPA in its Spanish initials), *ICEX España Exportación e Inversiones* (Spanish Foreign Trade and Investment Institute) and the Federation for the Food and Drinks Industries (FIAB in its Spanish initials), among other highly represented sectoral entities, are a decisive factor in attracting exhibiting companies and international visitors.

#### **A showcase of trends for all sectors**

Alimentaria remains faithful to its vertical structure in key sectors, enabling synergies to be multiplied. Thus, its offer will again be distributed among the Intercarn (meat), Interlact (dairy), Expoconser (preserves), Snacks, Biscuits & Confectionery (sweets and snacks); Mediterranean Foods (Mediterranean diet, olive oils and vegetable oils) and Restaurama (Food Service). These also incorporate the new Alimentaria Trends show, which will display trending sub-sectors such as Fine Foods, Organic Foods, Free From foods, Halal Foods and Functional Foods.

Additionally, Grocery Foods will bring together the main consumer goods companies, International Pavilions will bring together all the foreign suppliers, while Lands of Spain will do the same with the national production of the various Spanish Autonomous Communities. Alimentaria's ten shows will exhibit their launches and point out the main trends in the food and beverage industry.

#### **Promotion of the interrelationship between Alimentaria and Hostelco**

The trade show activities will promote innovation in the sector and will look to encourage the interrelationship between the food, gastronomy and tourism industries, with an emphasis on sustainability regarding its processes and products.

Together with Hostelco, the International Exhibition of Equipment for Catering, Hospitality and Collectivities, will reflect a much closer integration of the Food Service offers. For the second consecutive edition, both events will offer both the distribution as well as the Horeca channel the most complete and cross-sectional offer for the food, gastronomy and hotel and restaurant services industry, and will jointly organise activities of significant added value such as the Experience Live Gastronomy event, a space for workshops, presentation and cooking shows.

Similarly, the Alimentaria Hub area will be dedicated to innovation, knowledge and entrepreneurship, based on congresses, lectures, conferences, fast talks and exhibitions. This space will return as the host of the Innoval and Best Awards Exhibitions, as well as the International Conference on the Mediterranean Diet, The Nestlé Conference on Creating Shared Value and the sessions organized by FIAB and AECOC. Moreover, the newly created area Digital Food Arena will unite the most disruptive companies and the most cutting-edge start-ups in the sector.

**Barcelona, 13th December 2019**

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From 20th to 23rd April 2020  
[www.hostelco.com](http://www.hostelco.com)

The trade fair has already assigned 70% of its planned exhibition area

## Hostelco 2020 is renovating its layout and enhancing its synergies with Restaurama

Hostelco, the International Trade Fair for Equipment for Catering, Hospitality and Collectives, is renewing the conceptualisation of its offer in order to combine synergies with Restaurama, the area of Alimentaria devoted to Food Service. It will also integrate new activities dedicated to the dissemination of knowledge, with a focus on hospitality business, interior design and generation of experiences. The fact that it will be held beside the Alimentaria trade fair will turn the two events into one of the largest trade fair platforms for the hospitality and food worlds.

Hostelco, organised by Fira de Barcelona and the Spanish Federation of Associations of Equipment Manufacturers for Hospitality, Collectives and Related Industries (FELAC), is preparing the next trade fair, to be held from 20th to 23rd April 2020 at the Gran Via venue alongside Alimentaria.

Hostelco has opted for a new layout of the exhibition area, designed to achieve greater integration with Restaurama, the section of the Alimentaria trade fair devoted to catering and food outside the home, thus shaping the largest international platform for products and services for the Hospitality sectors.

Thus, according to the forecasts, Hostelco, which has already assigned 70% of its planned exhibition area five months before it is due to be held, and Restaurama will occupy more than 30,000 m<sup>2</sup>, bringing together the offers of around 800 exhibiting firms, 27% of them international, and they will be visited by 47,500 professionals from the Hospitality sectors, including more than 1,800 guest strategic buyers from 77 countries.

A major part of what Hostelco has to offer will be made up by the Fully Equipped sector, with catering equipment and machinery, and the area devoted to household goods and table setting. Products and equipment related to coffee, pastries, bakery items, pizza and ice cream (Moments) are recording very high rates of participation and dynamism. With Atmosphere the trade fair is renewing its pledge to articles related to interior design, decoration, lighting, furniture and wellness. At the same time, technological and entertainment geared products (Tech) and the sector devoted to transport, delivery and vending (Everywere) are registering very satisfactory levels of participation. Thus, 66% of the platform

*Hostelco is changing the layout of the exhibition area to achieve greater integration with Restaurama*

*The trade fair has already assigned 70% of its planned exhibition area*

*The Spanish hotel and catering equipment industry has undergone six years of continuous growth*

comprising Hostelco and Restaurama will be occupied by equipment products.

### **More than 30 chefs in The Experience Live Gastronomy**

Hostelco and Restaurama will share some of the most significant activities set to take place within the framework of the event, including The Experience Live Gastronomy, an event conducted by more than 30 highly prestigious chefs. The show-cookings, workshops and talks will focus on the value of sustainable cooking and its close relationship with the territory, local products and the recovery of culinary traditions from different regions. The Experience will also host the finals of major international competitions such as the Chef of the Year Competition and the Waiter of the Year Competition.

### **Interior design to generate experiences**

Hostelco will launch a new exhibition area, devoted exclusively to the creation of environments and interior design for hotel establishments, restaurants, cafés and other areas of the Hospitality sectors. This new space, known as Atmosphere, will reproduce a Showroom with products for lighting, textiles, decoration, furniture and wellness so as to recreate comfortable environments. Atmosphere will also host Hostelco Live Hotel and Hostelco Live Restaurant, which will reproduce the main rooms of a hotel and a restaurant, and the Hostelco Live Arena, a space set aside for debate that will host talks by experts from the hospitality industry and the contract sector to analyse the current situation and the chief future challenges facing the world of design and interior decorating, as well as the role of the latest technologies. It will be attended by professionals from the Spanish Confederation of Hotels and Tourist Accommodation and the Hotel Technology Institute (CEHAT-ITH), partner entities of Hostelco that will propose new approaches to key topics concerning the hotel industry such as customer experience, technological innovation, marketing and sustainability.

