

# Alimentaria

International Food, Drinks & Food Service Exhibition

— 50 years —  
feeding the future

**BARCELONA**  
23 - 26 March 2026  
Gran Via Venue



**Alimentaria**  **Hostelco**



Fira Barcelona

Alimentaria  Exhibitions



The image shows the exterior of a modern building with a large, curved, light-colored concrete roof that extends over a glass-fronted entrance. The glass facade reflects the sky and surrounding environment. A large crowd of people is walking in the foreground, some blurred due to motion. Various banners and signs are visible on the glass facade, including 'WELCOME', '18-21 Mayo / March', 'HOSTELCO', 'AECOC', and 'WELCOME'. The overall atmosphere is one of a busy, large-scale event.

# Alimentaria 2026

A unique Food, Drinks and Gastronomy Experience

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

The synergies between Alimentaria + Hostelco have made it possible to create one of the largest international meeting points for the hospitality industry, thus managing to respond to all the needs of the HORECA sector with the most complete and cross-cutting offer.

This unique differential positioning translates into an event of greater internationalisation and innovation which allows exhibiting companies to generate new and better business opportunities and international expansion.



**LECHE CONDENSADA**  
**MARCA "LA LECHERA"**

El mejor  
nutrimento  
para  
los  
niños.

La mejor  
leche  
para todos  
los usos  
culinarios

Venta anual:  
100 millones  
de botes.

La primera marca  
del mundo.

**ANGLO-SWISS CONDENSED MILK Co.**  
 CHAM, SUIZA.



**YOGHOURT**  
**DANONE**


*l'équilibre de la santé...*



**LA ESPAÑOLA**  
 SALSAS RELLENAS de ANCHOA

Para su:

**VERMOUTH, MESA Y DELEITE**



**CALDO MAGGI**  
 EN CUBITOS

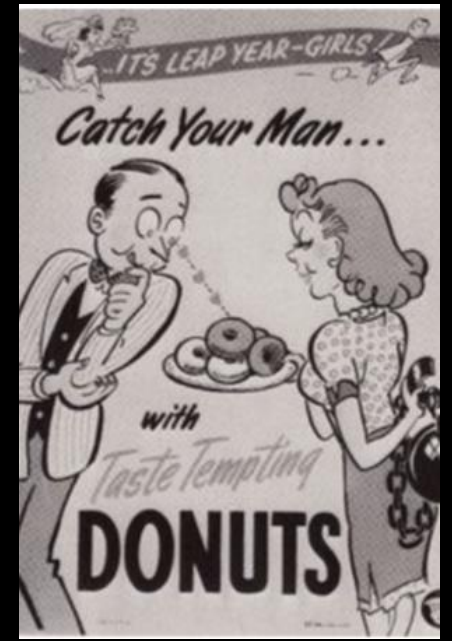
*La marca de calidad*



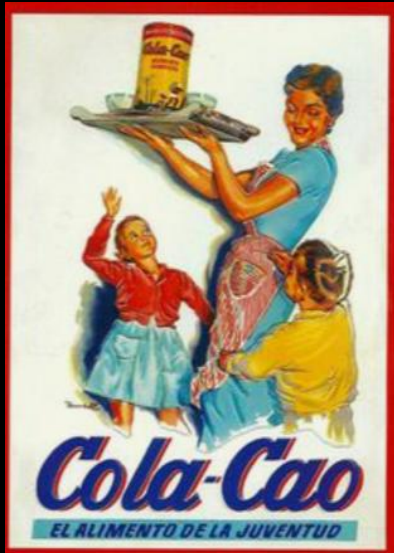
IT'S LEAP YEAR - GIRLS!

