

Post-Show Report 2024

Alimentaria

International Food, Drinks & Food Service Exhibition

A unique
Food, Drinks
and Gastronomy
Experience



The Alimentaria Hub
Trends & Innovation

The Horeca Hub
Live Solutions
by Alimentaria & HOSTELCO

Alimentaria  Exhibitions

Alimentaria **HOSTELCO**
Business Platform

Alimentaria 2024

A unique Food, Drinks and Gastronomy Experience

Alimentaria is the leading food, drinks and gastronomy platform in Spain and one of the preeminent international benchmarks for the sector.

The synergies between Alimentaria & HOSTELCO have made it possible to craft one of the largest international meeting points for the hospitality industry and thus meet all the HORECA sector's needs with the most complete and cross-cutting range.

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



United for excellence

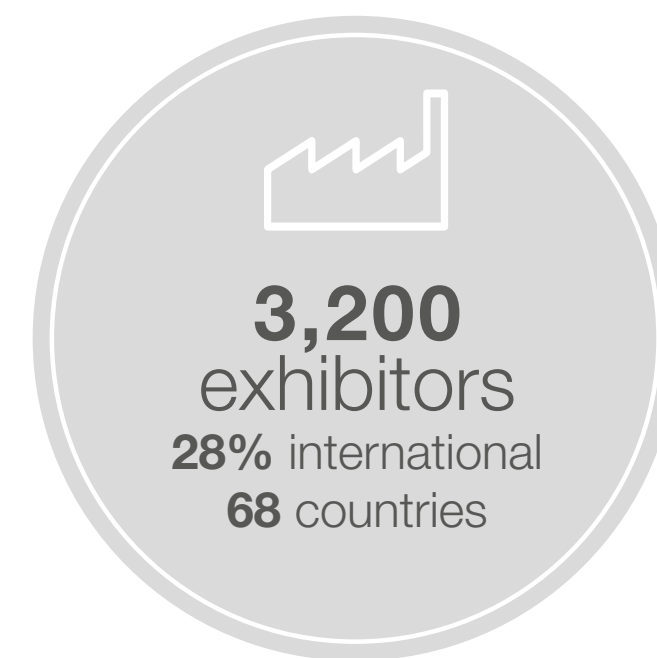
A global platform



&



Alimentaria & HOSTELCO together leading the flagship international platform for the food, gastronomy and hospitality equipment industry.
















85.8% of exhibiting companies **rate their participation** in Alimentaria & HOSTELCO 2024 **as entirely satisfactory.**

87.6% of exhibiting companies confirm their **interest in participating again** at the next edition of Alimentaria.

Sector depth and cross-cutting synergies

 Intercarn	Meat and meat products show	 360 exhibitors
 Organic Foods	Certified organic products show	 217 exhibitors
 Interlact	Milk and dairy products show	 84 exhibitors
 Expoconser	Canned food show	 122 exhibitors
 Alimentaria Trends	Show for the foods that set the pace for the industry	 50 exhibitors
 Grocery Foods	Direct-to-consumer brands	 239 exhibitors
 International Pavilions	International group participations	 539 exhibitors
 Lands of Spain	Regional group participations	 632 exhibitors

Alimentaria has restructured its range around core **consumer topics and trends** to increase the options for exhibitor companies to participate, greatly expand **business opportunities** and unlock **cross-sector interaction**.

 Snacks, Biscuits & Confectionery	Sweets, biscuits, confectionery and snacks	 108 exhibitors
 HOSTELCO & RESTAURAMA	Food service, hospitality and equipment	 531 exhibitors
 Fine Foods	Gourmet or delicatessen products	 74 exhibitors
 COFFEE, BAKERY & PASTRY	Products for bars, cafés, patisseries, ice-cream parlours, coffee shops and bakeries	 116 exhibitors
Food & Hospitality Startups <small>by Alimentaria & Hostelco</small>	The most transformational initiatives in food and beverages	 26 exhibitors
The Alimentaria Hub <small>Trends & Innovation</small>	Where innovation and networking go hand in hand	 22 exhibitors
 PREMIUM Alimentaria	The international visa for gourmet products	 9 exhibitors
FOOD TECH	Equipment, technology and ingredients for food and beverage production and preservation	 32 exhibitors

Visitor profile

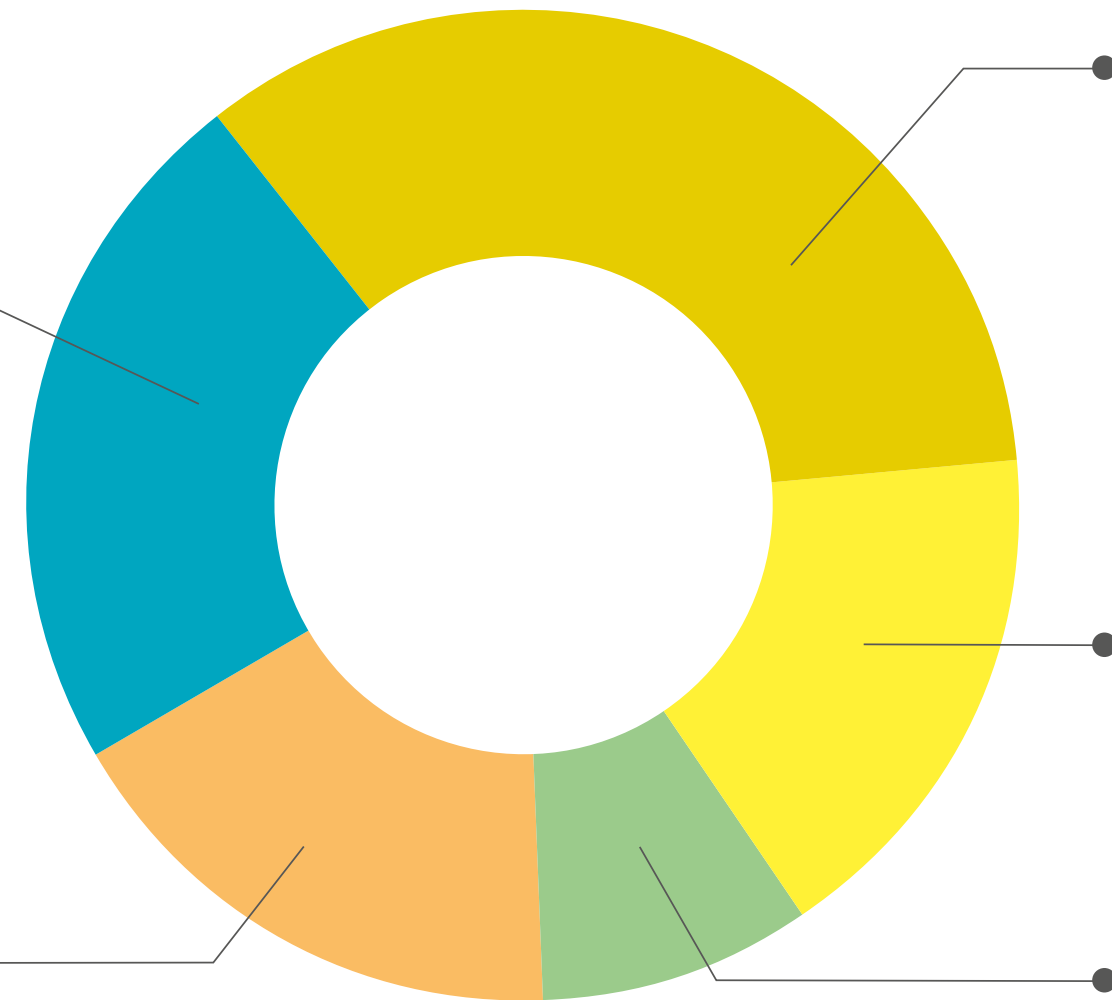
Activity

23% HORECA

- Independent commercial catering
- Brand restaurants
- Hotels
- Leisure
- Food service companies
- Installer - Technical Support Service
- Accommodation
- Contract
- Food services for travellers
- Delivery (aggregators)

