

Alimentaria 2018

International Food, Drinks & Food Service Exhibition

A unique
food, drinks, and
gastronomy
experience



Post-Show Report

Co-located
event



BARCELONA

16-19 April

Gran Via venue

www.alimentaria-bcn.com

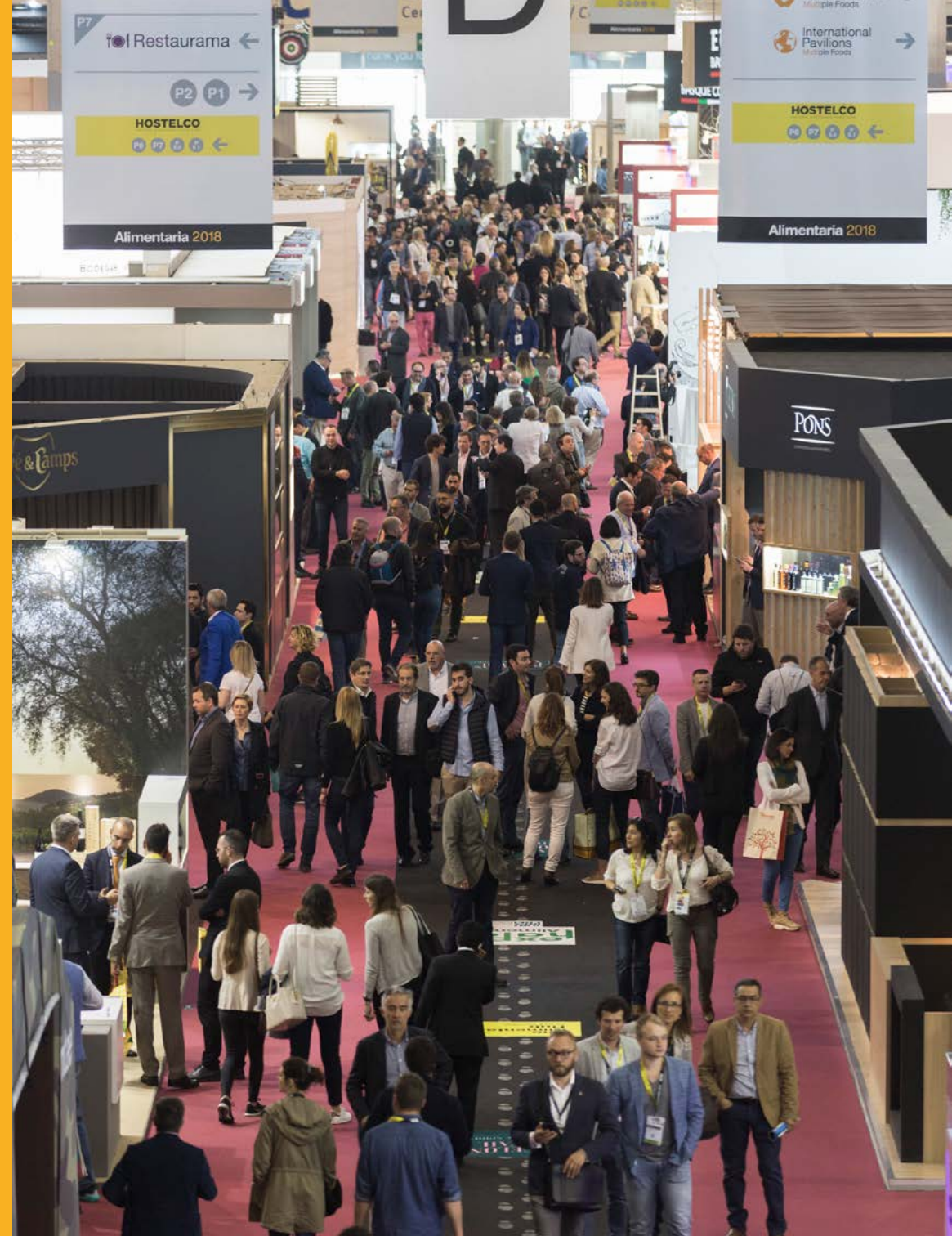
The
Alimentaria
Hub

The
Alimentaria
Experience

Alimentaria  Exhibitions

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Alimentaria 2018

A unique food, drinks, and gastronomy experience

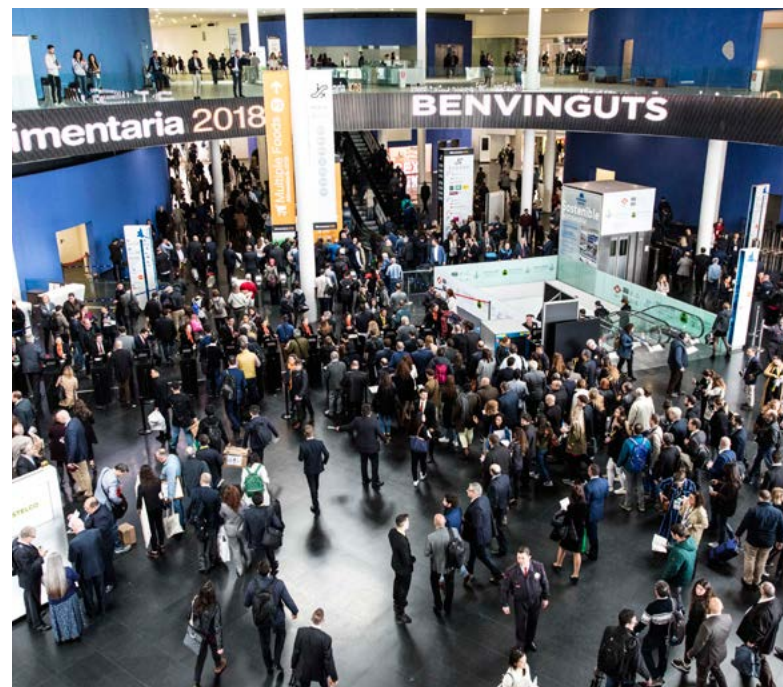
Alimentaria is the leading food, drinks, and gastronomy fair in Spain and the Mediterranean arc and an international benchmark for the sector.

Alimentaria and Hostelco 2018 have held their first joint event with big crowds 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 internationalisation and innovation which enables exhibitors to generate new and greater business and international expansion opportunities.

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





&



The figures say it all



100,000 sq.m
of net exhibition area



4,500 exhibitors
from
70 countries



150,000 visitors
30% international from
156 countries



1,400
international hosted buyers



+12,500
scheduled business
meetings



200
activities
and conferences