In addition, the trade fair will once again host the Hostelco Awards to acknowledge excellence and innovation in nine categories related to different projects, products and services within the Hospitality sectors. The jury, made up of professionals from the sector and chef Carme Rusalleda, the event's godmother, will present the awards on 20th April during the trade fair's gala evening, which will bring together professionals, entrepreneurs and operators from the sector. Candidatures will be accepted until 14 February 2020.

### **The Spanish hotel and catering equipment industry grows by 5%**

According to the 2018 economic study conducted by the Spanish Federation of Associations for Equipment Manufacturers for Hospitality, Collectives and Related Industries (FELAC), the global turnover of the 132 companies comprising this collective increased by 4.84% and totalled 1,789 million euros, thus accumulating a series of six years of growth. Sales in the Spanish market, which stood at 926.5 million euros in 2018, rose by 6.96% with respect to 2017. A more modest increase was recorded by sales abroad, which totalled 862.5 million euros, 2.65% more than the previous year. As a result, the overall export share stood at 48.2%.

According to Rafael Olmos, President of Felac and Hostelco, an economic snapshot of the sector proves positive: *"The figures for 2018 demonstrate the good progress of the hotel and catering equipment industry, which has once again increased its turnover, accumulating six consecutive years of growth. Good results achieved"*, he added, *"thanks to the dynamism of the domestic market and the strength of sales abroad, which, despite more moderate rises, have a fundamental influence on the turnover of an industry that exports more than 48% of its products"*. Olmos also highlighted *"the record numbers of foreign tourists in 2018"* among the factors that have contributed to the positive evolution of the equipment sector and stated that *"Hostelco reflects the market's excellent performance and everything points to the next trade fair once again being the most important event on the trade fair calendar for all the professionals in the Hospitality sectors"*.

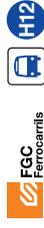
### **Hostelco and Alimentaria combine synergies**

Organised by Fira de Barcelona and FELAC, Hostelco will be held alongside Alimentaria from 20th to 23rd April 2020. The two trade shows will occupy practically the whole of Fira de Barcelona's Gran Via venue, in other words, a net surface area totalling around 110,000 m<sup>2</sup>. The joint holding of Hostelco and Alimentaria will once again constitute one of the largest international platforms for the food, gastronomy and hotel and catering equipment industries, as it will display the most comprehensive and crossover range of products in the domestic and international markets both in distribution and the hospitality sectors.

**Barcelona, 13th December, 2019**

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## A & H Themed Areas



- Organic Foods
- Free From
- Halal Foods
- Functional Foods
- Fine Foods

## Featured Activities

- The Alimentaria Hub**  
Trends & Innovation
- The Experience**  
Live Gastronomy  
by Alimentaria - HOSTELCO
- The Olive Oil Bar**  
Taste & Discover  
by Alimentaria
- HOSTELCO Live Hotel**
- HOSTELCO Live Restaurant**
- HOSTELCO Live Arena**
- HOSTELCO Speakers' Corner**
- HOSTELCO Coffee Area**



## Map key

- M.F. The Olive Oil Bar
- MEDITERRANEAN FOODS
- S.C. HOSTELCO Speakers' Corner
- H | E. | H | EVERYWHERE
- H | M. | H | MOMENTS
- H | F.E. | H | FULLY EQUIPPED
- P Parking visitantes / Visitors' Parking
- P EXP Parking expositores / Exhibitors' Parking
- Atención al expositor / Customer Service

# Alimentaria

From 20th to 23rd April 2020  
www.alimentaria.com



## Technical data sheet

### Alimentaria 2020. International Food, Beverage and Food Service Trade Show

**Edition**  
23

**Frequency**  
Biennial

**Nature**  
Professional

**Dates**  
From 20th to 23rd April 2020

**Opening times**  
Monday-Tuesday-Wednesday: From 10:00 to 19:00  
Thursday: From 10:00 to 18:00

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

#### Shows

- Intercarn (meat and meat products)
- Restaurama (eating out: hotels, restaurants, catering and communities)
- Alimentaria Trends (Organic, Functional, Free from, Halal and Fine Foods)
- Grocery Foods
- Snacks, Biscuits & Confectionery
- Expoconser (preserved and semi-preserved foods)
- Interlact (milk and dairy products)
- Mediterranean Foods
- International Pavilions
- Lands of Spain
- Alimentaria Premium

**Occupied surface area (expected)**  
Close to 110,000 net m<sup>2</sup> (Alimentaria and Hostelco commercial offer + activities)

**Companies represented**

4,500 (Alimentaria and Hostelco commercial offer)

**Activities**

The Alimentaria Hub

The Experience

Other gastronomic activities

- Olive Oil Bar

**Organised by**

Alimentaria Exhibitions, S.L.U.

**Chairman**

Josep Lluís Bonet

Chairman of the Organising Committee of Alimentaria and of the Spanish Chamber of Commerce, and Honorary Chairman of Freixenet

**Director**

J. Antonio Valls

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

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**Website**

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

**Twitter**

@AlimentariaBCN

@Alimentaria\_EN

**LinkedIn**

<https://www.linkedin.com/company/alimentariabcn/>

**Facebook**

@AlimentariaBCN

**YouTube**

Alimentaria Barcelona

**Instagram**

alimentariabcn

**Images**

Available in the press section of the show's website

<http://galeria.firabarcelona.com/en/alimentaria>

**Information for the press**

Available in the press section of the show's website

<https://www.alimentaria.com/en/press-release/>

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Fira Barcelona

Alimentaria Exhibitions

The trade show has already sold 95% of its exhibition space, nine months before it is to be held

## Intercarn will show its leadership and capacity to adapt to the meat industry market

The next edition of the Alimentaria meat and meat products show will be the largest event to date, with an exhibition area of around 17,000 m<sup>2</sup>, of which around 95% has already been booked. Therefore, Intercarn 2020 will bring together more than 600 exhibiting companies, a figure that confirms the show's position as the main business and internationalisation platform for the Spanish meat sector, while at the same time projecting its capacity to adapt to the needs and new habits of consumers.

