

Post-Show Report

Alimentaria

International Food, Drinks & Food Service Exhibition

A unique
Food, Drinks and
Gastronomy
Experience

Co-located event



BARCELONA

April 4-7, 2022

Gran Via venue

www.alimentaria.com

**The
Alimentaria
Hub**

Trends & Innovation

**The
Experience**

Live Gastronomy

by Alimentaria & HOSTELCO

Alimentaria  Exhibitions

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Alimentaria 2022

A unique Food, Drinks, and Gastronomy Experience

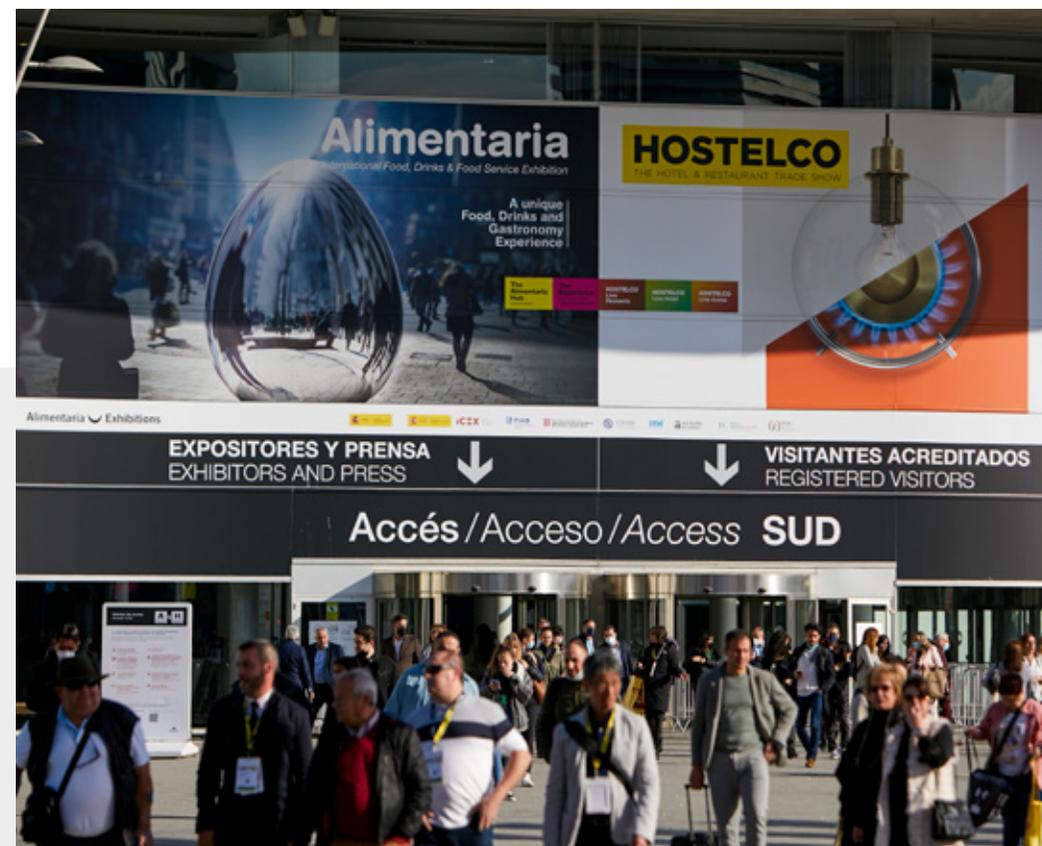
Alimentaria is the leading food, drinks, and gastronomy fair in Spain and the Mediterranean arc and an international benchmark for the sector.

Alimentaria and HOSTELCO 2022 have held their second joint event with large visitor numbers and excellent results.

The synergies between Alimentaria and HOSTELCO have made it possible to create one of the largest international platforms for the hospitality industry and meet all the needs of the HORECA sector with the most complete and cross-cutting range.

This unique standout positioning translates into an event with greater internationalization and innovation which enables exhibitors to generate new and better business and international expansion opportunities.

The largest international platform for the food, drinks, restaurant, and hotel industry.