35 chefs
45 Michelin stars



21,500
delegates and
attendees



€200 million
in estimated economic
impact in Barcelona



FUNDACIÓ
BANC DELS ALIMENTS
BARCELONA



34,921
kg of surplus food

+12.8%
vs. 2016



120
volunteers



Sector depth and cross-cutting synergies



85,000 sq.m
of net exhibition
area

* Dynamic areas: 8,100 sq.m



4,000
exhibitors



70
represented
countries



Inter Carn

Meat and meat
products show



507
exhibitors



28,999
visitors have
meat products in
their portfolio



15,700 sq.m
of exhibition area

Some exhibitors:

BEHER / CAMPOFRÍO FOOD GROUP, S.A. / CASA TARRADELLAS / ELPOZO ALIMENTACIÓN, S.A. / EMBUTIDOS MONELLS, S.A. / GRUPO NORTEÑOS / JAMONES ALJOMAR / JORGE PORK MEAT, S.L. / LA SELVA / NOEL ALIMENTARIA / SPLENDID FOODS, S.A.U. / GRUPO VALL COMPANYYS...



Restaurama

Food service and
hospitality show



300
exhibitors



18,249
visitors have
products and services
for the HORECA
sector in their portfolio



10,500 sq.m
of exhibition area

Some exhibitors:

AGUA MINERAL SAN BENEDETTO, S.A.U. / AGUAS FONT VELLA Y LANJARÓN, S.A. / CACAOLAT / CAFÉS PONT / CAMPOFRÍO FOOD GROUP, S.A. / DR. OETKER IBÉRICA, S.A. / EUROPASTRY, S.A. / FLORETTE / HIJOS DE RIVERA, S.A. / ILLYCAFFÉ / MAHESO / PANIDOR / PASTISART, S.A....