*Catch Your Man...*

with  
*Taste Tempting*  
**DONUTS**



**Cola-Cao**  
 EL ALIMENTO DE LA JUVENTUD



**NESCAFE**  
 Extracto de café en polvo

**LA LECHERA**  
 PRODUCTO NESTLE

*la combinación perfecta!*



**Nestlé**

**Merveilles du Monde**

CHOCOLAT



**ROYAL**  
 BAKER AND PASTRY COOK

**ROYAL BAKING POWDER CO.**  
 NEW YORK, U.S.A.



3  
 Delicious  
 Flavors

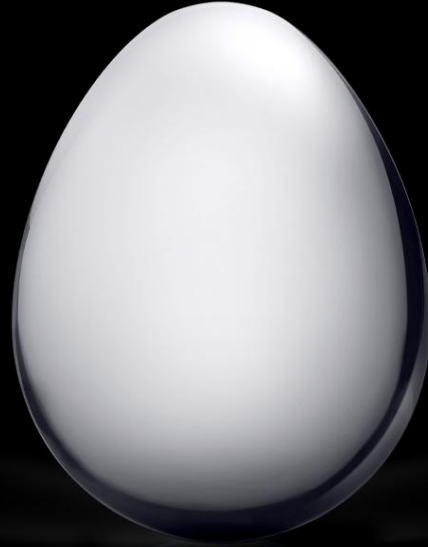
10 for 5¢ **ADAMS Chiclets** 10 for 5¢  
 The Original Candy-Coated Gum

**ADAMS Chiclets**  
 SPEARMINT FLAVOR



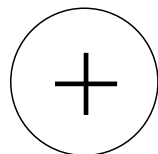
# Alimentaria

International Food, Drinks & Food Service Exhibition

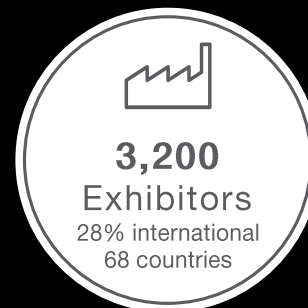


— 50 years —  
feeding the future

# The power of synergy



Alimentaria + Hostelco, together leading the international platform reference point in the food industry, gastronomy, Food Service and catering equipment.



**85.8** of exhibiting companies  
consider **their participation at**  
**Alimentaria + Hostelco 2024** to be  
**totally satisfactory.**

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



# Alimentaria Key Pillars

Innovation



Food Service and  
Gastronomy



Specialization



Internationalization



# Alimentaria Key Pillars

Innovation



Food Service and  
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## Driving the future of the industry

Alimentaria is the largest showcase of the food industry's innovative capacity in Spain and one of the largest internationally. Thousands of companies present their latest launches at the show, products that will set trends and define the food of the future.





# An ongoing commitment to innovation

## The Alimentaria Hub

Trends & Innovation

The Alimentaria Hub is the meeting point to explore the innovations shaping the future of the food industry.



*'More than just a trade show, Alimentaria is a meeting point for the sector and the professionals who are part of it. It is an opportunity to meet our partners and customers and exchange views on the future of the sector and food innovation.'*

- Héctor Barbarín, CNTA (National Centre of Food Technology and Safety)



*'For the sector, INNOVAL is a necessary space where trends, creativity and innovation in food meet. For Nestlé, the company with the largest private food research network in the world, it is an essential event to showcase its innovation converted into delicious, nutritious and sustainable products'.*

- Nestlé Spain



3,240  
sq.m.

12  
Partners

3,800  
Congress  
attendees

219  
International  
Speakers

300  
Products at  
Innoval

## Discovering the most disruptive projects

### Food & Hospitality Startups

by Alimentaria & Hostelco

With the aim of promoting **innovation**, talent, new business models and the **entrepreneurial ecosystem**, Alimentaria + Hostelco activated **3 disruptive exhibition areas** for startups.

This project showcased the **most transformative initiatives** in the world of food, beverages and equipment for the foodservice, hotel and hospitality industries.



