

Alimentaria celebrates 40th anniversary with new concept

This year, from 25 to 28 April, Alimentaria will be celebrating its 40th anniversary at the Fira Gran Via Exhibition Centre. The International Food & Drinks Exhibition is preparing a completely revamped edition with an updated concept aimed at expanding the overall offering in order to represent a broader spectrum of the industry and reflect new market trends and consumer habits.

As part of its new structure, Alimentaria has reorganised its usual 14 shows into five shows that encompass the primary food and drinks markets: Intervin (wines and spirits), Intercarn (meat and meat products), Restaurama (restaurants), Interlact (milk and dairy products) and Multiple Foods (all kinds of confectionery, preserves, oils and premium products).

Multiple Foods, the new show for food trends and special and functional projects, will feature Alimentación Ecológica, Olivaria, Expoconser, Interpesca, the International Pavilions, Lands of Spain, Snacks, Biscuits & Confectionary, Mediterranean Foods, Healthy Foods and Fine Foods, along with the Premium zone and the Olive Oil Bar.

Restaurama will integrate Expobebidas and welcome Congelexpo companies.

Given that meat products, wines and gastronomy lead the Spanish food industry, these sectors will form the backbone of the event.

The Alimentaria Hub will be one of the most strategic spaces for fostering innovation, business collaboration, competitiveness and the dissemination of knowledge in the food sector. Activities at the show will revolve around six core themes: distribution and retail, CSR, internationalisation, R&D&I and branding, nutrition, and marketing and communication. There will be new product launches as well as conferences, presentations and consumer trend analyses. It will also include a centre for business meetings and export opportunities and networking sessions to foster entrepreneurship.

The Alimentaria Hub will include the Innoval and Best Pack exhibitions, the Food & Drink Business Meetings and the RDI meetings by FIAB (the Spanish Food and Drink Industry Federation), Coffees with Experts by ICEX (the Spanish Institute for Foreign Trade), the International Congress of the Mediterranean Diet, the Creating Shared Value Congress by Nestlé, the Food Factory space for start-ups and business angels, and the bloggers' meeting.

The Food Factory will once again be one of the main attractions at The Alimentaria Hub and the meeting place for technology start-ups in the agrifood sector and business angels with the capacity to invest in projects with development potential. This year, the programme will be strengthened thanks to collaboration with Reimagine Food, an international observatory of new companies in the agrifood sector that aims to identify ground-breaking ideas for the food and beverage market and link them up with key investors in the industry.

Innoval will feature the latest trends and innovations in the sector, exhibiting more than 300 new food products. The Innoval Awards will once again recognise the food industry's commitment to quality and its capacity to adapt to consumer demands. The Spanish Food and Drink Industry Federation (FIAB) is organising the VII Alimentaria Food Technology and Innovation Meeting, while consultancy firm Innova Market Insights will be leading the Top Ten Trends session at which it will present a selection of the ten global trends that are currently setting the bar in the food industry.

The power of social networks as a communications tool will be another of the cornerstones of The Alimentaria Hub. To encourage people to learn about and understand these new communication channels, the show is inaugurating The Food Bloggers Conference, the place for sharing knowledge among bloggers and other social network professionals associated with food and gastronomy, which will also be hosting conferences and activities with experts in this sphere.

The Alimentaria Hub will also host the third Nestlé Forum on Creating Shared Value, which this year is dedicated to the industry's contribution to a sustainable and socially responsible future, and the XI International Conference on the Mediterranean Diet, organised by the Mediterranean Diet Foundation, which seeks to encourage a lifestyle based on healthy food choices.

Alimentaria will celebrate its four decades in the field by consolidating its position as the reference exhibition for the food and drinks sector in Europe. At its last edition, the event attracted more than 140,000 visitors from all over the world and hosted 3,800 participating firms including more than 1,000 international companies.