The Spanish meat industry will show its strength and will open up its growth potential to the world at Intercarn, a trade show which is establishing itself as a leading event in Europe in which it can demonstrate the quality of its processes and products and its commitment to innovation. The positive momentum of the sector is reflected in the excellent booking rate for the exhibition space at the show; 16,150 m<sup>2</sup> of the 17,000 m<sup>2</sup> available, in other words, 95% of the space, has already been booked.

The Intercarn section, which will occupy a large part of hall 3 at Fira de Barcelona's Gran Via venue and will be Alimentaria's largest show, includes everything from traditional meat products to the most innovative, fresh meat, hams, cured meats, cooked meats and other derivatives, as well as new prepared meat dishes. The show will give professionals the opportunity to find out about the latest launches and market trends.

The event will include the participation as exhibitors of the main companies and corporations in the sector, such as Grupo Norteños, Grupo Jorge, Noel Alimentaria, El Pozo, Campofrío, Argal, Embutidos Monells, Costa Brava Foods, Grup Baucells, Joaquim Albertí/La Selva, Corporación Alimentaria Guissona, Companyia General Càrnia, Grupo Vall Companys, Splendid Foods, Industrias Càrnicas Tello, Jamones Aljomar and Collverd, among many others.

Likewise, the main national associations in the sector including the Business Federation for the Spanish Meat Industry (FECIC in its Spanish initials), the Meat Business Association (ANAFRIC) and the Spanish White Pork Interprofessional Agri-Food Organisation (INTERPORC) and the Interprofessional Organisation of the Spanish Beef Industry (PROVACUNO) will also have a significant presence.

### Increased Internationalisation

The Spanish meat industry has established itself as a major international player: according to data from ICEX, it exported a total of 2.35 million tonnes of processed meat and meat products worth 5.976 billion euros to markets around the world in 2018, with an increasingly positive trade balance (528%), repeating its growth in volume of 2.5%, in comparison with 2017.

*The trade show will bring together the main companies and associations of the Spanish meat sector*

*Intercarn 2020 has reinforced its invitation programme to international buyers*

*Exhibitors from Romania, Germany, Holland, Italy, Ireland and Poland will participate in the show*

Specifically, in order to continue improving the volume and value of the exports of the companies exhibiting at the trade show, Alimentaria's Hosted Buyers loyalty and invitation programme makes it easier for key international buyers to visit Intercarn and enjoy active participation in the thousands of business meetings promoted by the organisation. In this edition, of the 680 buyers from abroad invited by Alimentaria, 310 will come specially to visit Intercarn. Of these visitors, more than one third will come from Asia, in particular from China and Hong Kong, Japan and South Korea, while the second highest region for its number of attendees will be Europe, with the UK, Germany and France being the main countries of origin. Also noteworthy is the significant number of American buyers coming from the United States, Canada, Mexico and other Latin American countries. Similarly, there will also be professionals invited from Australia, New Zealand and Africa in attendance.

As Paulo Soares, Intercarn's Chairman and the Regional Managing Director for Southern Europe at Grupo Campofrío, points out, *"in this edition we have made a special effort to invite key international buyers belonging to the top companies in the industry and in distribution, in order to ensure meetings with exhibitors and make the most of their presence at the show."*

In addition, the Alimentaria Matchmaking System IT tool makes it possible to optimise the contact between exhibitors and invited buyers, making it easier to organise meetings, based on their preferences. There will also be meetings with personalised agendas between Spanish exhibitors and buyers from all over the world thanks to the collaboration between ICEX, FIAB, MAPA and Alimentaria.

Additionally, Intercarn 2020 has boosted the participation of international exhibiting companies so that they have the opportunity to present their new products and open new lines of business. Meat companies from Romania, Germany, Holland, Italy, Ireland and Poland will participate on these terms.

#### **A Privileged Position**

The value chain of the meat industry includes nearly 3,000 companies and accounts for 2.2% of total GDP. It is the fourth largest industry in Spain and the first in the Spanish food sector, according to the latest data published by the Ministry of Agriculture, Fisheries and Food (MAPA in its Spanish initials).

According to the Food and Agriculture Organisation (FAO), global meat consumption is growing, driven mainly by increased meat consumption in China. However, in Europe and North America it has stagnated, with the exception of poultry and pre-cooked products.

To maintain its positive position in the market, the strategies of this sector are aligned with the global trend and focus on sustainability and health in order to adapt to current consumer habits and preferences. In this regard, the industry is committed to investing in R&D to facilitate the development of healthier products, make better use of raw ingredients and the use of more sustainable packaging, among other ideas.

**Barcelona, December 2019**

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Fira Barcelona

Alimentaria Exhibitions

Held alongside Hostelco, the event is the largest international platform for the Horeca channel

## Restaurama 2020 will bring together around 300 exhibiting companies

Around 7,800 m<sup>2</sup> of the exhibition area of Alimentaria's Catering and Eating out event (75% of the total) has already been booked and the intention is to bring together around 300 exhibiting companies. For its next edition, Restaurama will reinforce the participation of international professionals, particularly from Asia, Europe and Latin America.

Restaurama 2020, which is held as part of the Alimentaria trade show from 20th to 23rd April next year at Fira de Barcelona's Gran Via venue, will provide excellent business opportunities for food companies targeting the Horeca channel and the foodservice divisions of large multinational firms. Four months before it will be held, the show has managed to sell more than 75% of its exhibition space, around 7,800 m<sup>2</sup> of the approximately 10,500 m<sup>2</sup> provided.