*'Participating in Alimentaria's Food & Hospitality Startups program has been a transformative experience for Nucaps, driving our vision of improving health through foodtech. Being recognized as the most promising startup validates our efforts to innovate with new generation functional ingredients'.*

- Nucaps

43

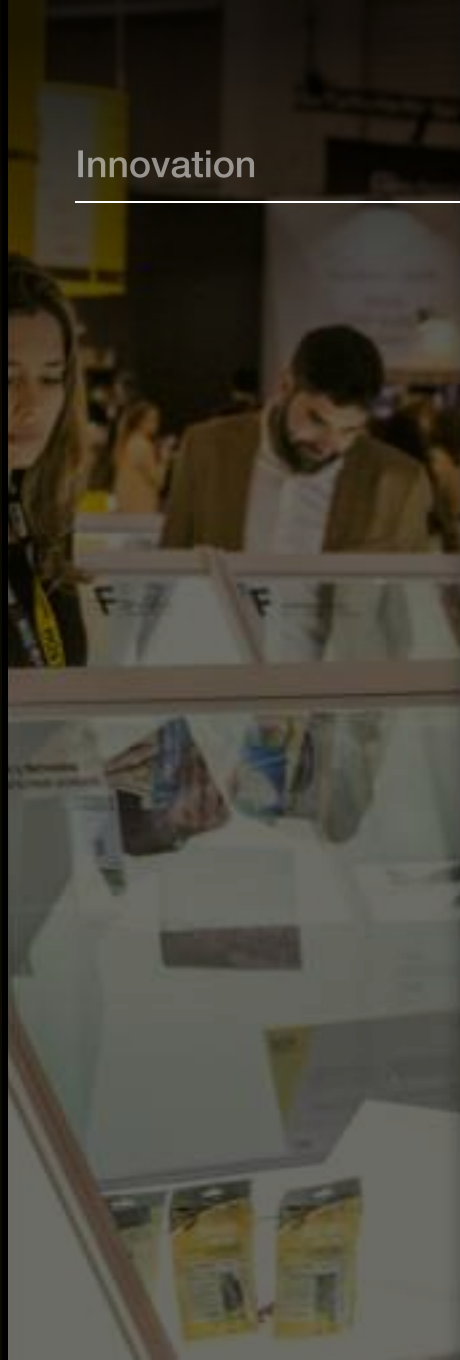
Participating startups





# Alimentaria Key Pillars

Innovation



Food Service  
and Gastronomy



Specialization



Internationalization



# Retail and Food Service Grow Together

Alimentaria + Hostelco take their value propositions a step further to stop being two events that are held together and become a single, authentic platform for the entire Retail and Food Service value chain.

Because that is what alliances are all about: collaborating and sharing, but, above all, adding up to more. And so Alimentaria + Hostelco was born, bringing together all the knowledge, experience and prestige of two benchmarks that converge to expand together.

A sum that multiplies the business opportunities for all the segments that make up the hotel and foodservice industry.

And the result? A unique event of reference that responds to all the needs of the Horace and Hospitality ecosystem, with an unparalleled positioning in the entire international trade show market, and with the most complete and transversal offer for the food and beverage, gastronomy, Food Service and hospitality equipment industry.

**Alimentaria** + **Hostelco**





# Experience the HORECA revolution

**The  
Horeca Hub**  
Live Solutions  
by Alimentaria & HOSTELCO

The Horace Hub is the largest multidisciplinary meeting between professionals who lead the HORECA channel at an international level. With the aim of supporting the hospitality industry as a whole to become more competitive through the management, innovation, digitalization and sustainability of their businesses, it simultaneously hosts presentations, showrooming's, tastings, and the latest innovations, products and solutions in the hospitality sector.



*'Alimentaria is a wonderful showcase, a meeting place that allows us to be with all our customers and to meet new possibilities and new contacts in a lively market. See you at the next edition of Alimentaria.'* - Pier Galloni, Garda



*'Alimentaria is a strategic platform that keeps our brands at the forefront, boosts their internationalization, explores business opportunities and strengthens their position in an increasingly competitive global market, especially in the integration of artificial intelligence, process optimization and the adoption of more sustainable practices'.*

- Adriana Bonezzi, Marcas de Restauración

*'Alimentaria has a heart that beats strongly with haute cuisine. Here, chefs also have space to spread the word about their daily work. The Horace Hub has a lot of innovation, it is much closer, much more immediate, you are almost cooking for them'.*

- Quique Dacosta

86

Activities

172

International  
Speakers



Horace  
Awards

# The decisive meeting for the foodservice sector

**Restauración en  
Colectividades**  
Meeting point  
by Alimentaria & HOSTELCO

A unique and benchmark space for the social and collective foodservice sector with a **Sponsors' Village** and activities area: round tables, presentations and culinary demonstrations aimed exclusively at professionals from the social and collective foodservice sector. It is a reference point for the sector to gather information, discover new products and bring together service operators and suppliers in the field.