17% Other

- Other
- Institutions, industry associations and hospitality schools



34% Distribution

- Distributor, wholesaler, central purchasing group, food and beverage cash&carry
- Large-scale retail and FMCG organisation
- Food and beverage importing
- Distributor, wholesaler, central purchasing group, cash&carry for equipment, accessories and machinery
- Equipment, accessories and machinery importing

17% Manufacturers

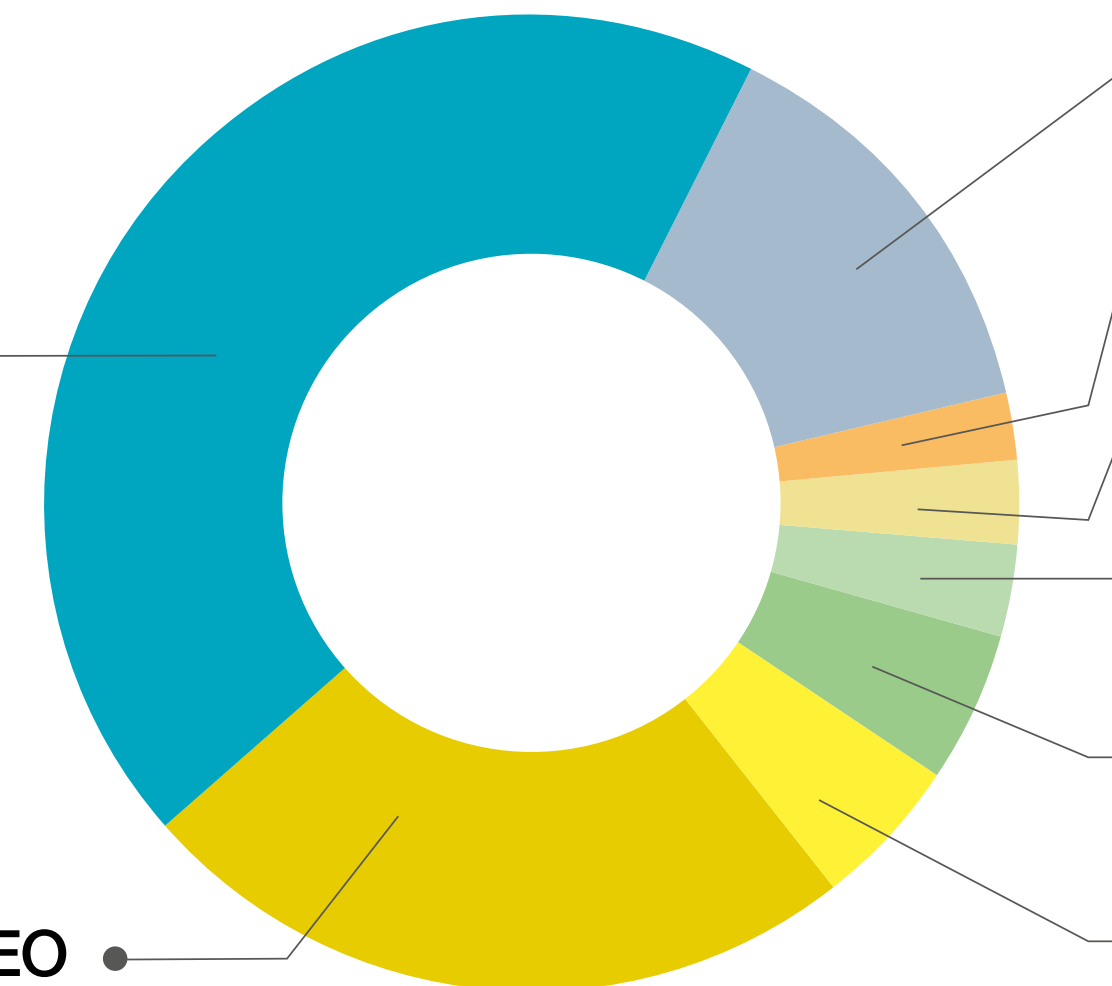
- Food and beverage manufacturer
- Equipment and accessories manufacturer
- Food processing machinery manufacturer

9% Retail

Role

44% Purchasing and/or sales

24% Senior management - CEO



14% Other

2% Production

3% Operations

3% R&D and innovation

5% Chef

5% Marketing

Where visitors are from



108,000
visitors



25%
international



120
countries

Main countries of origin

Europe

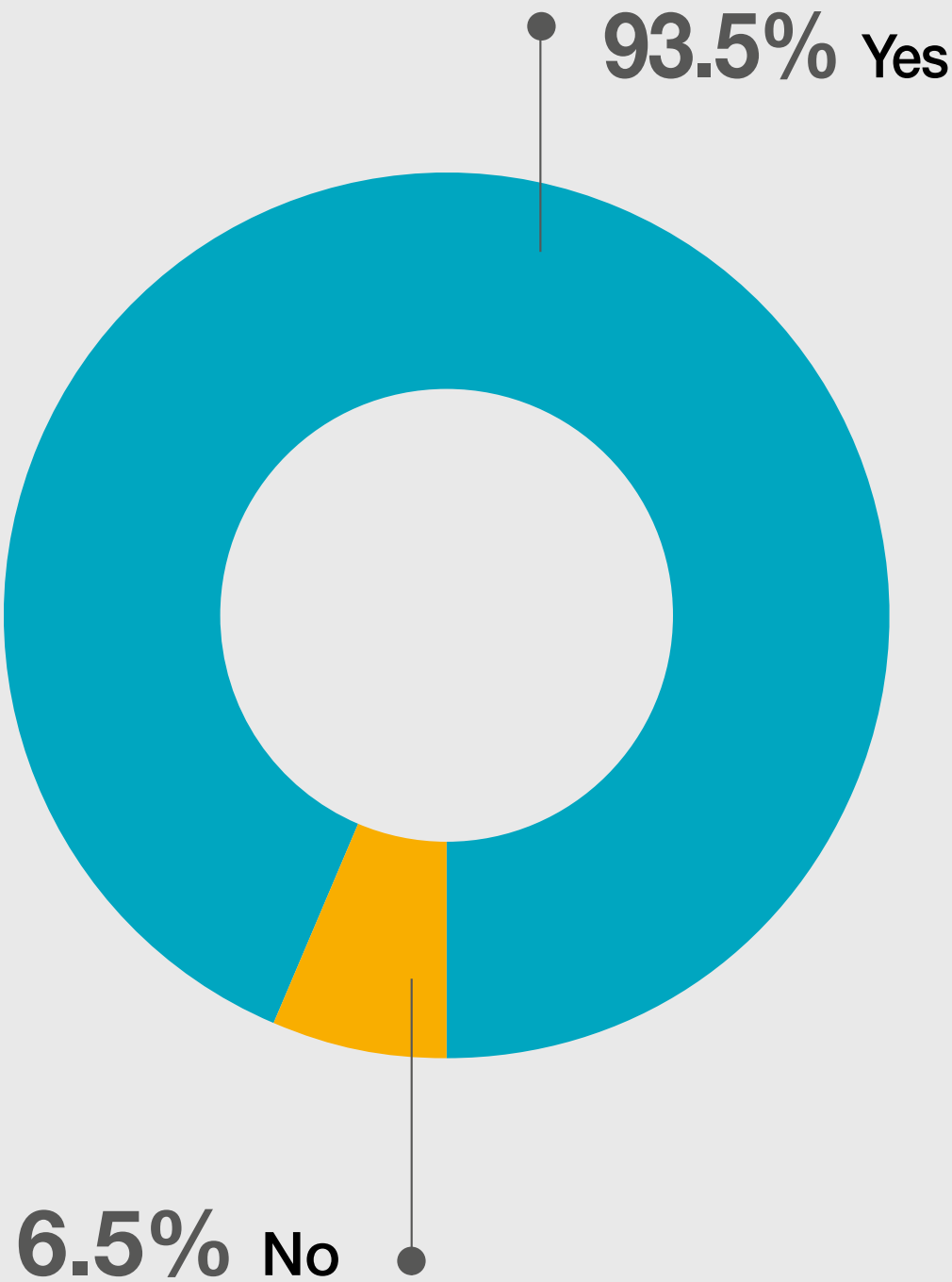
- Spain
- Italy
- France
- Portugal
- Netherlands
- Andorra
- Germany
- United Kingdom
- Poland
- Romania