As **Antoni Llorens**, Chairman of Restaurama and Serunió Erior, states, "Restaurama has established itself as an essential date on professional calendars in the hotel and catering industry, positioning itself as a leading European show for the Horeca channel. Proof of this is the high participation in the event and its dynamic format".

Firms such as Damm, Unilever, Coca-Cola, Makro, Europastry, Sosa Ingredients, Campofrío Food Group, Guzmán Gastronomía, Comercial CBG, Meritem, Heinz, Hijos de Rivera, IllyCaffè, San Benedetto, Mammafiore, Florette, Saula, Cafés Pont, Costa Brava Foods and The Ice Cream Factory, among others, will be showing their latest launches at the show, where industry segments such as coffee, ice cream, confectionery and precooked food are gaining importance.

There will also be the prominent presence of the Spanish Hospitality Business Confederation (CEHE in its Spanish initials), an entity that Alimentaria Exhibitions has recently signed a partnership agreement with to jointly promote the trade show.

### Higher levels of internationalisation

Restaurama's solid trajectory has led to growing interest in exhibiting at the show by numerous companies from Germany, France, Italy, Portugal, Poland, Bulgaria, Taiwan, South Korea and Malaysia, including companies such as Erlenbacher, Bridor, Dolce Milano, Panidor, Belfood, Unipek, Carrying International Food, Tulip International and Erapoly Global.

Likewise, in its next edition special emphasis has been placed on increasing the percentage of international visitors. In this regard, the organisers of Alimentaria have invited 243 top-level professionals from the Horeca channel from 57

*Restaurama will showcase the innovations of around 300 major catering and foodservice firms*

*Companies from Germany, France, Italy, Portugal, Poland, Bulgaria, Taiwan, South Korea and Malaysia will be exhibiting at the show*

*243 major buyers from all over the world from the Horeca channel will be invited to the show through the Hosted Buyers programme*

countries through its Hosted Buyers programme, representing 35% of its participants. Asia is the continent which most invited buyers will come from (mainly China and Hong Kong), closely followed by Europe (with a prominent presence from the UK and Italy), Latin America (with special emphasis on Colombia and Chile) as well as from North America. To a lesser extent, companies with purchasing potential have been invited from some African countries, Australia and New Zealand.

#### **More sustainable food offers**

The fact that Alimentaria will be held at the same time as Hostelco for the second time in a row will once again provide the sector with a great platform for the Horeca channel. Restaurama and Hostelco will jointly occupy over 30,000 m<sup>2</sup> and they hope to bring together around 800 exhibiting firms and 47,500 visitors from the Horeca channel, including 1,800 strategic buyers invited from 75 countries.

This partnership will be especially reflected in The Experience Live Gastronomy event, the area of Restaurama and Hostelco dedicated to live gastronomy. The programme of activities will highlight current concepts such as sustainable cookery, the territory, the producer-chef binomial, the recovery and dignification of traditions such as the cooking with offal, research into the food of the future, halal culinary proposals and the most innovative solutions for collective catering among other trends and topics of interest. More than 30 famous chefs will participate in The Experience to showcase their most ingenious creations, balancing tradition and sustainability. The Experience will also host the finals of Concurso Cocinero del Año (The Chef of the Year Competition) and Concurso Camarero del Año (The Waiter of the Year Competition).

#### **A sector in continuous evolution**

The restaurant market in Spain grew by 2.1% in 2018, according to data from the NPD Group, supported above all by the consumption of fast-food services in bars or fast food outlets and the rise in home delivery.

The priorities of the catering sector today are to move towards a greater degree of sustainability in its processes and services and the personalisation of its offer. Restaurant menus, which already inform about allergens and intolerances, contain more and more vegetarian, vegan and even halal and kosher options to satisfy all types of demand.

Moreover, a new concept is spreading in the sector, the "*mercaurante*": supermarkets or food shops that offer food to take away or to consume on the premises, particularly aimed at providing for customers who no longer spend so much time cooking.

**Barcelona, December 2019**

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The new space will host the participation of 400 exhibitors divided into five segments

## Alimentaria 2020 will display the latest trends in production and consumption at the Alimentaria Trends show

Alimentaria, the International Food, Beverages and Food Service Trade Show, will include the new Alimentaria Trends space in its 2020 edition, a meeting point for new developments and innovation arising in the food industry. The trade show, which will occupy 4,500 m<sup>2</sup> and host the participation of around 400 exhibitors, will be organised around five themed areas: Fine Foods (gourmet products), Organic Foods (organic production), Free From (allergens free), Halal Foods (Halal production) and Functional Foods (functional).

The aim of Alimentaria Trends is to reflect the changing pattern of consumer needs, new trends and the paradigm shift in manufacturing, distribution and retail models. In addition, with this new show, Alimentaria demonstrates its capacity to adjust and respond to the entire value chain of the food and beverage industry.

As the Managing Director of Alimentaria Exhibitions, **J. Antonio Valls**, explains, "Alimentaria Trends brings together all products that are no longer market niches and have become categories in themselves. With five months to go before the show is to be held, most of the spaces dedicated to these segments have already exceeded 100% of the forecasts, with 82% of the Alimentaria Trends floor space has been taken; therefore, the outlook is very positive".

### Premium products on the rise

The largest space within Alimentaria Trends is that of Fine Foods, which will bring together the largest selection of delicatessen food in an exhibition area covering 2,100 m<sup>2</sup>.

According to the consulting firm Nielsen, the premium product category already accounts for 23% of the value of sales in the food industry within mass consumption in Spain, a percentage that rises to 24% in the case of beverages. The products for which there is the greatest potential to incline towards premium categories include meats, tea and coffee, dairy products, eggs, frozen ready meals, savoury snacks and soft drinks.

To date, around 50 exhibiting companies have confirmed their participation in Fine Foods, coming mainly from France, Portugal, Italy, the USA and Belgium, including Eurovanille, Prisca, Balfegó, Bras del Port, Unusual Trends, Delitast, Giuliano Tartufi, Luxury Spain and Delisur, among others.