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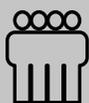
The figures say it all



85,000 sq.m
net exhibition area



Around
3,000 exhibitors
29% international from
57 countries



100,000 visitors
23% international
150 countries



215 guest buyers
36% international



13,000
scheduled business meetings



214
activities and conferences



51 chefs
35 Michelin stars



€180 million
in estimated economic impact in Barcelona





&



The strength of our alliance makes us the benchmark for the HORECA channel



22,360 sq.m net exhibition area

49,000 visitors



65% HORECA profile

35% other profiles with an interest in HORECA

10% international

113 countries



51 chefs

35 Michelin stars



556 exhibitors

31% international

31 countries



152 activities



Sector depth and cross-cutting synergies



&



85,000 sq.m
net exhibition
area

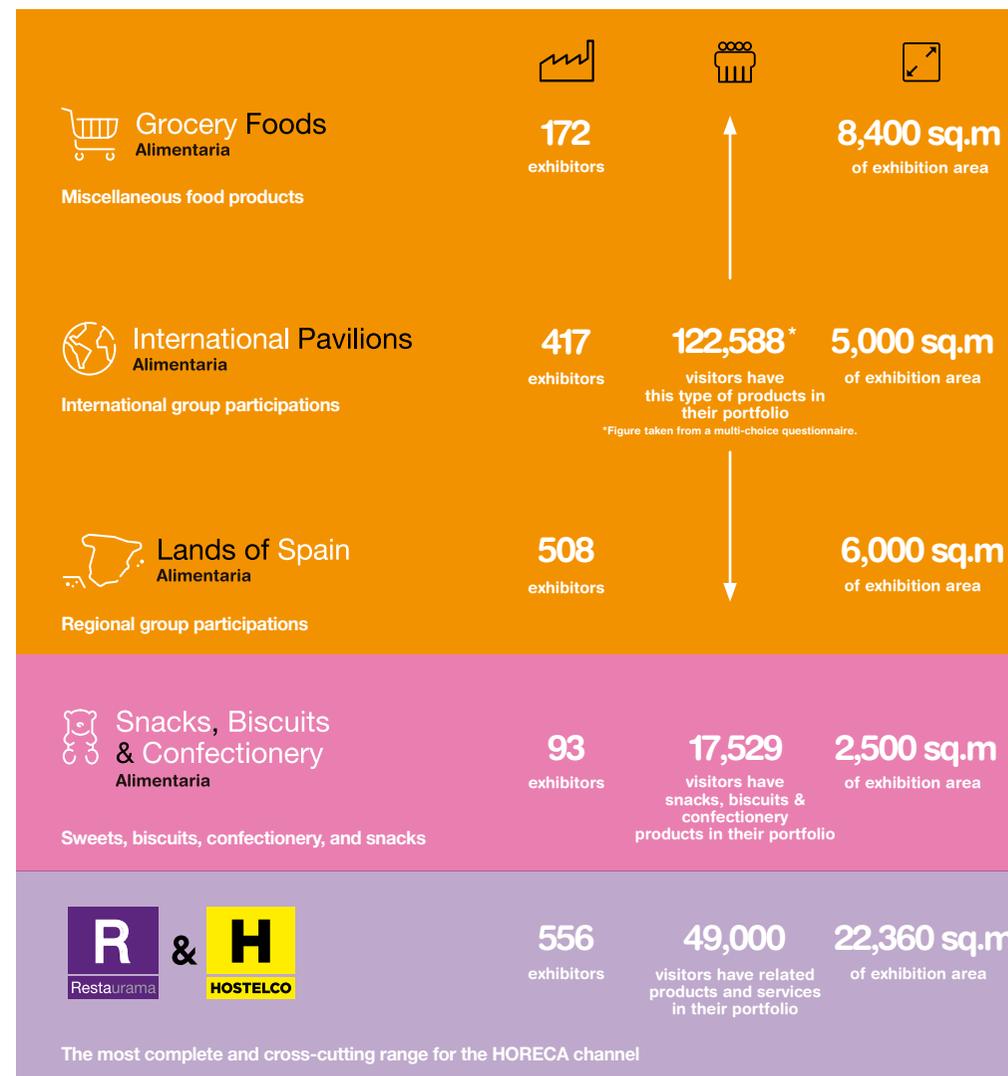
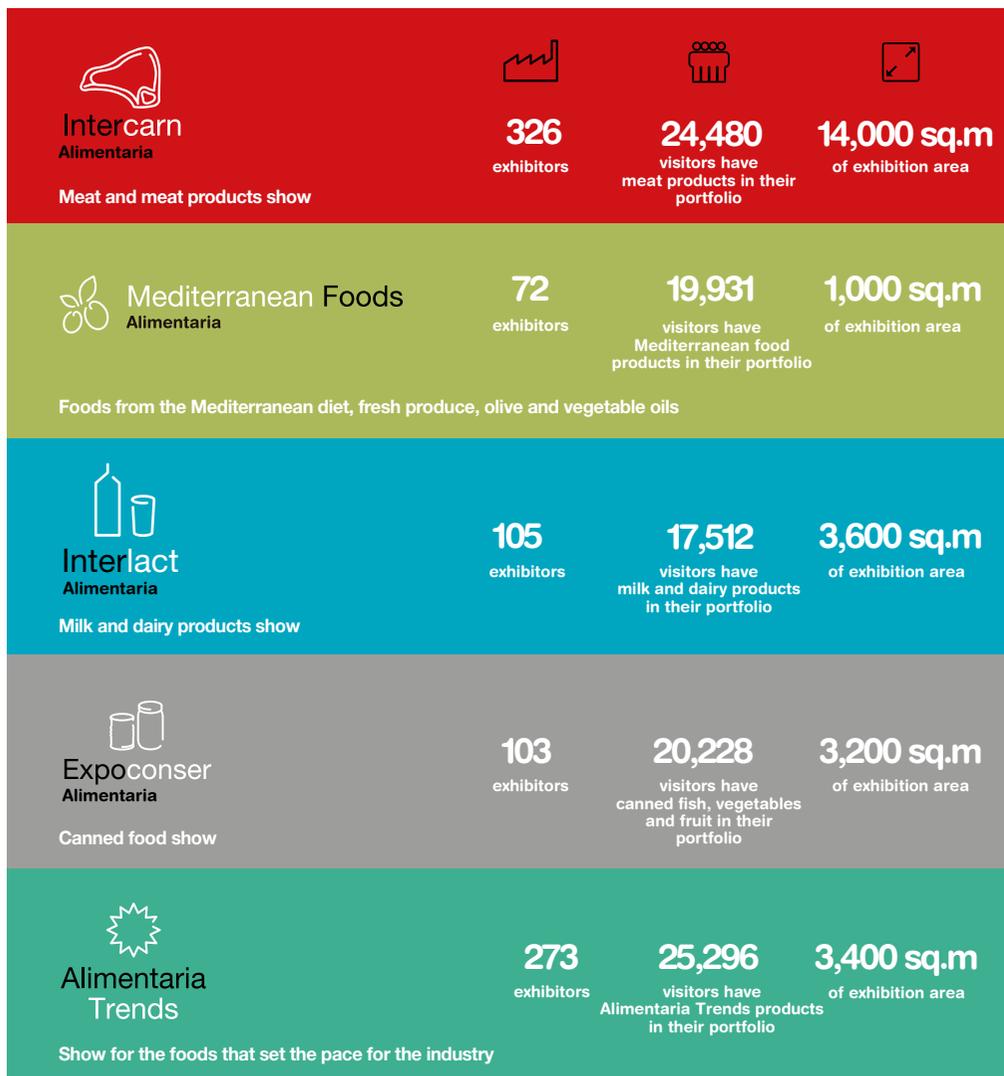
16,000 sq.m of dynamic areas