**COTESA**

*'The fact that an international trade show of the magnitude of Alimentaria + Hostelco has chosen to dedicate a space exclusively to the foodservice sector is key to giving visibility to the sector and placing it in its rightful place.'*

- Ana Turón, Foodservice Group

*'Foodservice Group Meeting Point is key to giving visibility to the companies working with the sector'.*

- Francesc González, Cotesa

*'It is very important that Alimentaria + Hostelco keep this point about how we can help groups improve. These mini-points are fundamental to establish links and look at the healthy practices that so many people are doing.'*

- Senén M. Barral, Inditex

22

Activities

70

Speakers

11

Sponsors  
Village  
Companies

30

Sponsors

ATX Allergy  
Protection  
Awards

Study:  
CR  
in Catalonia



# The latest, by master coffee makers, bakers and confectioners

## Coffee, Bakery & Pastry

Taste&Talks  
by Alimentaria & HOSTELCO

An area dedicated to the coffee, bread and pastry set, which brings together leading experts in a captivating space with a complete range of products and equipment, where you can discover the latest trends and business innovations in the sector through exhibitions, round tables, tastings, demonstrations and activities carried out by leading experts with an experiential, product and business focus.



*'This space that has been created this year has been great, very interesting and I hope it will last for years to come. The world of gastronomy is about sharing, and we have shared ideas, knowledge, and backgrounds in bakery, patisserie and cuisine'.*

- Oriol Balaguer



*'In our second edition at Alimentaria + Hostelco, we are here to stay. It's a great platform for us to expand internationally'.*

- Raúl Pérez, Cafés Baqué



*'You need to be at Alimentaria + Hostelco if you are interested in developing in the food sector in general, because it is a forum where you will find and cover all your business needs.'*

- Aurelio Antuña, Monbake

# Alimentaria Key Pillars

Innovation



Food Service  
and Gastronomy



Specialization



Internationalization





# We bring together the most comprehensive and cross-cutting offer

Characterized by the cross-cutting nature of its enormous range of shows, Alimentaria encompasses and preserves the sectoral diversity of the food and beverage industry in a specific and monographic way.

As a result, the event's exhibits are divided into different shows according to product type, origin and sales channel, responding to the specific needs of each sector.



# Sector layout





# Alimentaria Key Pillars

Innovation



Food Service  
and Gastronomy



Specialization



Internationalization



## Promoting the internationalization of the sector

3,200 companies attend Alimentaria + Hostelco in search of new export opportunities. The show attracts more than 100,000 professional visitors, 25% of them international. Among these visitors are 2,200 guest buyers invited by the organizers, coming from key markets for the sector.





# The largest international showcase for exhibitors

Exhibitors from all over the world for visitors from all five continents.

Alimentaria boosts the internationalization of exhibitors and key buyers, acting as a bridge to Latin American markets.