### The popularity of organic food is growing

As regards the Organic Foods space, it will bring together the largest representation of organic food and beverages, which will occupy more than 1,400 m<sup>2</sup> of exhibition space.

*Fine Foods, the largest space within Alimentaria Trends, will bring together the offer of delicatessen foods*

*In 2018, the consumption of organic products grew by 34%, these products will have an area in the show*

*Another tendency in the food industry represented in Alimentaria Trends is that of halal production*

The latest trends in the food sector point clearly and with increasing strength towards the importance of everything that is green, sustainable and ecological. According to The Green Revolution report, carried out by the innovation consultancy Lantern, in Spain, green flexitarian, vegetarian or vegan diets have grown by 27% in recent years and one in ten Spanish people follows one of these diets today, motivated by a concern for animals and sustainability. The organic sector has also increased its popularity for the same reasons. Spain is Europe's largest organic farming producer and has doubled its sales in the last five years.

Among the companies that will participate as exhibitors in Organics Foods are 130 firms grouped under the umbrella of the Spanish Ministry of Agriculture, Fisheries and Food (MAPA in its Spanish initials), as well as others such as Sarchio, Santiveri and Chocolates Torras.

#### **Increase in halal products**

Another of the rising trends seen in the food industry is that of halal products; these will be given visibility in the Halal Foods space, which will occupy 400 m<sup>2</sup> within Alimentaria Trends. The presence of products with Halal certification (allowed under Islamic law) has a good reception in the international market; therefore, Alimentaria 2020 will also offer cooking shows and the 3rd edition of the Halal Congress.

At present, at Mercabarna (Barcelona's wholesalers' market), 62% of the lamb and 56% of the beef come from animals are slaughtered according to the precepts of Islam. Forecasts indicate that the halal food and beverage sector will continue to grow without interruption around the world with 1.8 billion Muslims worldwide, a figure that will reach 2.2 billion by 2030. Of these, more than 60% are currently under 30 years of age.

#### **Foods for allergy sufferers and with added benefits**

Another of the trends that will have a differentiated space within Alimentaria Trends is that of allergen-free products, they will be grouped together in the 250 m<sup>2</sup> space occupied by the Free From area. Among the companies which have confirmed their attendance are German, Italian, Polish and Ethiopian companies, such as Bebidas Armadas, which produces cider without any added sugar or gluten; Good Food Products, which produces cereal snacks without preservatives or artificial colours; Frusano, a manufacturer of fructose-free products; and DCS Free From, an allergen-free food distributor.

Finally, Alimentaria Trends will have an area for Functional Foods, an area of 200 m<sup>2</sup> dedicated to functional foods, in which companies such as Futuremeal, from the dairy sector, and World Foods & Flavors, which produces fruit drinks, have already confirmed their participation.

**Barcelona, December 2019**

# Alimentaria

From 20th to 23rd April 2020  
www.alimentaria.com



The new space will host the participation of 400 exhibitors divided into five segments

## Alimentaria 2020 will display the latest trends in production and consumption at the Alimentaria Trends show

Alimentaria, the International Food, Beverages and Food Service Trade Show, will include the new Alimentaria Trends space in its 2020 edition, a meeting point for new developments and innovation arising in the food industry. The trade show, which will occupy 4,500 m<sup>2</sup> and host the participation of around 400 exhibitors, will be organised around five themed areas: Fine Foods (gourmet products), Organic Foods (organic production), Free From (allergens free), Halal Foods (Halal production) and Functional Foods (functional).

The aim of Alimentaria Trends is to reflect the changing pattern of consumer needs, new trends and the paradigm shift in manufacturing, distribution and retail models. In addition, with this new show, Alimentaria demonstrates its capacity to adjust and respond to the entire value chain of the food and beverage industry.

As the Managing Director of Alimentaria Exhibitions, **J. Antonio Valls**, explains, "Alimentaria Trends brings together all products that are no longer market niches and have become categories in themselves. With five months to go before the show is to be held, most of the spaces dedicated to these segments have already exceeded 100% of the forecasts, with 82% of the Alimentaria Trends floor space has been taken; therefore, the outlook is very positive".

### Premium products on the rise

The largest space within Alimentaria Trends is that of Fine Foods, which will bring together the largest selection of delicatessen food in an exhibition area covering 2,100 m<sup>2</sup>.

According to the consulting firm Nielsen, the premium product category already accounts for 23% of the value of sales in the food industry within mass consumption in Spain, a percentage that rises to 24% in the case of beverages. The products for which there is the greatest potential to incline towards premium categories include meats, tea and coffee, dairy products, eggs, frozen ready meals, savoury snacks and soft drinks.

To date, around 50 exhibiting companies have confirmed their participation in Fine Foods, coming mainly from France, Portugal, Italy, the USA and Belgium, including Eurovanille, Prisca, Balfegó, Bras del Port, Unusual Trends, Delitast, Giuliano Tartufi, Luxury Spain and Delisur, among others.

### The popularity of organic food is growing

As regards the Organic Foods space, it will bring together the largest representation of organic food and beverages, which will occupy more than 1,400 m<sup>2</sup> of exhibition space.

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Fira Barcelona

Alimentaria Exhibitions

More than 100 experts will participate in this informative space about the present and future of the sector

## The Alimentaria Hub will drive innovation and new market opportunities

The area dedicated to innovation, knowledge and entrepreneurship at Alimentaria will surprise us once again with a programme of over 40 sessions for professionals aimed at transmitting the main trends in the food and beverage sector, closely linked to the development of new technologies and focused on progress towards greater sustainability. In addition, it will include the Innoval exhibition, with more than 300 new products, and the Digital Food Arena, dedicated to technological start-up companies in the sector.

In the new edition of The Alimentaria Hub there will be congresses, lectures, “fast talks” and presentations of studies based on six core themes: Innovation (R+D+i) + Brands; Nutrition, Health and Well-being; Internationalisation and Globalisation; Distribution and Retail; Marketing and Communication; and Corporate Social Responsibility.