3,000
exhibitors



57
countries
represented



Visitor profile

23,000
Internationals



77,000
Nationals

Main countries of origin

Europe

1	Italy
2	France
3	Portugal
4	Netherlands
5	Germany
6	United Kingdom
7	Belgium
8	Poland
9	Romania
10	Greece

Rest of the world

1	United States
2	Mexico
3	Colombia
4	Argentina
5	Peru
6	Chile
7	Switzerland
8	Morocco
9	Algeria
10	South Korea

Alimentaria visitor feedback

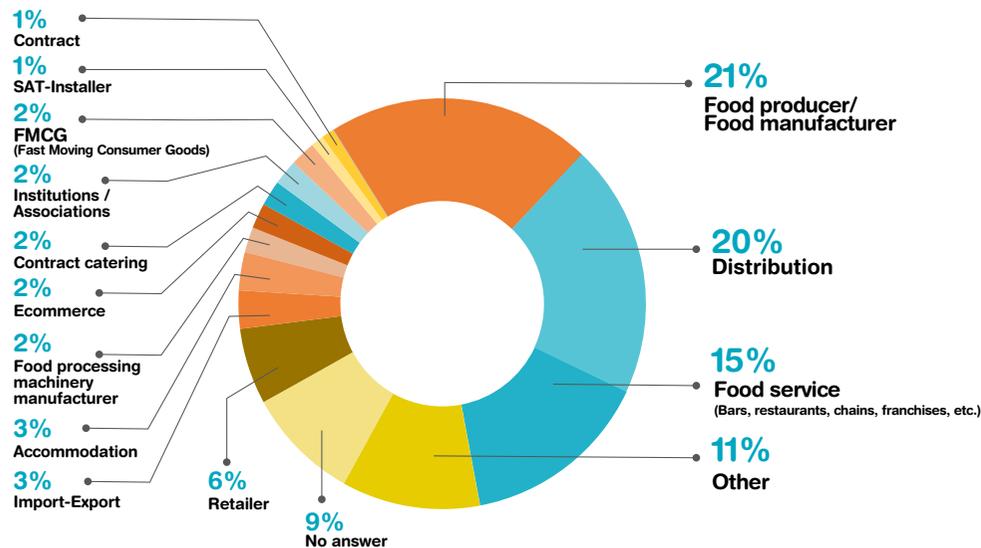
Our visitors are decision makers



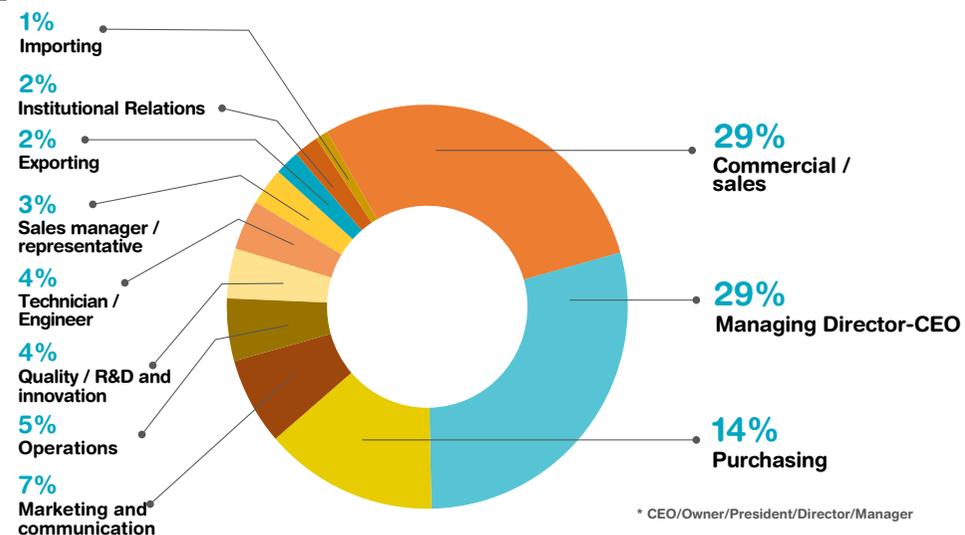
The event that professionals think is a must-attend

Presence of all the players in the value chain

Activities



Roles



Exclusive business meetings

Alimentaria invests in a number of hosted buyer and loyalty programs which ensure attendance by key buyers from all over the world