## Exhibitors

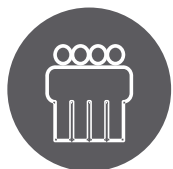


**900**  
international  
exhibitors



**68**  
countries

## Visitors

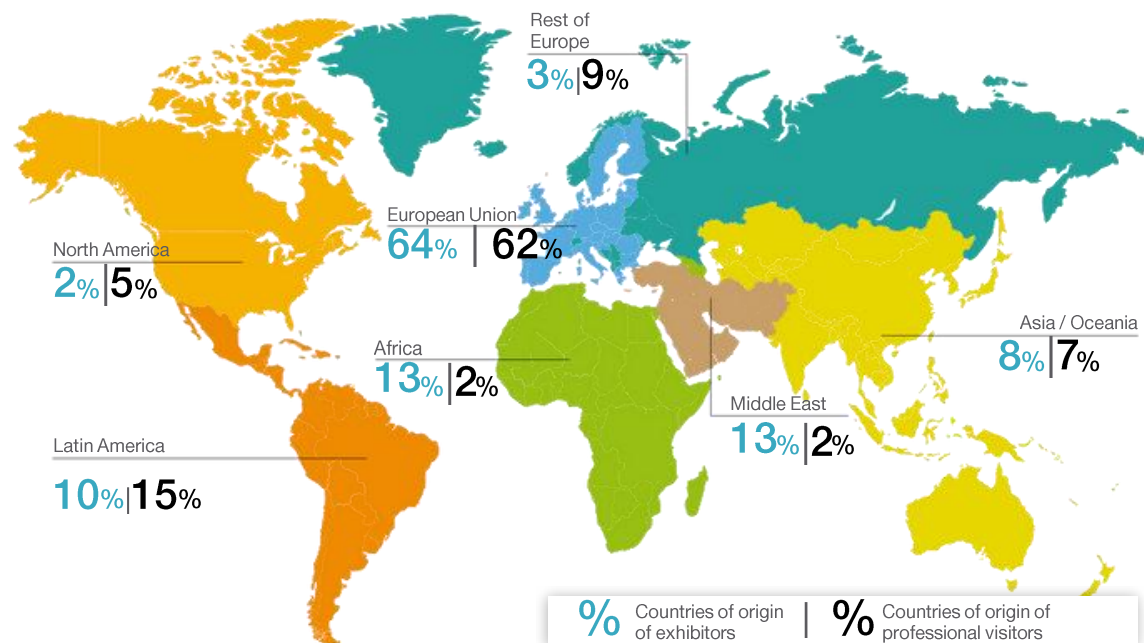


**27,000**  
international  
professional  
visitors



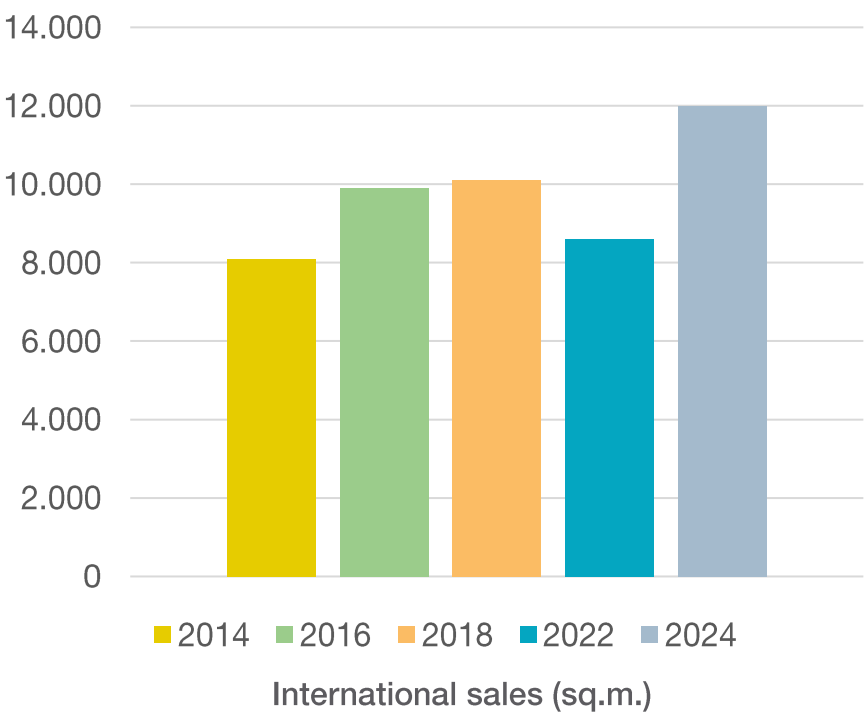
**120**  
countries

## Countries of origin of exhibitors and visitors



# Evolution of International performance

## Participation of 68 countries



## Top 10 countries by number of participating companies

Country
Italy
China
Poland
Portugal
Turkey
Belgium
France
Germany
Romania
The Netherlands