Rest of the world

- China
- Argentina
- Colombia
- United States
- Mexico
- Chile
- Venezuela
- Brazil
- Peru
- Uruguay

The event that industry professionals think is a must-attend

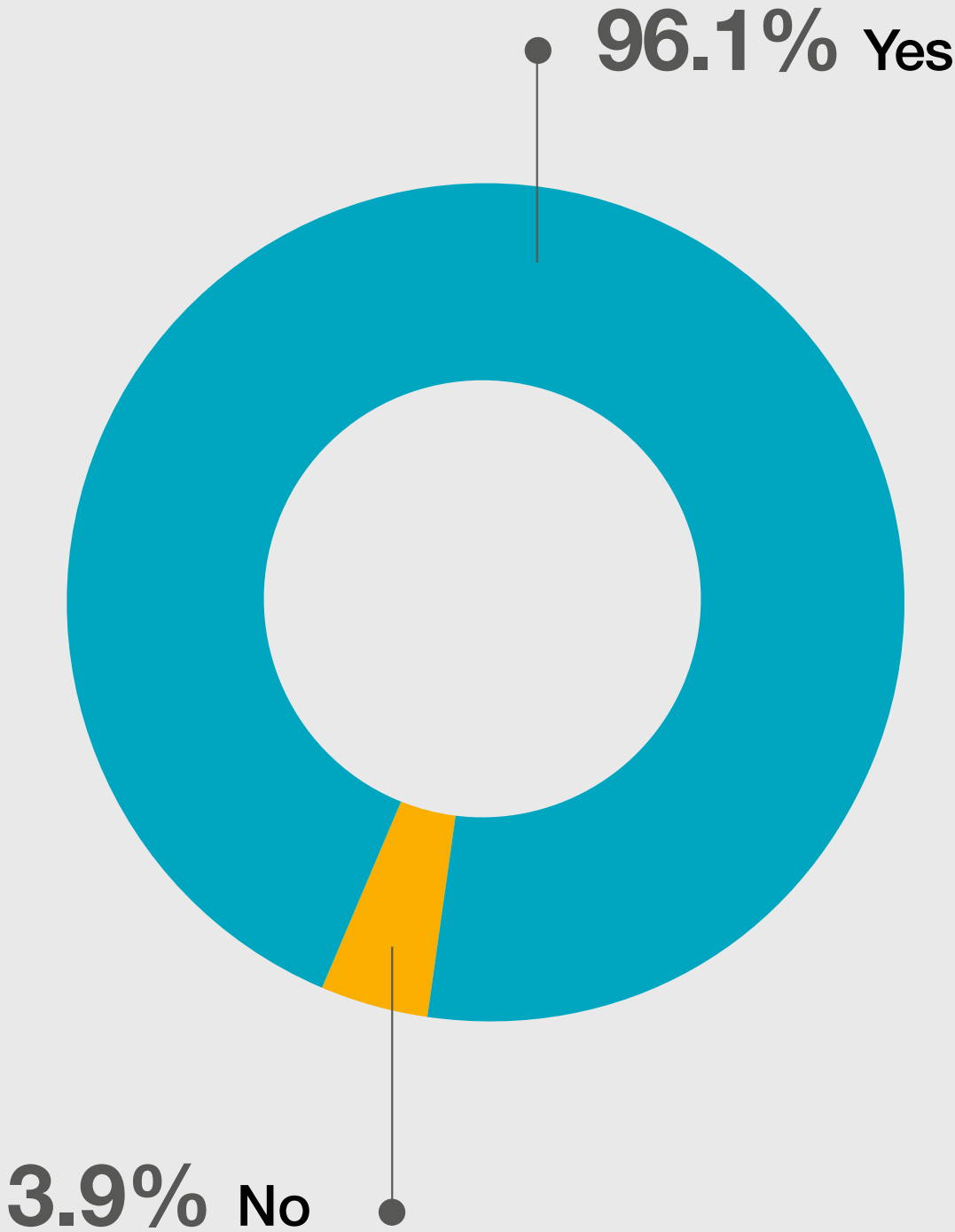
93.5% of visitors say that Alimentaria has met their **expectations**



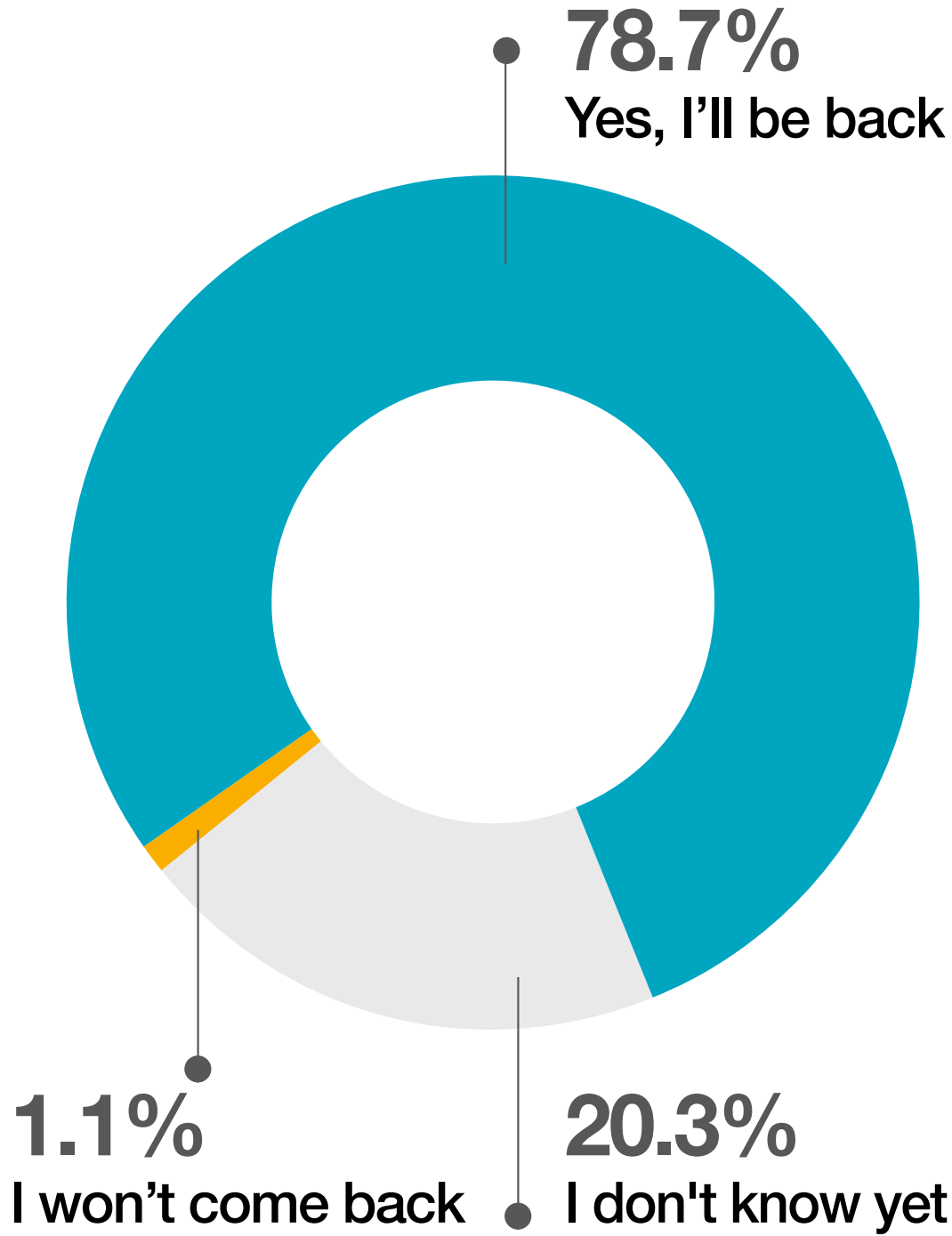
79.7% of visitors are involved in their companies' purchasing **decisions**