Interlact

Dairy products
show



150
exhibitors



21,516
visitors have
dairy products in
their portfolio



3,800 sq.m
of exhibition area

Some exhibitors:

AMMERLAND IBÉRICA, S.L.U. / CORPORACIÓN ALIMENTARIA PEÑASANTA, S.A. / EL PASTORET DE LA SEGARRA / FROMI GMBH / GRANAROLO IBÉRICA, S.L. / GRUPO GANADEROS DE FUERTEVENTURA, S.L. / HISPANO ITALIANA DE CHARCUTERÍA / LÁCTEAS GARCÍA BAQUERO...



Expoconser

Canned
food show



188
exhibitors



18,357
visitors have
canned fish,
vegetables, and fruits
in their portfolio



4,000 sq.m
of exhibition area

Some exhibitors:

ALFONSO GARCÍA LÓPEZ, S.A. / ANXOVES DE L'ESCALA, S.A. / CÁNDIDO MIRÓ, S.A. / CONSERVAS DANI S.A.U. / FRANCISCO GIL COMES, S.L. / CONSERVAS GARAVILLA S.L. / JUSTO LÓPEZ VALCÁRCCEL, S.A. / MCA SPAIN, S.L. / NUDISCO, S.L. / PPI CANNED FOODS, S.L. / SIRO & XAVI...



Intervin

Wine, cider and
spirits show



737
exhibitors



27,828
visitors have
wines and spirits
in their portfolio



15,000 sq.m
of exhibition area

Some exhibitors:

ARAEX RIOJA ALAVESA, S.L. / BODEGA CASTILLO DE MONJARDÍN, S.A. / BODEGA INIESTA, S.L. / CODORNÍU / COMERCIAL GRUPO FREIXENET, S.A. / DOMINIO DE PUNCTUM, S.L. / FAMILIA TORRES / FÉLIX SOLÍS AVANTIS / JUVÉ & CAMPS, S.A. / LLOPART / MARANELLO WINES, S.C....



Multiple Foods

FMCG and
food trends
show



2,043
exhibitors



number of
visitors who have
Multiple Foods
in their portfolio



27,900 sq.m
of exhibition area

Some exhibitors:

ACESUR / ANETO NATURAL, S.L.U. / BELGIUM WALLONIA / BUBO / CHOCOLATES SIMÓN COLL / C.R.D.O. PRIEGO DE CÓRDOBA / DELITAST, S.L. / DUBAI AIRPORT FREE ZONE AUTHORITY / FRIT RAVICH / LLET NOSTRA ALIMENTARIA / NESTLE ESPAÑA / NUTLAND B.V. / TURRONES J. GARRIGÓS, S.A....

| | | | |
|--|------------|---------------|-------------------|
| Grocery Products | | | |
| Miscellaneous food products | 374 | | 8,700 sq.m |
| International Pavilions | | | |
| International group participations | 486 | 28,279 | 5,100 sq.m |
| Lands of Spain | | | |
| Regional group participations | 457 | | 4,500 sq.m |
| Snacks, Biscuits & Confectionery | | | |
| Sweets, biscuits, confectionery, and snacks | 111 | 26,129 | 2,900 sq.m |
| Mediterranean Foods | | | |
| Foods from the Mediterranean Diet, fresh produce, olive and vegetable oils | 145 | 28,438 | 2,000 sq.m |
| Fine Foods | | | |
| Artisan, delicatessen and gourmet products | 226 | 33,987 | 2,700 sq.m |
| Organic & Functional Foods | | | |
| Organic, dietetic and functional foods, special diets and infant nutrition | 244 | 26,585 | 2,000 sq.m |




 PREMIUM

Alimentaria 2018



855 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.



JOSELITO

Dedicados. Mejor Jefe del Mundo



 MÖVENPICK
THE ART OF SWISS ICE CREAM


Amsterdam desde 1896...