# The opportunity for international companies to enter new markets





# Key International Country Pavilions at Alimentaria 2024



**GERMANY:** German Meat



**ALGERIA** Product of Algeria



**ARGENTINA:** Agencia  
Argentina de Inversiones y  
Comercio Internacional



**BELGIUM:** Belgian Meat Office,  
– Flanders Investment & Trade



**BRAZIL:** Ceciex Brazilian  
Supplier



**CANADA:** Canadian Food  
Exporter Association



**CHINA** Chamber of Commerce  
of Import&Export of Foodstuff...



**UNITED ARAB EMIRATES:**  
Sharjah Exports Developmente  
Center



**ECUADOR:** Fedexpor



**GEORGIA:** Entreprise Georgia



**GREECE:** Promosolution



**INDIA:** Fieo



**INDONESIA:** ITPC



**ITALY:** ICE, Cámara de Comercio Italiana  
de Madrid, Región Piamonte, Campania,  
Marcas...



**JAPAN:** Jetro



**KOREA:** Korea Agro Fisheries&Food  
Trade Corporation



**MOROCCO:** Morocco FOODEX



**MÉXICO:** Trademex



**POLAND:** National Support Centre for  
Agriculture (KOWR) Polish National  
Poultry Council.....



**PORTUGAL:** Portugal Foods,  
Innovcluster



**RUMANIA:** Pro Romanian Food  
Association – APAR



**SRI LANKA:** Tea Board



**THAILAND:** Bli Thailand



**TURKEY:** Simexpo



**UKRAINE:** National Export Promotion  
Centre, Ukranian Exporter Alliance

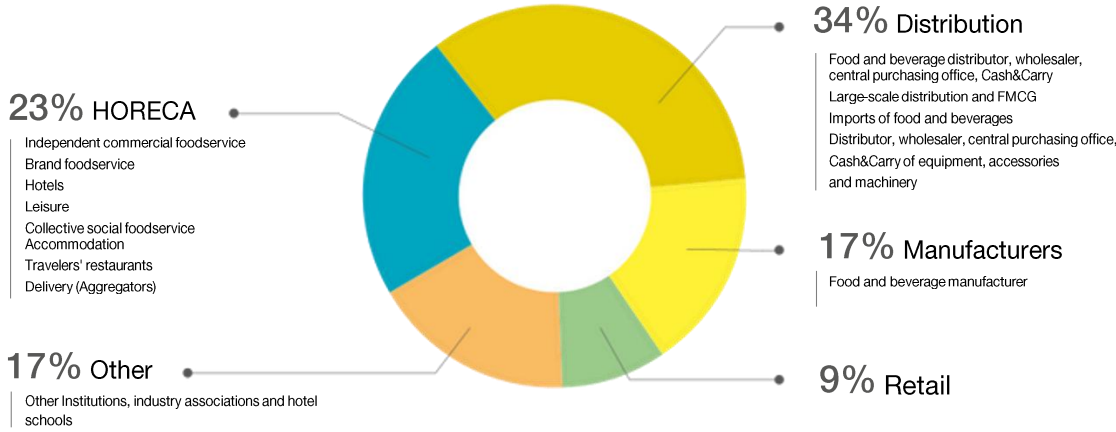


**USA:** B-For Pavillion



# A must-attend event for professionals in the sector

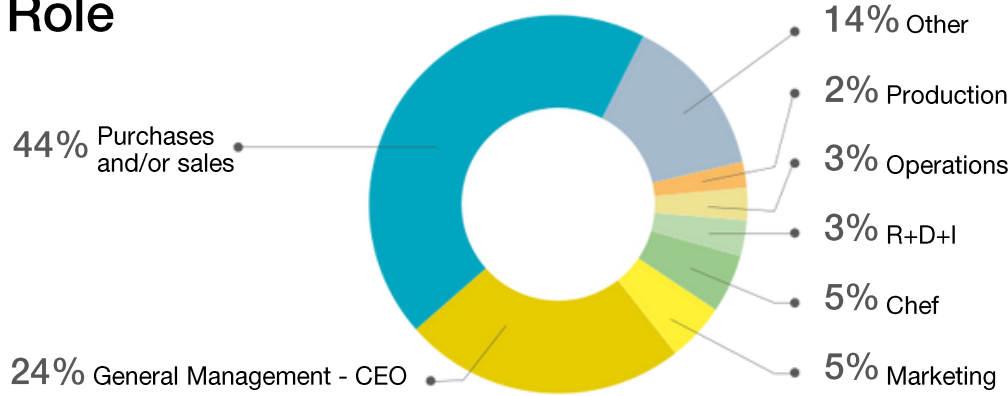
## Activity



## Visitor origin



## Role



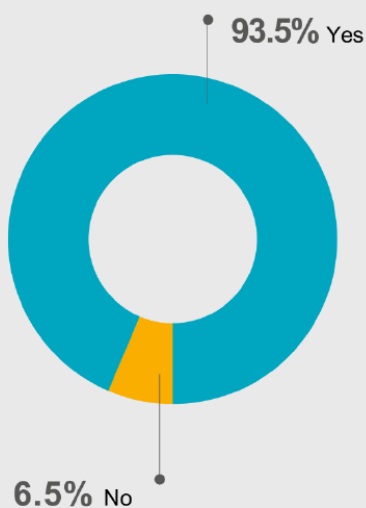