96.1% would recommend visiting Alimentaria to a friend or colleague



78.7% of visitors confirm that **they will come back** to the next edition of Alimentaria



Our pillars



**Innovation and the
value of brands**

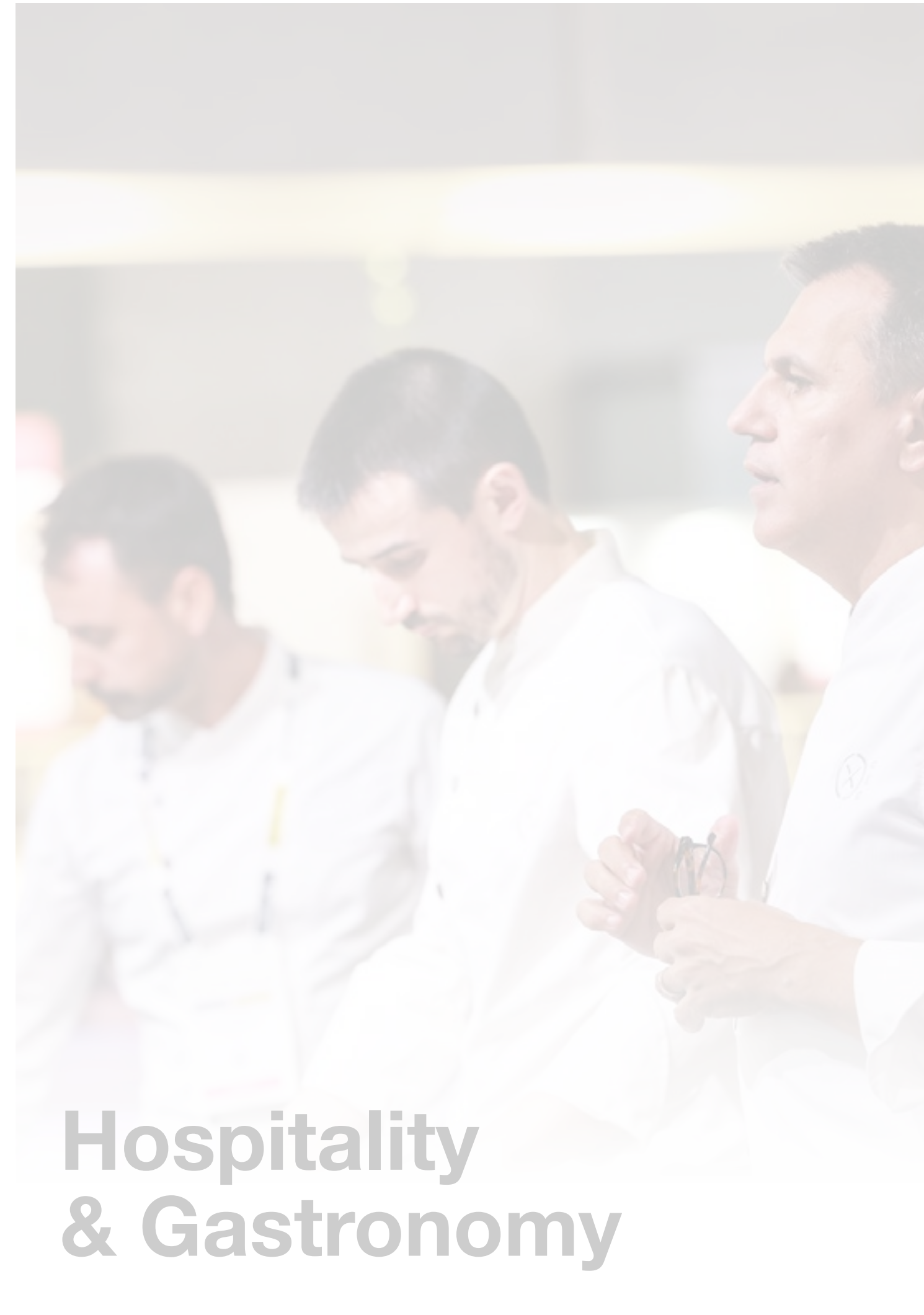
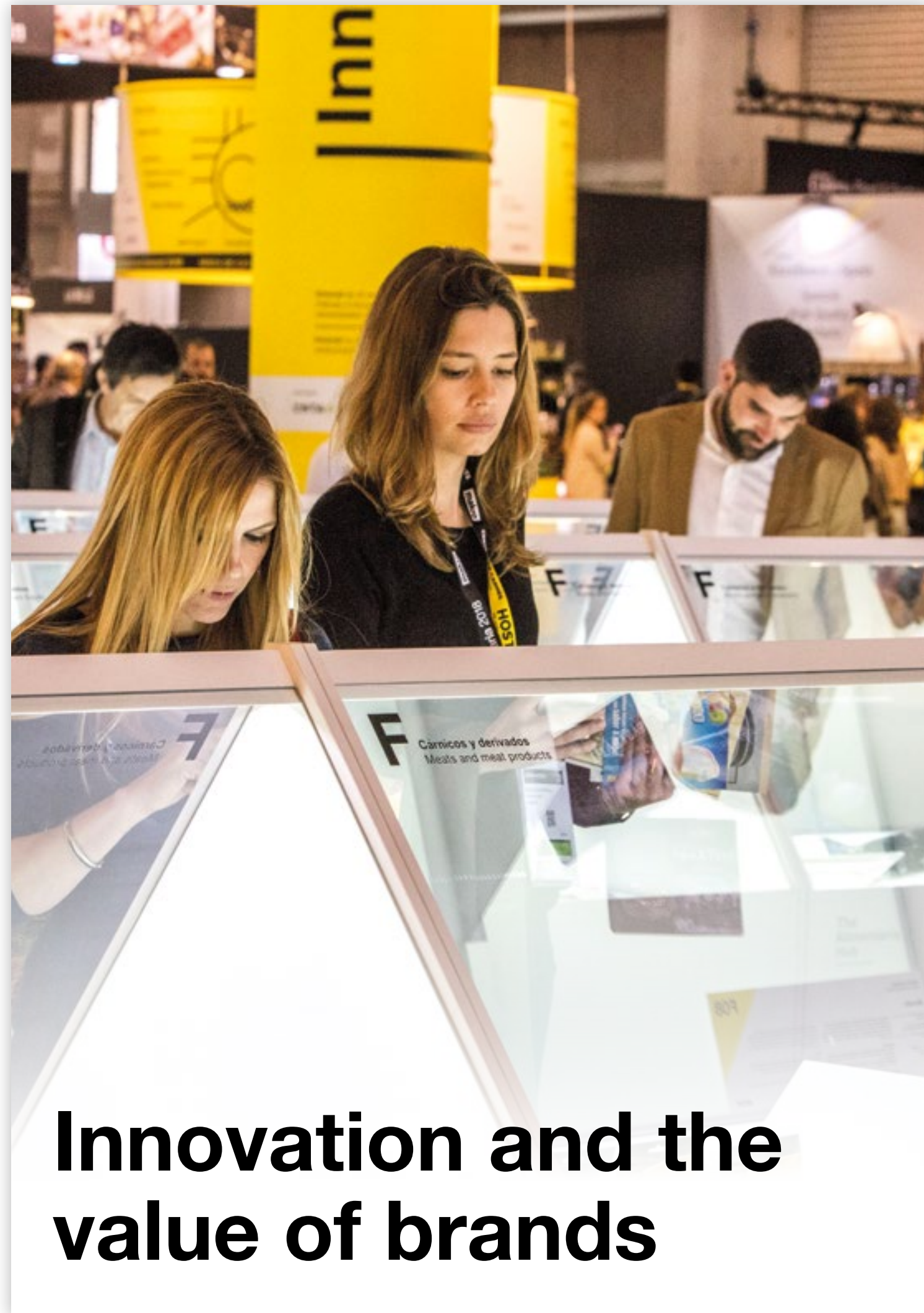