Led by around one hundred experts, this space will constitute an exceptional point of contact with innovation for boosting business opportunities, knowledge exchange and networking.

Located in hall 5 of Fira de Barcelona’s Gran Via venue, The Alimentaria Hub will occupy an area of more than 3,000 m<sup>2</sup> distributed across various spaces. For another year it will host the Innoval exhibitions, which include more than 300 new products exhibited in their display cases, many of which can be tested in situ; the Best Awards, which showcases the winners of this food marketing award; the 13th International Mediterranean Diet Congress; the 5th Nestlé Forum for the Creation of Shared Value; the 3rd Halal Congress and the activities promoted by the Spanish Federation for the Food and Drink Industries (FIAB in its Spanish initials) and the Spanish Association of Manufacturers and Distributors (AECOC).

Similarly, it will also host the Digital Food Arena, a newly created exhibition area that will bring together the most disruptive companies and eight top start-up companies which offer disruptive technological projects for food and gastronomy. Moreover, the Buyer’s Lounge space will promote networking among professionals.

### **Business, Digitalisation and R+D+i**

The FIAB’s Aliber programme will include the 10th edition of the ‘R+D+i Meetings’, an informative day in which industry professionals will debate and highlight the challenges in relation with Research, Development and Innovation.

In the field of innovation and business, the FIAB will collaborate with ACCIÓ

*There will be more than 40 sessions aimed at transmitting the main trends in the sector*

*Digitalisation, technology and sustainability will play a leading role in The Alimentaria Hub*

*The Digital Food Arena, an exhibition area for cutting-edge technological start-up companies, will debut this year*

(the Catalan Government agency which promotes the competitiveness of Catalan companies) in bilateral meetings between the various agents who are interested in the value chain. It will also hold a day devoted to the bilateral partnership between Spain and Latin America, with the purpose of promoting commercial and technology transfer between the various countries involved.

In order to discuss the latest issues in retail and catering, the AECOC will organise a series of conferences on digitalisation of consumers outside the home, new consumer trends and strategic lines of action in national distribution, among others.

The activities that will take place at The Alimentaria Hub, the Digital Food Talks include a series of “fast talks” on the digital economy in the field of food and catering to explore the latest developments in mobile applications, electronic commerce and digital marketing, as well as hearing about successful business cases.

Similarly, Lantern, the strategic innovation consultancy, will present the update of its study ‘The Green Revolution: an Iberian vision of the veggie movement’, presented by its Managing Director, Jaime Martín. This report provides a complete overview of this consumer segment in the Iberian Peninsula through quantitative data and an analysis of the main demands of this group.

### **Focus on Sustainability**

The growing sensitivity of the market and consumers to the environment and the reduction of food waste will be reflected in a significant part of The Alimentaria Hub’s proposals. The FIAB will organise a conference on sustainability, and together with the collaboration of the AECOC, Alimentaria has created a Sustainability Award which it is adding to the 14 current Innoval Awards. In addition, one of the presentations organised by the AECOC will focus on ‘How sustainability affects shoppers’ buying habits’ and it is planned that other entities will participate in the programme with activities about different approaches to this issue.

The Ecotrophelia Awards, organised by the FIAB, will also be presented, a European competition between university students that rewards environmental innovation and aims to promote the creation of eco-innovative food products as well as the entrepreneurship of participants to launch them on the market.

In addition, this space is part of the Towards Zero Waste campaign promoted by Alimentaria, which includes initiatives such as reusing 60% of its furniture, offering its catalogue in paperless formats only and promoting a digital press pool.

### **Strategic Partners**

The Alimentaria Hub has the support of leading companies and entities, headed by CaixaBank, as a Global Partner and the main promoter of the space. Furthermore, the Spanish Association of Manufacturers and Distributors (AECOC), also collaborates as a Premium Partner by contributing content to the programme, promoting distribution and retail activities. Nestlé, as a Platinum Partner, will link to actions related to Corporate Social Responsibility. The National Centre for Food Technology and Safety (CNTA in its Spanish initials) will act as a Gold Partner and Eurecat as a Silver Partner.

**Barcelona, December 2019**

# Alimentaria

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Fira Barcelona

Alimentaria Exhibitions

More than 30 prestigious chefs will participate in the Alimentaria and Hostelco gastronomic areas

## The Experience Live Gastronomy event will promote sustainable cuisine and local products

The main concepts of the gastronomic activities area of Restaurama and Hostelco will be sustainability in the kitchen, the coming together of chefs and local producers and the revival of culinary traditions. These values are combined with the use of the most advanced techniques and constant innovation. The Halal culinary proposals and the latest solutions for collective catering will also be featured in The Experience Live Gastronomy event, which will feature the participation of more than 30 Spanish haute cuisine professionals.

In its next edition, the Experience Live Gastronomy programme will highlight the relentless trend towards more sustainable cuisine, based on a commitment to local products and how to make the most of them. In this regard, the event will highlight the potential of the productive binomial of the territory-chef that is working so well in an increasing number of renowned restaurants.

The recovery and championing of traditions that seemed far removed from elite gastronomy (such as the use of offal), support for responsible fishing, research into the food of the future, Halal culinary proposals and those inspired by other cultures, as well as the newest solutions for collective catering are other themes that will be reflected in the programme schedule for the experiential culinary space at Restaurama.

### Performances from renowned chefs

On six different stages dedicated to cooking shows, workshops, demonstrations and talks, a cast made up of a significant number of the best chefs on the national and international scene will develop their most avant-garde creations, in many cases inspired by respect for local produce, quality raw ingredients found and executed with the help of the most modern techniques.

**Elena Arzak** (Arzak \*\*\*), **Paolo Casagrande** (Lasarte \*\*\*), **Oriol Castro** and **Eduard Xatruch** (Disfrutar \*\*), **Fina Puigdevall** (Les Cols \*\*), **Mario Sandoval** (Coque \*\*), **Francis Paniego** (El Portal de Echaurren \*\*), **Hideki Matsuhisa** (Koy Shunka \*), **Nandu Jubany** (Can Jubany \*), **Diego Gallegos** (Sollo \*) and **Marcos Morán** (Casa Gerardo \*) to name just a few of the more than 30 Michelin star chefs who have confirmed their participation in The Experience.