EL BACALAO DE LOS MAESTROS



D.O. RIBERA DEL DUERO

Thematic areas


 Vinum Nature
at Intervin 2018


180 sq.m



24 companies

The alliance with Vinum Nature, the professional fair for certified organic, biodynamic and natural wines, made it possible to develop synergies and create business opportunities in the promising organic wine sector.



 expo
halal
Alimentaria


500 sq.m



25 companies

Alimentaria joined up with Ambar Connect to hold Expo Halal. In lockstep the show hosted its 2nd International Halal Congress to promote this sector, featuring 25 top-tier speakers.



Visitor profile



Main countries of origin

Europe

1. Italy
2. France
3. Portugal
4. Netherlands
5. Germany
6. United Kingdom
7. Belgium
8. Poland
9. Denmark
10. Bulgaria

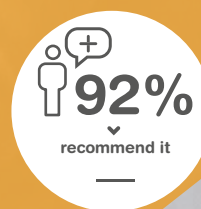
Rest of the world

1. United States
2. Mexico
3. China
4. Colombia
5. South Korea
6. Argentina
7. Morocco
8. Russia
9. Japan
10. Chile

Our visitors are decision makers

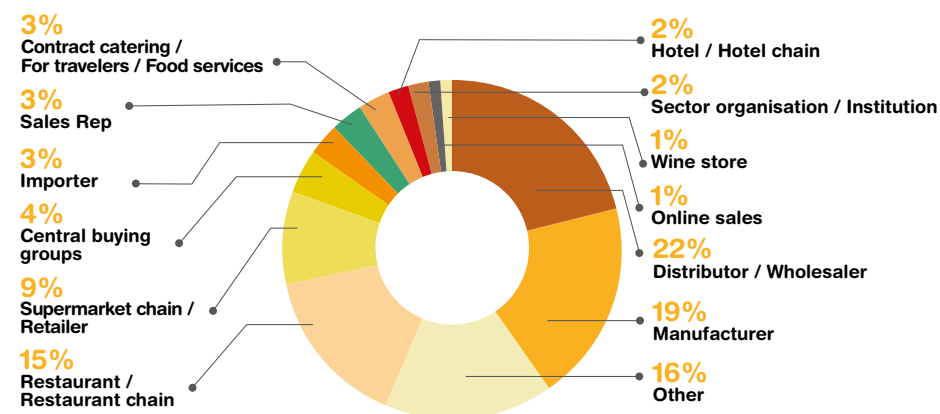


The event that trade professionals think is a must-attend

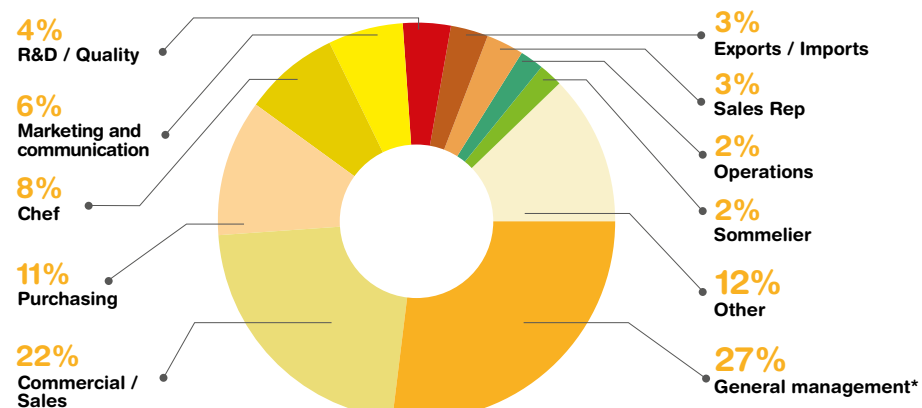


Presence of all the players in the value chain

Activities



Roles



* CEO/Owner/Chair/Director/Manager



Exclusive business meetings

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

Hosted Buyers

652 ›

Presence of top-level international trade professionals with expenses paid by the organisers