**Hospitality
& Gastronomy**



Internationalisation

Our pillars



Innovation and the value of brands

Constant commitment to innovation

The Alimentaria Hub

Trends & Innovation

Innoval 2024
Alimentaria

The Alimentaria Hub is the meeting point where you can find out what will shape **the future of the food industry** and where innovation and networking go hand in hand.

3,240
m²

4
Conference rooms

12
Partners

3,800
Congress attendees

219
Speakers

300
Products at Innoval



Innovation and the value of brands

Constant commitment to innovation

Food & Hospitality Startups

by Alimentaria & Hostelco

With the aim of fostering **innovation**, talent, new business models and the **entrepreneurial ecosystem**, Alimentaria & HOSTELCO staged **three disruptive exhibition areas** for start-ups.

This project displayed **the most transformational initiatives** in food, beverages and equipment for the restaurant, hospitality and contract catering industries.

43

Participating start-ups



Innovation and the value of brands

Constant commitment to innovation

The Horeca Hub

Live Solutions

by Alimentaria & HOSTELCO

The Horeca Hub is the specialist venue and powerhouse for the **HORECA** channel where innovation, knowledge and trends for the **international food industry, gastronomy** and **hospitality equipment** took centre stage.

86

Activities

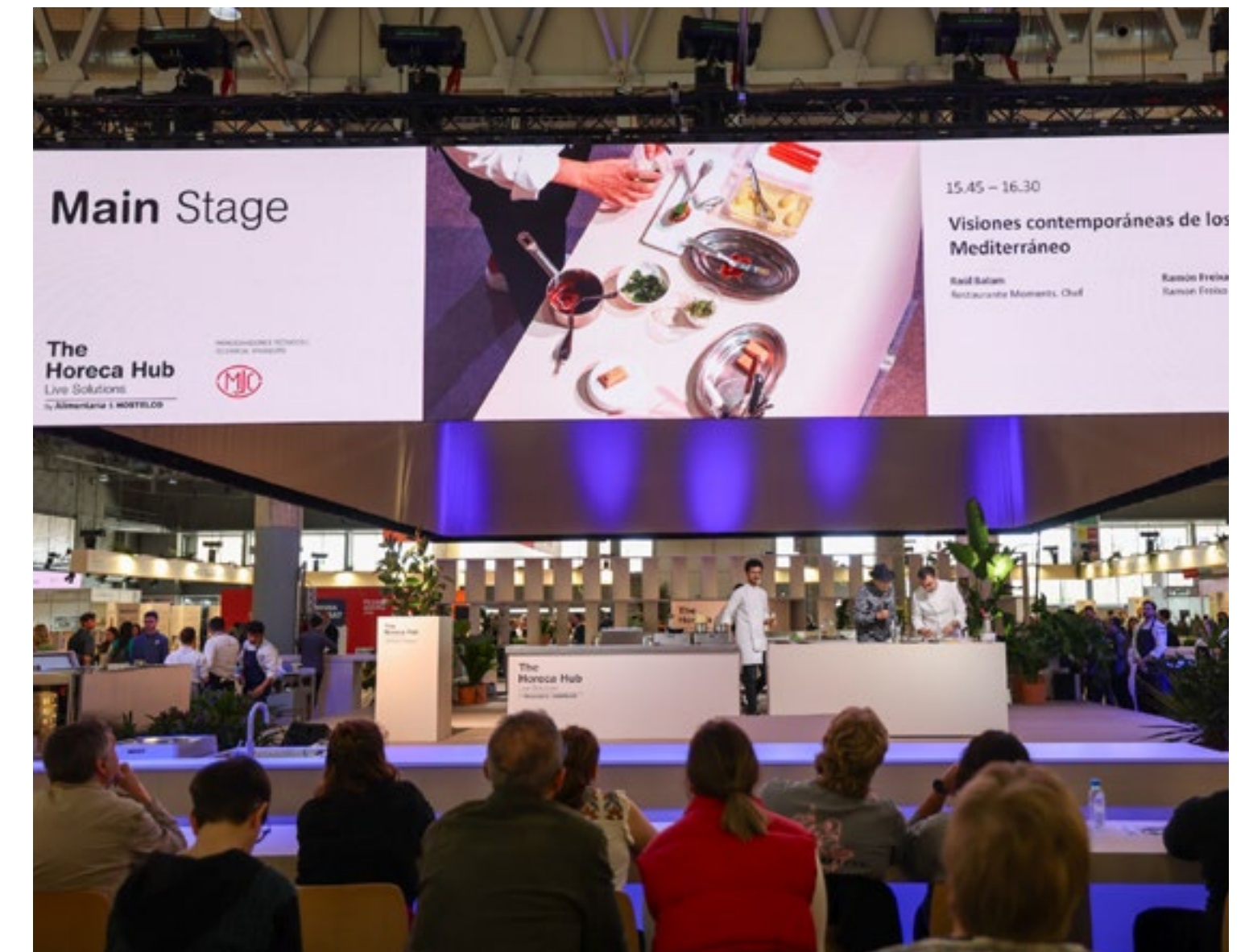
172

International speakers

Chef of the Year Competition

Server of the Year Competition

HOSTELCO Awards



Innovation and the value of brands

Constant commitment to innovation

The Olive Oil Bar

Taste & Discover
by Alimentaria

Coffee, Bakery & Pastry

Taste&Talks
by Alimentaria & HOSTELCO

The Organic Market & Trends

by Alimentaria

Restauración en Colectividades

Meeting point
by Alimentaria & HOSTELCO

Exclusive thematic areas

Aside from being a trade platform, Alimentaria also showcases **gastronomy, innovation and trends** through a wide range of activities and thematic areas where visitors can learn about these trends and generate knowledge.