## Main countries of origin

Europe	Rest of the world
Spain	China
Italy	Argentina
France	Colombia
Portugal	United States
Netherlands	Mexico
Andorra	Chile
Germany	Venezuela
United Kingdom	Brazil
Poland	Peru
Romania	Uruguay

# The event that industry professionals think is a must-attend



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



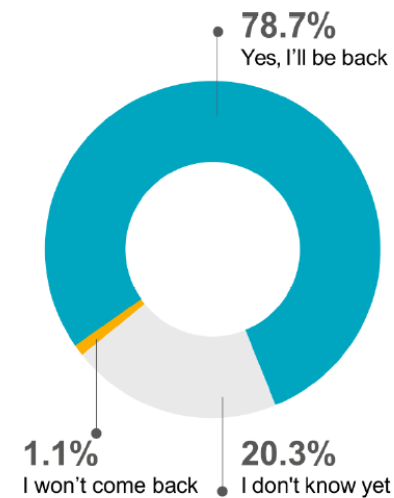
**79.7%** of visitors are involved in their companies' purchasing decisions



**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





Internationalisation

# Genuine international business centre

Alimentaria + Hostelco maximise business opportunities for exhibitors through loyalty and invitation programmes that guarantee the presence of buyers with purchasing power from all over the world.

**Recomienda program** - Exhibitors can invite their current and potential customers to join Alimentaria's loyalty programs below listed

**Hosted Buyers program** - Invitation to high-level international buyers

**Key Buyers program** - Invitation to buyers from major national players

**Matchmaking System** - Online business meeting scheduling platform

Strategic agreements with international entities

**ACCIÓ**  
Catalonia  
Trade & Investment

 **Generalitat de Catalunya**  
Government of Catalonia






Internationalization

# Hosted Buyers Program in 2026

 **1,110M €**  
Investment

 **85**  
Countries

 **1,540**  
International  
Hosted Buyers

27%	Europa
28%	Latin America
22%	Asia
17%	North America
3%	África
3%	Middle East
1%	Oceania