In some cases, in order to embody this tight link between the local territory and cooking, the chefs will explain their dishes accompanied by their main ingredient suppliers for land and sea products.

*Elena Arzak, Paolo Casagrande, Oriol Castro, Eduard Xatruch, Fina Puigdevall and Mario Sandoval are just some of the confirmed chefs*

*The Experience will have six spaces for the cooking shows, workshops and talks*

*The experiential space of Restaurama and Hostelco will once again host the final of the Chef of the Year Competition*

Similarly, the Experience will also disseminate numerous new developments and proposals of great interest to professionals in the sector through its partners, including Cominport and Quick Chefs, collaborating organisations as well as the exhibitors at Alimentaria.

The majority of the activities that will take place in this area will be open to all of the trade show's visitors, while some of the cooking shows and signature workshops will require prior registration.

#### **Grand Final of the 8th Chef of the Year competition**

The Experience Live Gastronomy event will once again host and sponsor the finals of the prestigious Concurso Cocinero del Año (Chef of the Year Competition) and Concurso Camarero del Año (Waiter of the Year Competition).

The Chef of the Year Competition has an exceptional jury chaired by **Martín Berasategui**, the chef with the most Michelin stars in Spain (12) and will also be composed of other 'starred' chefs such as, **Jordi Cruz, Pedro Subijana, Dieter Müller, Ángel León, Sebastian Frank, Diego Guerrero, José Carlos Fuentes, Nacho Manzano** and **Susi Díaz**, among others.

The two winners of each of the four semi-finals held in Barcelona, Granada, Valladolid and Bilbao will compete in the grand final in Barcelona.

**Barcelona, December 2019**

# Alimentaria

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Quality raw ingredients and artisan processes characterise this delicatessen product trade show

## The most exclusive gourmet food will feature in Alimentaria Premium, which incorporates new firms

The best Iberian ham, flavoured fish, tinned vegetables with Designation of Origin, line-caught cod, the world's first organic caviar, sustainable tinned seafood, artisan sheep's cheeses, natural ice cream, salted anchovies, oil from the best olive oil press in Spain, cavas and wines, oysters and French foie gras. These are some of the products that Alimentaria will be offering in its Premium area, a unique meeting point for the most luxurious gourmet fare that will bring together a select group of firms of exceptional quality and the best delicatessen products on the market. In addition, the 2020 edition of Alimentaria Premium will grow to accommodate a greater supply of top-of-the-range products to cover new demand segments.

The best Spanish and international products will come together in this exclusive and differentiated space that will concentrate the trade show's largest offer of elite gastronomy products. Among the master producers to be highlighted are: Quesería La Antigua de Fuentesauco, Bacalao Giraldo, Ahumados Domínguez, Hacienda Queiles, La Brújula, Joselito, La Catedral de Navarra, Anchoas Sanfilippo, Mövenpick, Juvé & Camps, Amélie Maison d'Huîtres, Rougié Sarlat and Riofrío Caviar.

Ahumados Domínguez, pioneers in the production of smoked salmon in Spain, will display its flavoured salmon loins and smoked cod at Alimentaria Premium. Hacienda Queiles, a company dedicated to the production of extra virgin olive oil of the highest quality in its own oil press and named as the best in Spain, will also be exhibiting its new products at the show. La Brújula, with its fish and seafood preserves under the Ramón Peña and La Brújula brands, whose products come from sustainable fishing, are purchased at the fish market and do not contain additives, could not be missing from the event.

Bacalao Giraldo, whose cod (authentic, fresh, line-caught Atlantic cod, salted in the Faroe Islands and Iceland) is considered the best in the world, will also offer this variety of fish to the professionals visiting the event. Jamones Joselito, whose ham products are present in restaurants and gourmet shops in 54 countries, will show visitors the result of more than one hundred years of work through its products. As for La Catedral de Navarra, with more than 70 years of experience in the sector and certified by four Designations of Origin, it will bring its asparagus from the region of Navarra, the piquillo peppers with Designation of Origin from Lodosa and the artichokes from Tudela to the show.

In this exclusive space will also be present Quesería La Antigua de Fuentesauco, which will bring its artisan sheep's cheese specialities from Zamora, distinguished by its strict selection of raw ingredients and the combination of the latest technological advances with the artisan tradition of yesteryear. Anchoas Sanfilippo, a company specialising in salted anchovies and quality oil since 1896, will be showing the new features from its catalogue at Alimentaria Premium. Mövenpick, the Swiss brand of premium ice creams made from 100% natural ingredients, will also be on display.

In addition, the firms participating for the first time are Juvé & Camps, a company dedicated to the production of quality cavas and wines since 1921; Riofrío Caviar, with the world's first certified organic caviar, which from Granada has managed to position itself as a leading world producer, thanks to the care it takes in its cultivation techniques, sustainability and the species; Amélie Maison d'Huîtres, which distributes the best selection of oysters through exclusive channels thanks to a strict qualitative production process; and Rougié Sarlat, the world's leading producer of foie gras and an emblem of the fine taste of France.

Barcelona, December 2019

## The food and drink industry, a responsible and committed sector

Spain produces a variety of food and drink which are safe, of quality and of great gastronomic richness, that few countries have and which make it unique. It is the excellence of its products and the good work of the companies that, year after year, allow us to speak about a sector in constant growth and which is capable of bringing stability to the Spanish economy as a whole.

For all these reasons, the food and drink industry is the country's leading industrial sector, a position that has been consolidated year after year thanks to the effort and involvement of the companies and the half a million workers who make up this large family.

*"We are a consolidated, stable and strategic sector for Spain and we have the fundamental role of providing safe and quality products. Innovation, sustainability and talent are present in the daily life of the companies and form a part of their best cover letter,"* says Mauricio García de Quevedo, Director General of FIAB.