Our pillars



**Innovation and the
value of brands**



**Hospitality
& Gastronomy**



Internationalisation

Hospitality & Gastronomy

Experience the HORECA revolution

We unveiled the latest trends and innovations driving **the future of the HORECA channel** in headline events, spaces and activities which brought together the **sector's key players**.



The Horeca Hub

Live Solutions

by **Alimentaria & HOSTELCO**

The largest innovation and business platform for the Horeca channel



Food & Hospitality Start-ups

by **Alimentaria & HOSTELCO**

Innovation, talent, business, entrepreneurship



Contract catering

Meeting Point

by **Alimentaria & HOSTELCO**

A unique and influential venue for social and contract catering



Robot Solutions

Collaborative Robots, Automation, AI



Coffee, Bakery & Pastry

Taste&Talks

by **Alimentaria & HOSTELCO**

The Coffee, Bakery & Pastry activity space for sharing experience and knowledge

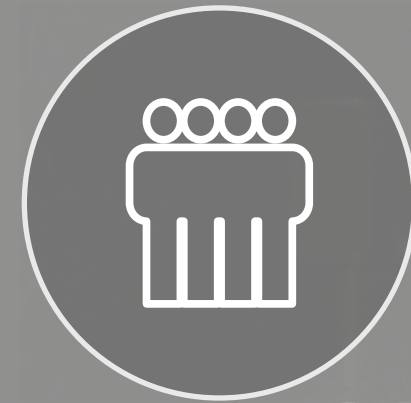


HOSTELCO AWARDS 2024

Prestigious awards which recognise the excellence of food services, hospitality and contract catering professionals

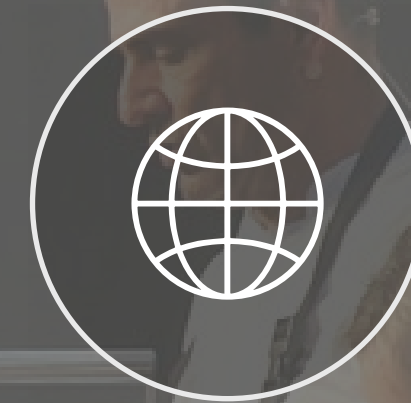
Hospitality & Gastronomy

Experience the HORECA revolution



+18%
international

52,000
Horeca
profile/interest
trade visitors



20+
summits

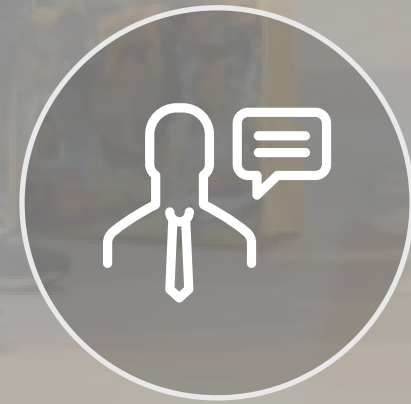
Imagine Foodservice by **Marcas de Restauración & European Foodservice Summit**

FCSI EAME conference

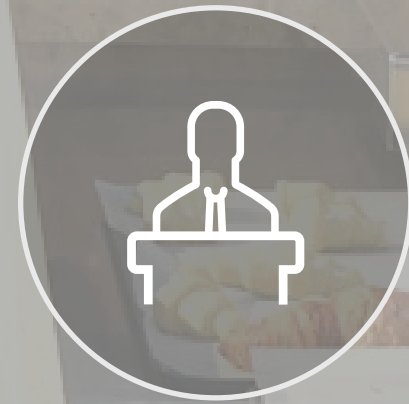
The Hotel from “Close Encounters of the Third Kind” by **CEHAT – ITH**

People and Technology by **Mas Cuota**

Cruise industry overview by **CLIA**



200
sessions



350
speakers



9
awards
and competitions

HOSTELCO Awards

Food&Hospitality Start-ups

National Best Steak Tartare Competition

Chef of the Year Competition

Server of the Year Competition

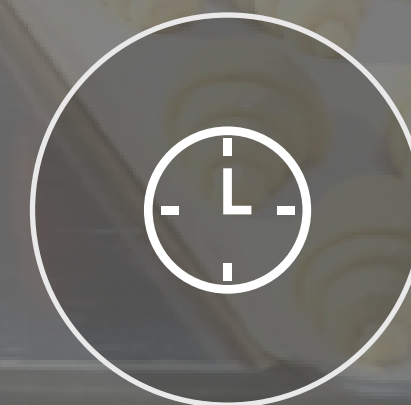
Vera Pizza Champion Spain by **AVPN**

Student competition by **FCSI**

ATX Allergy Protection Awards



75
partners



6
guest activities
and events

Speciality Coffee by **Coffee XP**

4th **Club Top F&B Congress**

ADISCAT 2024 Convention

ITH Board of Directors

CEHE Assembly

Our pillars



**Innovation and the
value of brands**



**Hospitality
& Gastronomy**



Internationalisation

Internationalisation

Genuine international business centre

Alimentaria & HOSTELCO maximise **business opportunities** for exhibitors through **loyalty and invitation programmes** that ensure the presence of **buyers with purchasing decision-making power** from all over the world.