Institutional Partners







Internationalization

# Hosted Buyers. Country of Origin

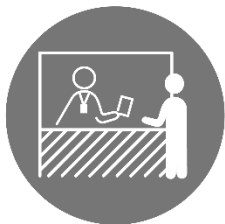
## Ranking

1	Estados Unidos
2	México
3	China & Hong Kong
4	Canadá
5	Reino Unido
6	Países Bajos
7	Corea del Sur
8	Singapur
9	Alemania
10	Chile
11	Brasil
12	Japón
13	Emiratos Árabes
14	Colombia
15	Perú
16	Polonia
17	Malasia
18	Vietnam
19	Francia
20	Italia
21	Bélgica
22	Dinamarca
23	Australia y Nueva Zelanda
24	Suecia
25	Hungría
26	Filipinas
27	Irlanda
28	India
29	Tailandia

30	Ecuador
31	Argentina
32	Portugal
33	Noruega
34	Marruecos
35	República Dominicana
36	Puerto Rico
37	Arabia Saudí
38	República Checa
39	Israel
40	Finlandia
41	Qatar
42	Guatemala
43	Panamá
44	Costa Rica
45	Uruguay
46	Otros (incluye España)***
47	Rumanía
48	Lituania
49	Letonia
50	Suiza
51	Austria
52	Turquía
53	Eslovaquia
54	Taiwán
55	Croacia
56	Indonesia
57	Túnez
58	Omán

59	Azerbaiyán
60	Bahréin
61	Sri Lanka
62	Ucrania
63	Grecia
64	Argelia
65	Sudáfrica
66	Bulgaria
67	Costa de Marfil
68	Chipre
69	Paraguay
70	Ghana
71	Egipto
72	Jordania
73	Estonia
74	Cuba
75	Eslovenia
76	El Salvador
77	Honduras
78	Nicaragua
79	Cisjordania y franja de Gaza
80	Bielorrusia
81	Irán
82	Líbano
83	Camboya
84	Malta
85	Myanmar
86	Bolivia

## Main business tools



### Recomienda Program

Possibility to propose to the organization to invite your best current and potential clients as Hosted Buyer and/or Key Buyer, guaranteeing confidentiality. Don't miss this opportunity! Recommend your top contacts to receive an invitation on your behalf so that they can visit the fair in a preferential way.



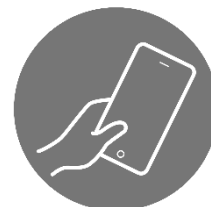
### Online Catalogue

Identify the companies and products you are looking for through interest filters, locate them on the map and generate contacts and favourites.



### Alimentaria Matchmaking System

Online platform that allows to schedule business meetings between invited buyers and exhibitors. Available to all exhibitors, free of charge and with access to invited buyers. It has an automatic recommendation system through AI.



### App Alimentaria

Plan your visit and access all the information about the fair from your telephone; timetables, access, transport, activities, speakers, exhibitors, maps, etc.



# HOSTED BUYERS

ALIMENTARIA 2024



# HOSTED BUYERS

ALIMENTARIA 2024

## USA & Canada



## Asia & Middle East





# HOSTED BUYERS

ALIMENTARIA 2024

## Latin America



ArchMeat

CCF GRUPO LA COMER



## Europe



Internationalization



National Key  
Buyers

The Key Buyers program confirms  
the attendance of key national  
buyers.



NATIONAL KEY BUYERS





# NATIONAL KEY BUYERS

ALIMENTARIA 2024



# The industry's main stakeholders endorse Alimentaria

Alimentaria maintains an excellent relationship with the industry's main stakeholders, both nationally and internationally.

Institutional, sectorial and associative partners collaborate firmly in the development and success of the event in each of its editions.

## INSTITUTIONAL PARTNERS A+H



## PARTNERS





# Barcelona, international gastronomic capital

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Barcelona is a cosmopolitan, modern and open city that prides itself on its diversity. It is one of the top international tourist destinations and one of the most popular cities for doing business because of its quality of life and infrastructure.

Gastronomy is one of its great attractions, both for the variety and quality of its Mediterranean and market cuisine and for the new creative proposals of internationally renowned chefs.



# Alimentaria

50 years  
feeding the future

23 - 26 March 2026

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