F&D Business Meetings

161 ›

The Spanish Food and Drink Industry Federation (FIAB) schedules meetings between Spanish exhibitors and international buyers with the support of Spain Trade and Investment (ICEX), the Spanish Ministry of Agriculture, Fisheries and Food (MAPAMA), and Alimentaria

VIP Buyers

550 ›

Attendance of key national buyers with expenses paid by the organisers

1,363 › Guest buyers

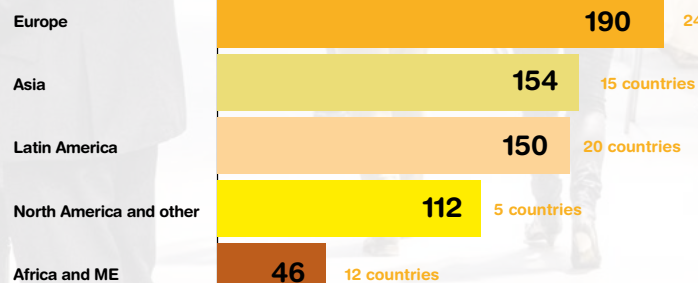


Hosted Buyers

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



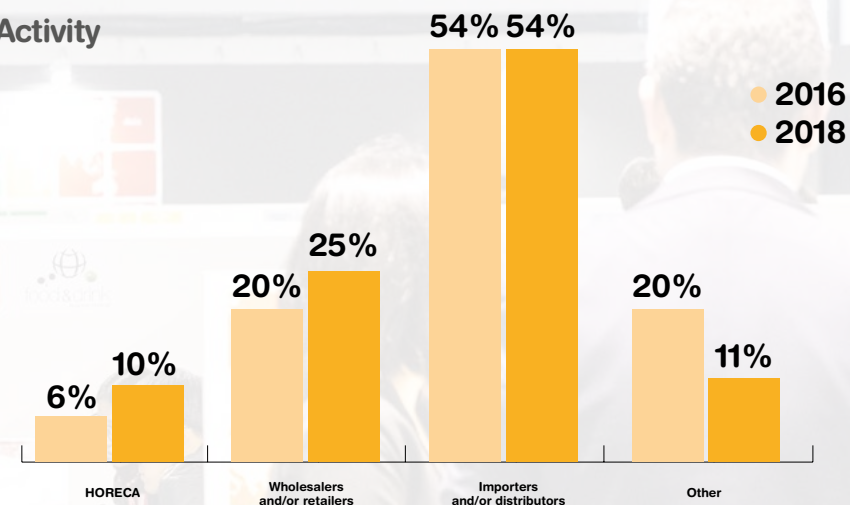
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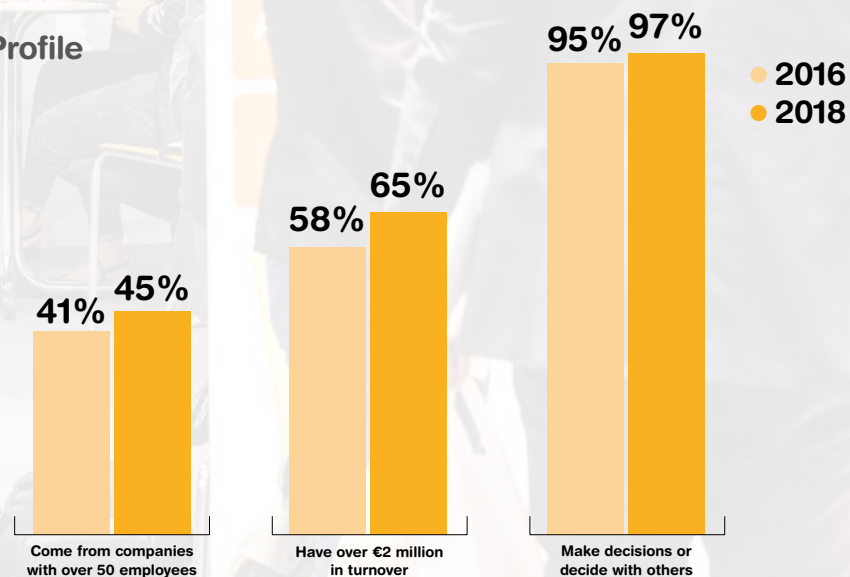
64% say they have closed a business agreement with exhibitors