Hosted Buyers

Programme - Invitation to high-level international buyers

Key Buyers Programme - Invitation to buyers from major national operators

Matchmaking System - Online business meeting scheduling platform

Strategic agreements with international organisations



Internationalisation

Guest buyers

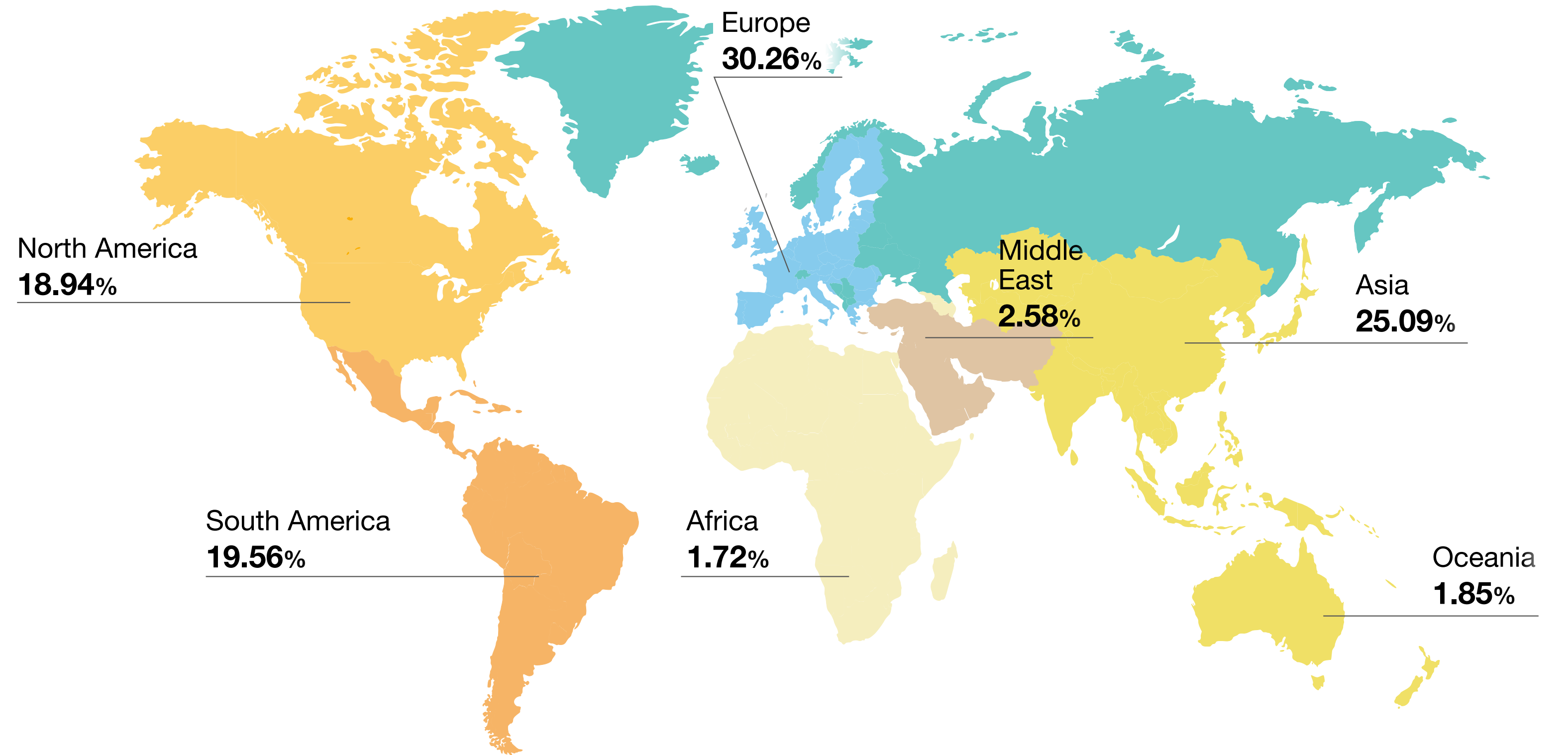
2,200 guest buyers

€1,000,000 in investment

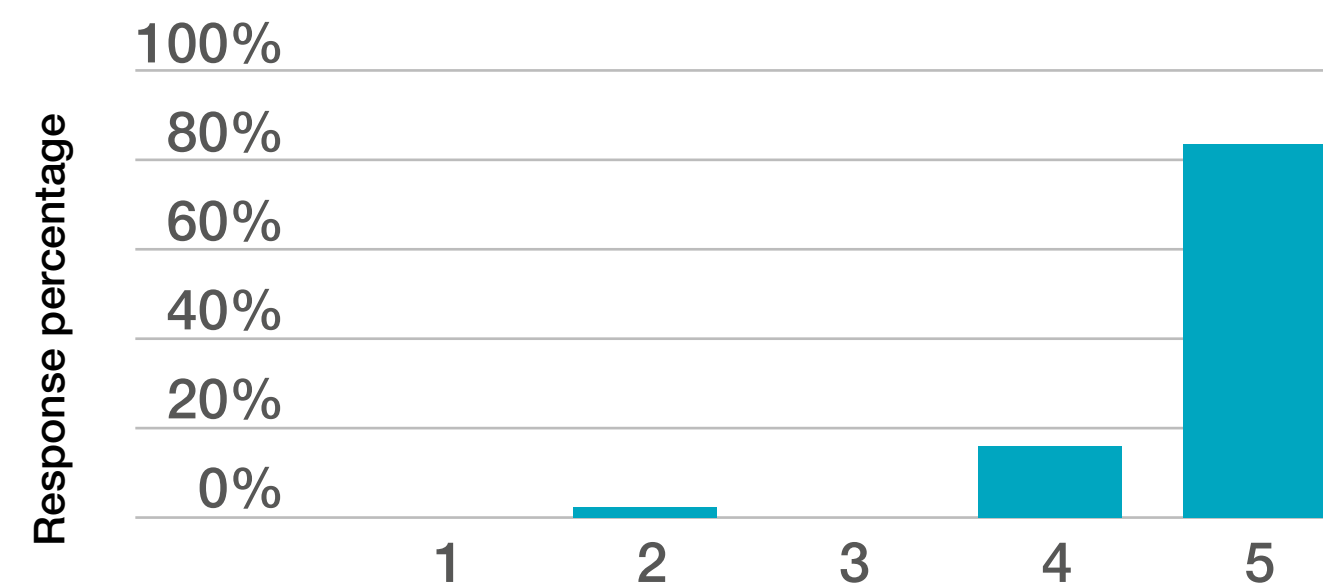
88 countries

13,000 business meetings

In-house team and **15** agencies engaged in attracting Hosted Buyers



WOULD RECOMMEND ALIMENTARIA



Did you close any orders with exhibitors at the fair?



Main operators by channel who visited Alimentaria 2024

FMCG



Aldi

Auchan

Bon Preu

Condis

Consum

El Corte Inglés

Euromadi

Grupo Eroski

Lidl

Mercadona

Brand restaurants



Alsea Iberia

Amrest Holdings

Areas

Food Delivery
Brands

Granier

Grupo Restalia

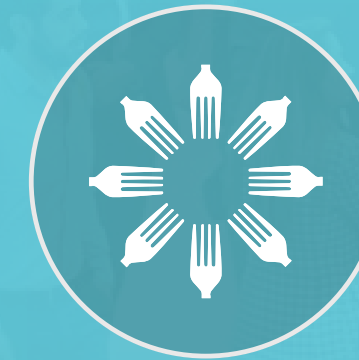
KFC

McDonald's

Ucalsa

Restaurant Brands
Iberia

Contract catering



Albi

Aramark

Bidfood Iberia

Eurest
(Compass Group)

Grupo Ausolan

Mediterranea de
Catering

Newrest Group
Holding

Seruni3n

Sibaris

Sodexo Iberia

Hotel chains



Barcel3
Hotel Group

Catalonia Hotels
& Resorts

Eurostars
(Grupo Hotusa)

Marriott

Meli3

NH Hotel Group

Paradores
de Turismo

Sercotel

Other operators (distribution and wholesalers, convenience and vending)



AB Selecta

Alliance Group

Cepsa

Galp

HD Covalco

IVS Ib3rica

Makro

Repsol

Sehrs

Transgourmet

Major media impact

12,400 impressions in national and international press, radio, TV and online **+83%** compared to 2018