### The food and drink industry and its economic and social significance in Spain

To speak about the food and drink industry in Spain is to speak about a sector that every day contributes to economic and social development, representing **3% of the Spanish Gross Domestic Product (GDP)** and 16% of the total industry. Its **production in 2018 was over 116 billion euros**, being essential in the contribution of value to the economy as a whole.

The sector improves its employability. With **506,000 workers** in the first half of 2019, according to the EPA, it continues to generate jobs and the figures reflect a labour market characterised by a clear trend toward indefinite and full-time hiring. We must highlight the progress in youth employment, which accounts for about a third of total employment in the sector at the end of the first half of the year. In addition, one out of every three people employed in our industry is a woman, a figure higher than the occupation in the manufacturing industry as a whole.

In total, the sector has more than **31,300 active companies**, a structure that improves its size with a significant **increase of 8%** and the best record obtained in the last ten years. This important advance in the number of operators has also been reflected in the progress in the streamlining of the sector, which in 2018 improved with respect to the previous year, as large companies with more than 500 workers increased by up to 14%.

The sector has a great deal of responsibility in terms of Spain's economic and social development and it is necessary to make each and every one of the aspects in which the food and drink industry make a positive contribution visible. We are talking about a sector composed largely of SMEs, many of them family-owned and linked to a territory.

If we think that our activity is not subject to a particular geographical area, but is present throughout the territory, we can imagine the capacity of industry in generating wealth, especially in the rural environment where most of them are located. In fact, Spain has more than 340 quality registers separate from DOP, IGP and ETG.

### **Spain in the world spotlight: Its food and drink as the best ambassador**

International sales again exceeded **30 billion euros in exports** (30.47 billion) in 2018. The activity of the industry in the international market continues to be a pillar of development for the sector and the national economy and allows us to continue talking about a **positive trade balance of 8.025 billion euros**, thus accumulating eleven years of trade balance surplus.

As an example of Spain's competitiveness in the international market, our country has moved up a new position in the export ranking and ranks as the **4th economy of the European Union** after surpassing Italy.

Two thirds of total exports go to the EU, which remains our first trading partner, led by France (4.783 billion) and followed by Italy (3.642 billion), Portugal (3.413 billion), the United Kingdom (2.037 billion) and Germany (1.857 billion). Outside the EU, the United States stands out as the first non-EU destination, reaching a value of 1.728 billion euros. It is followed by China with more than 1.067 billion, the Netherlands (905 million), Japan (848 million), and Belgium (654 million). It is worth noting the significant progress of the Philippines, which has increased 8 places in the ranking and is among the top 20 destination countries.

Companies have made great strides in strengthening these records. However, the international scenario for 2019 is forcing the sector to bet on market diversification due to situations such as the imposition of tariffs by the Trump Administration. Furthermore, we must not forget that the first five destinations for our products are concentrated in countries whose economies have slowed down, such as Italy or Germany, without forgetting the effect that Brexit will have on our activity.

### **Culture, tradition and recognition**

To talk about food is to talk about identity. Our products reflect the quality and variety of the Spanish diet and gastronomy, values that have earned them international recognition. A proposition acting as Spain's best ambassador and which is complemented by the recognition of our chefs all over the world. Our gastronomy seduces the more than 80 million tourists that visit our country every year and for that reason it is also an important claim on the shelves of many countries around the world.

Our objective is to become the world's pantry, and in this sense we value the involvement and competitiveness of the food industry companies that have made this scenario possible. They have been responsible for placing the sector in an avant-garde position when it comes to changing mentality and internalising export and internationalisation strategies.

But it is also an intrinsic element of our culture, our celebrations and our way of being. Food is always present in all relevant moments and celebrations of our lives. For all these reasons, we do not want to, nor can we stop, claiming the potential of food and drink and remembering and asserting that pleasure which is undoubtedly one of the greatest achievements of this sector.

### **Committed and responsible sector**

But to talk about food is to also talk about commitment, mainly towards the consumer. The sector is focused on their well-being and health, which is why companies have committed to innovate and improve the composition of food and drink, and have taken responsibility for reducing the content of salt, added sugars and saturated fat in more than 3,500 products, which in the average shopping basket

provide 44.5% of total daily energy. It is an example of public-private collaboration to promote a healthier food supply that responds to consumer demands.

One of the objectives of the food and drink sector is to lead the transformation of a sustainable industry and to incorporate the environmental factor as central to its business models, based on the opportunities offered by the Sustainable Development Goals. It has been demonstrated that the industry is capable of formulating efficient solutions, balancing efficiency, social expectations and the environment. To make these advances accessible to the rest of the companies is to show that in the future, competitiveness and sustainability go hand in hand.

A fundamental pillar in the development of these products is innovation. In recent years different initiatives have been launched to achieve new formats, new products, more choice, sustainable production systems and to continue to ensure the quality and safety of our products.

In short, the food and drink we produce in Spain are a benchmark in terms of a greater and better quality of life. Spain is ranked the second country in the world with the highest life expectancy, and it is precisely the quality of our offer, its variety and security that has led us, together with other factors, to this very important position.

For all these reasons, our country cannot be understood without the industrial activity of food and drink. From the sector, we continue to work along the lines defined in our Strategic Framework: streamlining, internationalisation, efficiency, value creation and the promotion of the reputation and communication of a transforming and secure industry.

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## **ABOUT FIAB**

The Spanish Federation for the Food and Drink Industries (FIAB), made up of 45 associations, represents the Spanish food and drink industry, the primary industrial sector in the country, with a single body and a single voice, with the aim of being the driving force of the economy, employment and the image of Spain, competitive in any global market, attracting the finest talent and based on safety, quality and scientific and technological development.

The food and drink industry is currently the leading industrial sector in the country, with production in 2018 exceeding 116 billion euros and more than 30 billion euros in exports. In addition, the FIAB directly employs more than 500,000 people in Spain and 2.5 million euros indirectly.

## **FOR FURTHER INFORMATION:**

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