Hosted Buyers

525 >

Presence of top-level international buyers with expenses paid by the organizers

Institutional Partners



VIP Buyers

970 >

Attendance of key national buyers with expenses paid by the organizers

1,495 > Guest buyers

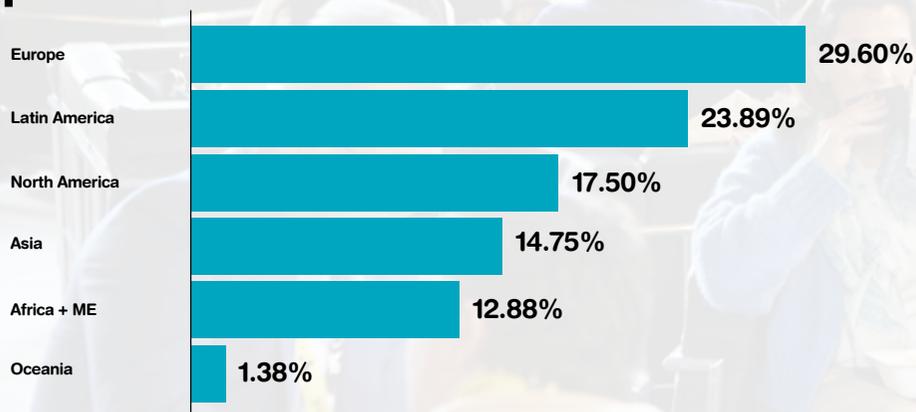


Hosted Buyers

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



From

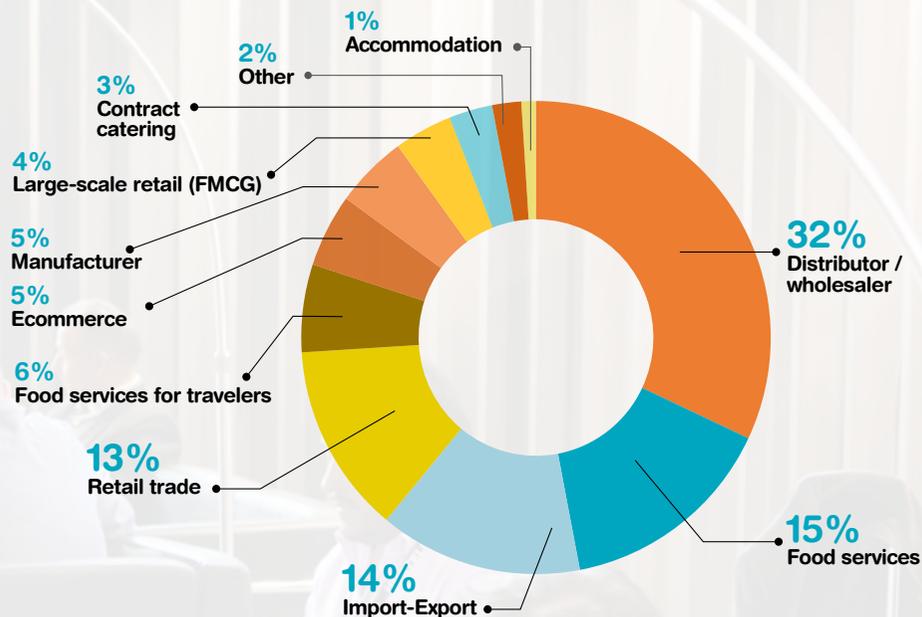


53% say they have closed a business agreement with exhibitors

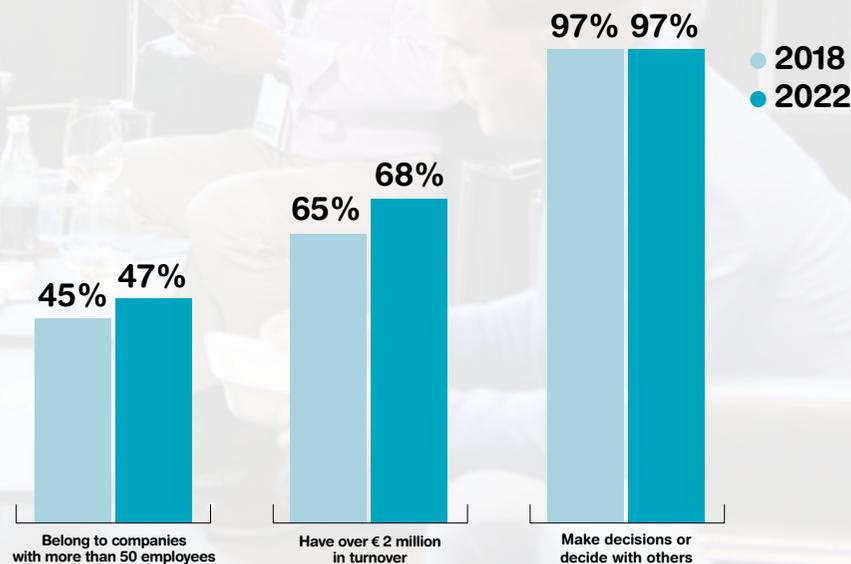
90% of buyers have held over 10 business meetings during the fair.

75% have held between 10 and 30 meetings and **16%** over 30 meetings.