Of which **44%** international (5,400 impressions) **+440%**

With **advertising value** equivalent to **€46 M** **+304%**

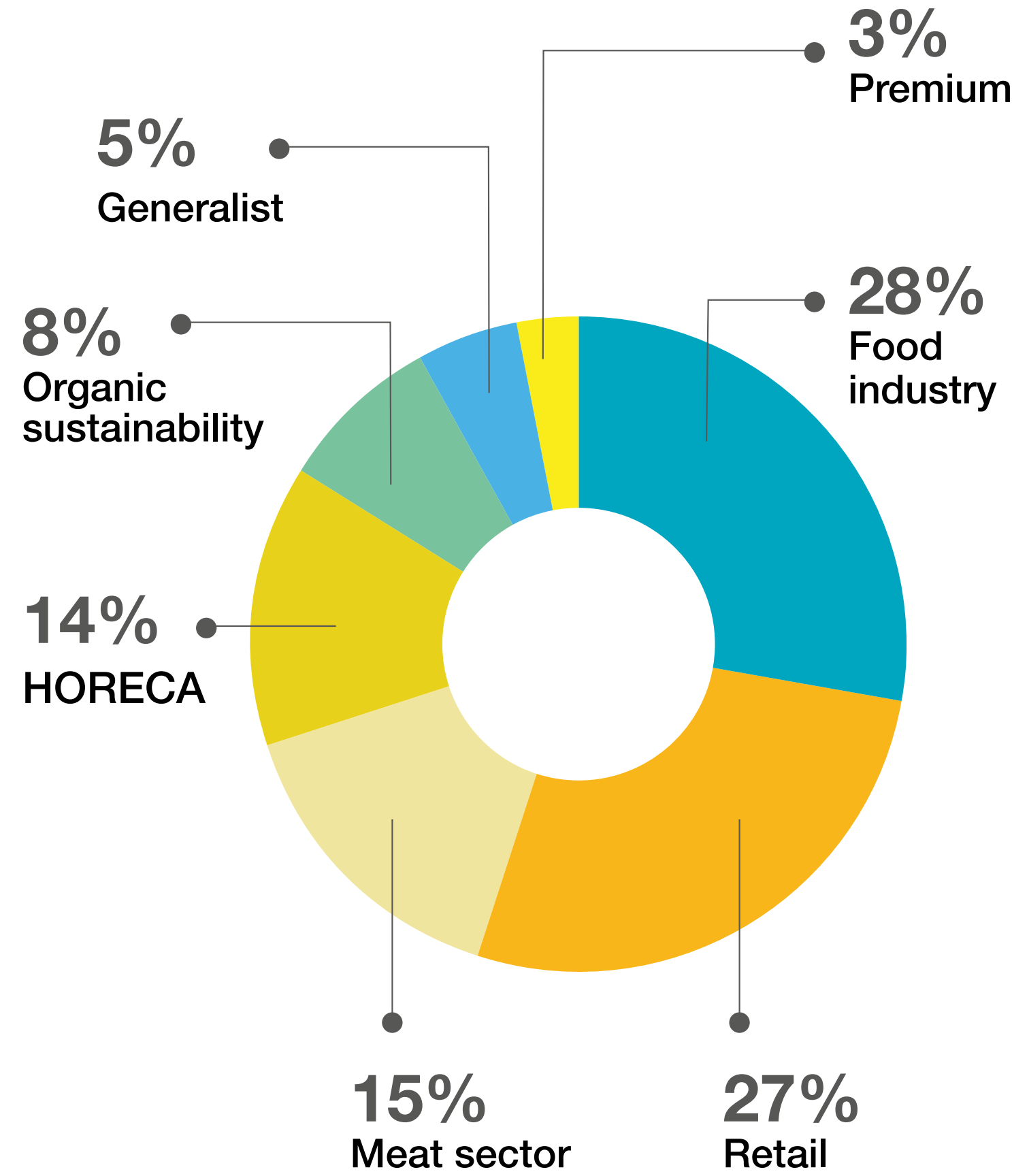
1,291 accredited journalists and reporters from **35 countries** **+84%** compared to 2022

30 guest national and international **journalists**

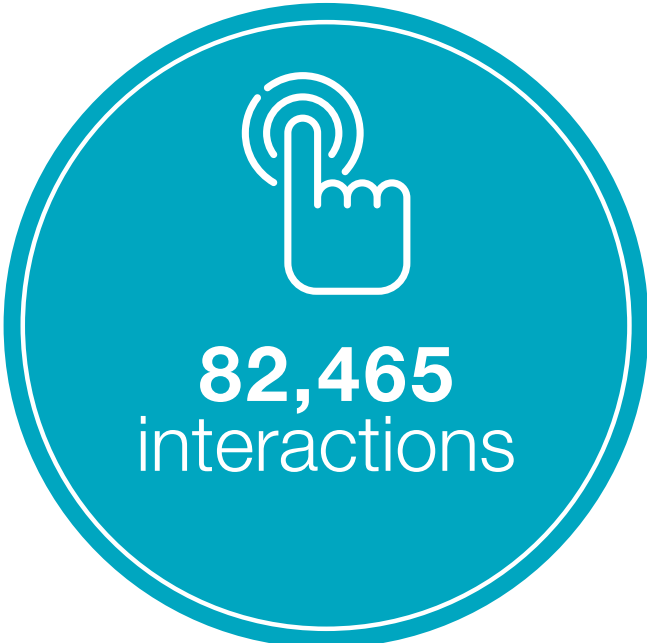
Alimentaria 2024 conducted priority actions in countries including the USA, South Korea, Chile, Peru, Mexico, China and Hong Kong, Canada, Portugal, France, Poland, the UK, the Netherlands, Singapore, India, Greece, Turkey, Italy and Germany.



Distribution by sector



Huge impact on social media



The industry's main stakeholders endorse Alimentaria

Alimentaria has an outstanding relationship with the industry's main domestic and international stakeholders.

Institutional, sector and association partners are closely involved in the running and success of the event in each of its editions.

A&H INSTITUTIONAL PARTNERS



PARTNERS



DIGITAL KIT PARTNER



A sustainable event

Committed to sustainability

To lessen our environmental impact and make our events more sustainable, at Alimentaria & HOSTELCO we carry out a range of actions in line with the UN Sustainable Development Goals (SDGs) and the 2030 Agenda.

27,000 kg
of food
donated to the
Banc dels Aliments

3,252 kg
of paper saved
by also avoiding
print-outs

26,200+
downloads
of the event's
app

Initiatives and best practices



Making good use of food through collection of leftovers by the Banc dels Aliments.



Discounts on public transport (10% off the purchase of a Hola Barcelona Travel Card).



Collecting and managing glass waste in partnership with Ecovidrio.



Setting up recycling stations throughout the show.



Recycling lanyards and pass holders at the venue's exit.



Reducing and eliminating all single-use plastics.



Online press reading points in The Alimentaria Hub and The Horeca Hub.



Printing all materials on recycled paper with the FSC seal.



Empresas con iniciativas sostenibles

Alimentaria & HOSTELCO 2024

#unitedforsustainability

Ainia

Alimentos Sanygran

Almazara Quaryat Dillar

Bodegas Torres Filoso

Calconut SL

Calvo

Campomiel

Casa Amella

Cerveza Raíz Cuadrada

Chill It – Bebidas Extra Frías en Segundos

Coca-Cola

Codina Gel

Conservas Baymar

Costa Brava Mediterranean Foods

CoverManager

Ecogots

El Pozo Alimentación

Embutidos Luis Gil – Encinar de Ocón

Falusán

Fazla

FoieGood – The Foie Gras Alternative

Gloop

Grupo Apex · Aperitivos y Extrusionados, S.A.

Grupo Vall Companys

Hacienda Guzmán

Hello Straw

Iberital

Javara

Kim's Chocolates NV

La Newyorkina

Laboratorios Best Medical

Lapasion Internacional S.A.

Llet Nostra Alimentaria sl

Lugar da Veiga S.L.L.

Mapryser, S.L.

Monbake

Noel Alimentaria

Okin

Oreka Circular Economy SL

Petit Forestier

Productos Trevijano

Robles Ecológico

Roque Iniciativas, S.L.

Señorío de Montanera

Sincere Eco Technology Co., Ltd.

Sphere Group Spain, S.L.

StableTable

Tribe

Vins Gèniu, S.L.

Wassy Himalaya, S.L.

Zyrcular Foods



A & **H**
Alimentaria **HOSTELCO**

2024

HOSTELCO
THE HOTEL & RESTAURANT TRADE SHOW

COME 18-21
Marzo / March

- The Alimentaria Hub
- The Olive Oil Bar
- The Organic Market & Trends
- The Horeca Hub
- Food & Hospitality Startups
- Coffee, Bakery & Pastry
- Restauración en Colektividades

ICEX FIAB Generalitat de Catalunya AECOC ULEAV ITH SECRETARIA DE ESPAÑA

↓ VISITANTES ACREDITADOS / REGISTERED VISITORS ↓

Accés / Acceso / Access SUD