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The alliance of both halls will gather 4,500 companies and 150,000 professionals, 27% International

Alimentaria and Hostelco, the great fairground platform for food and hotel equipment

The joint celebration of Alimentaria and Hostelco, two salons of reference, will offer the food industry, beverages, Food Service and hotel equipment a great platform for internationalization, business and innovation, with gastronomy as a differential value. The presence, in an area of 100,000m² net of the Fira de Barcelona Gran Vía venue, of the large companies and organizations of the sector, and at the same time, hundreds of activities and the presentation of the latest news make this event an opportunity unique for professionals.

The simultaneity of Alimentaria (the Hall of Food, Beverages and Food Service) with Hostelco (the International Exhibition of Equipment and Machinery for Catering, Hospitality and Collectivities) from April 16 to 19, will show both the distribution and the Horeca channel the most complete and transversal offer of the entire value chain of the restaurant and gastronomy industry.

In total, they will gather more than 4,500 exhibiting companies, 27% of which will be international, from 70 countries. On the other hand, it is expected to receive around 150,000 professional visitors, of which close to 30% will be foreigners and 1,400 key buyers invited. More than 300 innovations will be presented, some 120 lectures and congress activities will take place and will be attended by 35 chefs with 45 Michelin stars.

The president of Fira de Barcelona and Alimentaria, Josep Lluís Bonet, says that "we want to enhance the existing complementarity between these two leading fairs and thus offer a great business platform". The director of Alimentaria Exhibitions, J. Antoni Valls, points out that the joint celebration of both shows "will contribute to highlight the gastronomy and the food and hospitality industries, evidencing the enormous importance of these sectors for the Spanish economy".

In this line, the president of the organizing committee of Hostelco, Rafael Olmos, considers this edition "strategic, thanks to the synergies generated by the two events." The Gran Vía venue of Fira de Barcelona will bring together in a single space the food industry and the machinery for the hotel trade, thus increasing business opportunities. "

Boosting business and going abroad

Alimentaria and Hostelco 2018 have the objective of boosting international business and contacting their exhibiting companies and buyers from more than 150 countries. In this sense, both halls have invited more than 1,400 key buyers and will attract visitors and prescribers from around the world.

Thus, Alimentaria has invited 800 large international buyers, prioritizing the profile of importers, distributors and Horeca channel. The organization foresees that these professionals, along with other visitors with purchasing power of decision, will participate in about 12,500 meetings with the exhibiting firms.

Hostelco, on the other hand, will organize meetings between the exhibiting companies and the more than 600 buyers, national and international, invited to the Salon. These are large international importers and national distributors, who operate in the sectors of equipment and accessories for catering. To these groups will be added representatives of 80 hotel chains, restaurants and collectives.

More gastronomy

The boost to gastronomic quality will be one of the main common identity features of Alimentaria and Hostelco. Therefore, more than 150 activities have been organized to promote connections between the food, gastronomy and tourism industries.

The complementarity between the two fairs will be especially evident between Hostelco and Restaurama, the Alimentaria salon dedicated to Food Service and food outside the home, and the spaces that each one of them dedicates to gastronomic demonstrations. Thus, The Hostelco Experience and The Alimentaria Experience will gather 35 of the most recognized chefs of the moment, adding among them 45 Michelin stars. Andoni Luis Aduriz (Mugaritz restaurant, Guipúzcoa), Fina Puigdevall (Les Cols, Girona), Nandu Jubany (Can Jubany, Barcelona), Paco Roncero (La Terraza del Casino, Madrid) and Mario Sandoval (Coque, Madrid) will participate in both events with different approaches.

Inside the hall of Alimentaria Intervin, Vinorum Think, the area of reflection, dissemination and business around Spanish wine will bring together world experts from the sector, such as Jancis Robinson, Nick Lander or Eric Asimov; while Barcelona Cocktail Art will offer the most innovative proposals in cocktails, by renowned bartenders. Finally, Olive Oil Bar, the gourmet oil bar in the living room, will allow you to taste a hundred of the best brands in all of Spain and other Mediterranean countries. For its part, The Hostelco Coffee Area will gather professionals and companies of machinery, equipment and accessories for coffee making and will hold championships, round tables and magistrals. Food the big event of the Food sector will gather in seven pavilions of the Fira de Barcelona Gran Vía venue the most important companies in the food, beverage and Food Service sector. In order to organize its vast offer and facilitate your visit, the fair is structured around six sectorial events: Intervin, Intercarn and Restaurama, which due to their size, prestige and sectorial

representativeness are by themselves the main trade show references in Spain for the wine, meat and food service industries, respectively; Expoconser (the showcase par excellence of preserves and semiconservas); Interlact (with an extensive range of dairy products and derivatives) and Multiple Foods (which concentrates consumer products) groups International Pavilions; Lands of Spain; Snacks, Biscuits & Confectionary; Mediterranean Foods, Organic & Functional Foods, Grocery Products and Fine Foods). To these must be added Alimentaria Premium, an exclusive area dedicated to high gastronomy and enology products. Moreover, innovation, trends and business opportunities will be protagonists in The Alimentaria Hub, which will form a large space with more than a hundred conferences, lectures and congresses that will also host the Innoval area, which will show about 300 news. Hostelco products, innovation in hotels and equipment Hostelco will be located in pavilion 8 and will share with the Restaurama sector of the Alimentaria hall pavilions 6 and 7 of the enclosure exhibition present novelties in products, technologies and solutions in the areas of equipment and machinery for the hotel trade; kitchenware, tableware, utensils and packaging; technology, entertainment and software; coffee; textiles, clothing and uniforms; interior design, decoration, lighting and furniture; cleaning and laundry; vending spa, wellness and accessories; equipment and utensils; bakery, ice cream shop and cake shop. Will have more than 20 presentations and talks with experts from the sector and expand the spaces for demonstrations of products and services exposed. Thus, will present the new space "Live Hotel", which will recreate the reception, rooms, fitness room and spa of a hotel of last generation, which will encompass the decorative and technological trends of a new concept of "hospitality".

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Susana Santamaria / Gloria Dilluvio

(34) 93 452 11 04 / prensa@alimentaria.com

(34) 93 233 21 72 / gdilluvio@firabarcelona.com