Activity

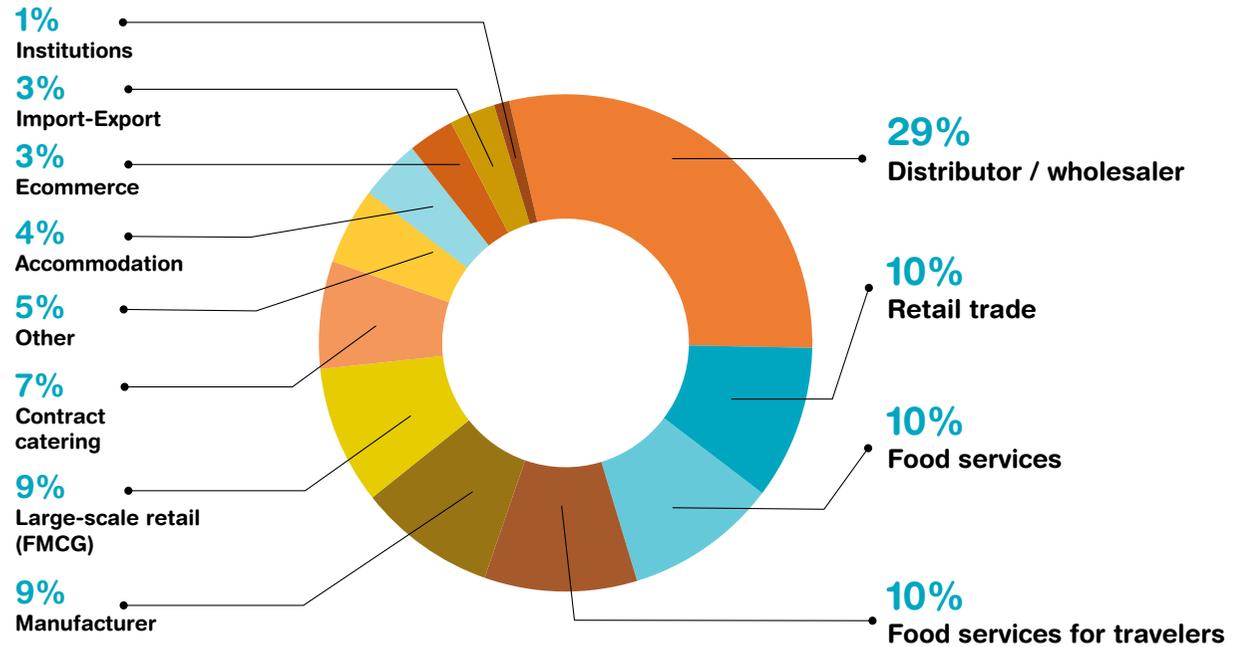


Profile



VIP Buyers

The VIP Buyers program confirms the attendance of key national buyers



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

Presence of the top 10 independent groups

10/10

MERCADONA	MERCADONA
DIA	DIA SA
CARREFOUR	C. C. CARREFOUR
GRUPO EROSKI	VEGALSA
	EROSKI S. COOP.
	CAPRABO
LIDL	LIDL SUPERMERCADOS
CONSUM	CONSUM S. COOP. V.
	AUCHAN RETAIL
AUCHAN	ALCAMPO
	SUPERMERCADOS SABECO
EL CORTE INGLÉS	EL CORTE INGLÉS
ALDI	ALDI CENTRAL DE COMPRAS SLU
MAKRO	MAKRO

Source: NCEA

Presence of the top 10 main associated groups

10/10

IFA	GADIS
	CONDISA
	COVALCO
	AHORRAMAS
	BON PREU
	UVESCO
	DINOSOL
	CASH LEPE
	ALIMERKA
	FROIZ
EUROMADI	

Source: NCEA



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

Presence of the main companies in the other food services industry

9/10

SERUNION SA

MEDITERRÁNEA DE CATERING SL

EUREST COLECTIVIDADES SL

NEWREST GROUP HOLDING SA

ARAMARK SERVICIOS DE CATERING SLU

EUREST CATALUNYA SL

UNIÓN CASTELLANA DE ALIMENTACIÓN UCALSA SA

CATERING ARCASA SL

INDUSTRIA RESTAURACIÓN COLECTIVA SL

GASTRONOMIA CANTABRICA SOCIEDAD LIMITADA

Source: NCEA

Presence of the main restaurant chains

7/10

BURGER KING SPAIN SLU

RESTAURANTES MCDONALD'S SAU

AREAS SAU

GRUPO ZENA PIZZA SOCIEDAD COMANDATARIA POR ACCIONES

FOOD DELIVERY BRANDS SA

SIGLA SA

FOOD SERVICE PROJECT SA

RESTAURAVIA FOOD SL

GOIKO GOURMET SLU

PANSFOOD SA

Source: NCEA



Presence of the top 10 of national demand sectors

Large presence of **wholesalers**

7/10

MAKRO

GADISA

CONDIS

COVIRAN

MERCARTABRIA

UNILEVER ESPAÑA

VALENCIA TRADING OFFICE

GRUPO HERMANOS MARTÍN

EUROPAMUR ALIMENTACIÓN

HAVI LOGISTICS FSL

Large presence of meat and **meat product wholesalers**

7/10

RIVASAM INTERCONTINENTAL

GRUPO SADA

EUROMET AGROFOOD

EL ENCINAR DE HUMIENTA

BOVI SA

IBERDIGEST

COMPANYIA GENERAL CÀRNIA

COMPRAPORC

JAMONES DURIBER

SUMINISTROS MEDINA SL

Large presence of **drinks wholesalers (apart from wine)**

9/10

COCA-COLA EUROPEAN PARTNERS IBERIA

FREIXENET

BEBINTER

ZAMORA COMPANY ESPAÑA SL

PREMIUM MIX GROUP SL

SERHS DISTRIBUCIÓ I LOGÍSTICA

RED BULL ESPAÑA SL

MOËT HENNESSY ESPAÑA

DISTRIBUCIONES IGAN SL

PERELADA COMERCIAL SA

Large presence of **dairy, egg, and oil product wholesalers**

8/10

LACTALIS SOCIEDAD LIMITADA

CALIDAD PASCUAL SAU

IPARLAT SA

MERCAÓLEO SL

TEODORO GARCÍA SA

IBERLECHE SL

GOLDEN AGRI-RESOURCES IBERIA SL

CENTRAL LECHERA ASTURIANA

QUALIANZA SERVICIOS INTEGRALES DE DISTRIBUCIÓN SL

INTERÓLEO PICUAL JAÉN SA

- Figures from Spain's NCEA. Some business operation profiles are not included based on NCEA standards such as wine stores, gourmet food, and distributors (because they are extremely diverse categories).
- Only national customers have been analyzed.



The Experience

Live Gastronomy
by Alimentaria + HOSTELCO

 **3,522 sq.m**
of floor space

 **76**
activities

 **74**
speakers

 **5**
sponsors

 **51**
chefs

 **35**
Michelin stars

Chefs



Elena Arzak
Arzak
*** Michelin



Fran Martínez
Maralba
** Michelin



Alberto Ferruz
BonAmb
** Michelin



Luis Valls
El Poblet
** Michelin



Fina Puigdevall and Martina Puigvert
Les Cols
** Michelin



Raul Balam
Moments
** Michelin



Mario Sandoval
Coque
** Michelin



Mateu Casañas, Oriol Castro and Eduard Xatruch
Disfrutar
** Michelin



Benito Gomez
Bardal
** Michelin

The Alimentaria Hub

Trends & Innovation

 **3,240 sq.m**
of floor space

 **129**
activities

 **219**
speakers

 **3,800**
companies

 **12**
sponsors

 **69**
INNOVAL companies

 **300**
innovations

Speakers



José Miguel Herrero Velasco
Ministry of Agriculture, Fisheries and Food
General Manager of Food Industry



Jaime Martín
Lantern
Founding Partner and CEO



Jaques Reber
Nestlé España
General Manager



Marta Delgado
Innova Market Insights
Manager



Santi Aliaga
Zyrcular Foods
CEO



Pablo de la Rica
AECOC
Retail - Foodservice
Knowledge



Jaume Planella Busquets
Noel Alimentaria SAU
Corporate Director of R&D



Álvaro Colino Lampero
CaixaBank
Director Sustainable
Business Product Coordination



Ferran Adrià
elBullifoundation
Founder and President

Thematic areas

PREMIUM
Alimentaria

↖ ↗

2,050 sq.m

▲

12 companies

An exclusive Alimentaria area bringing together a group of 12 select haute cuisine firms devoted to the finest quality products on the market.

HACIENDA QUEILES

DESDE 1868
JOSELITO
Dulcerías de María José y sus Hijos

CAVIAR RIOFRÍO

Juvé & Camps

LC
LA CORDON ROUGE

MÖVENPICK
THE WORLD'S FINEST HOTELS

LA ANTI-GUA

Rougié
INSPIRE L'AUDACE DES CHEFS

Partnered by

Mercedes-Benz
AUTOLICA

The Olive Oil Bar
Taste & Discover
by Alimentaria

↖ ↗

150 sq.m

110 items

A spectacular exhibition of Extra Virgin Olive Oils with self-guided tasting.

Sponsored by

Technical Partners



Thematic areas

The Organic Market & Trends
by Alimentaria

80 sq.m

134 companies

A specific area at Alimentaria set aside for promoting and releasing certified organic produce.

Partnered by

Sponsored by

STARTUPS

240 sq.m

20 companies

8 finalists

Alimentaria & HOSTELCO chose a group of start-ups and innovative companies to take part in their most disruptive exhibition areas.

Finalists' logos

A sustainable event: United for sustainability

As a result of Alimentaria & HOSTELCO's commitment to the environment, this project includes a number of environmental and social sustainability-related actions in line with the UN's Sustainable Development Goals (SDGs) and the 2030 Agenda.

- Setting up recycling stations throughout the show.
- Online press points.
- Collecting tickets, lanyards, and pass holders at the venue's exit.
- Printing all media on recycled paper with the FSC seal.
- Reducing and eliminating all single-use plastics throughout the venue.
- Providing visitors and exhibitors with a tool to offset the CO₂ emissions generated by their attendance at the shows.
- 10% off public transportation when traveling around the city.
- New award at Innoval, the showcase for the sector's most innovative products. A prize for the most sustainable product.

Food Bank

Partnership with the Banc dels Aliments foundation to combat food waste and recover leftover food from the show.



**FUNDACIÓ
BANC DELS ALIMENTS**
BARCELONA



24,000
kilos collected

Ecovidrio

We work with Ecovidrio to collect and manage glass waste.



10.32
collected



35,294
recycled containers

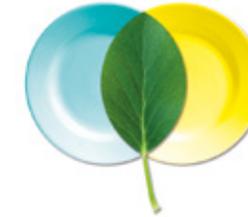
#UnitedForSustainability Exhibition

In Hall 7 of Restaurama, an exhibition was held for the first time showcasing a selection of best practices in sustainability from Alimentaria & HOSTELCO exhibitors and key players in the sector.

Companies with Sustainability Initiatives

Acknowledgement of the value and innovation of sustainability initiatives submitted by exhibitors. This label was awarded to 33 participating companies.

#UnitedForSustainability



Companies with sustainability initiatives 2022

**ACEITES
GARCÍA DE LA CRUZ**

AINIA

ALIMENTOS SANYGRAN SL

ARGAL

ARROYABE

BRAINCOOKING
VEGAN FOOD DISTRIBUTION

CAMPOS-SALICA

CAN GARRIGA

**CARAMELOS
EL CASERIO**

CONCA ORGANICS

CONTITAL SRL

**COSTA BRAVA
MEDITERRANEAN FOODS**

DELICASS

DISEÑOS NT

EL POZO ALIMENTACIÓN SA

EMBUTIDOS MONELLS SA

FLAX & KALE

GRUP BALFEGÓ

GRUPO APEX
APERITIVOS Y EXTRUSIONADOS
SA

GRUPO UVESA

**HAPPYAGUA BY
GRUPAGUA PWG**

HOBART GMBH

HORT DEL SILENCI

IBERITAL

IDILIAFOODS SL

**LA ESTRELLA
DEL JAMÓN**

MERCABARNA

NOEL ALIMENTARIA

OVOPLUS

**PRODUCTOS
TREVIJANO SL**

SONPURA

SPIRULINABECAGLI

VICKY FOODS



The industry's main stakeholders endorse Alimentaria

Institutional partners



Strategic agreements signed in 2022



Associate partners



HOSTELERÍA DE ESPAÑA



AECOC



PRODULGE



CAIXABANK



RESTAURACIÓN COLECTIVA



AECOC - CÁRNICOS



Major media impact

-  **6,000+**
news items in the media
-  **700**
accredited journalists
-  **1,000+**
news items in the international media
-  **9.9 million**
in news value
-  **800 million**
in potential audience



Own social media

-  **980**
posts
-  **806,000**
impressions
-  **183,000**
interactions




Mentions

-  **18,250**
tweets
about the show
-  **5,000**
people tweeted about
the show
-  **11 million**
people reached
-  **72 million**
impressions

Together with the sector's main media outlets

International media partners



International collaborating media



Spanish collaborating media



Alimentaria 2024

We look forward to seeing you at the next show