Over **80%** have held between 10 and 30 business meetings during the show, and **16%** over 30 meetings

Activity

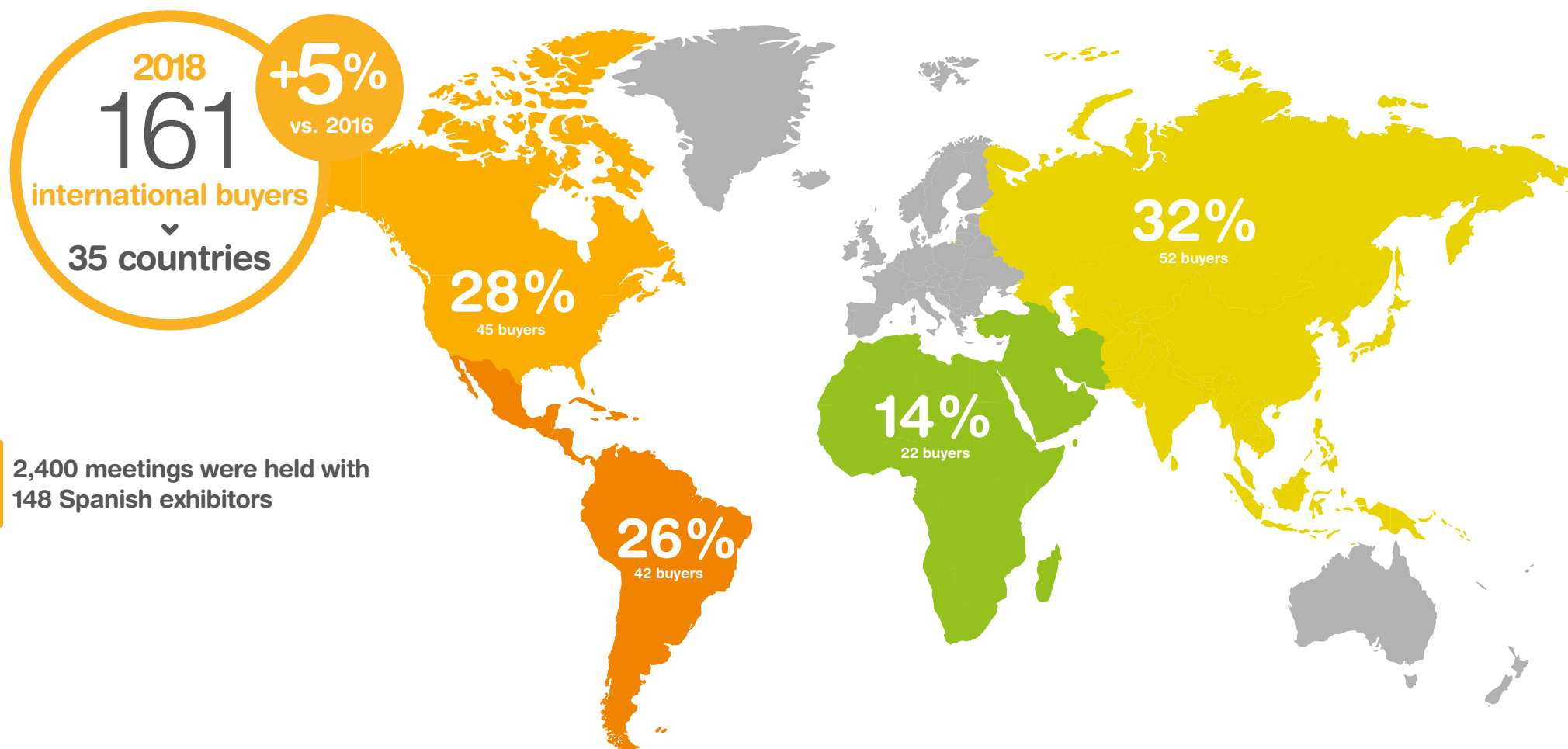


Profile



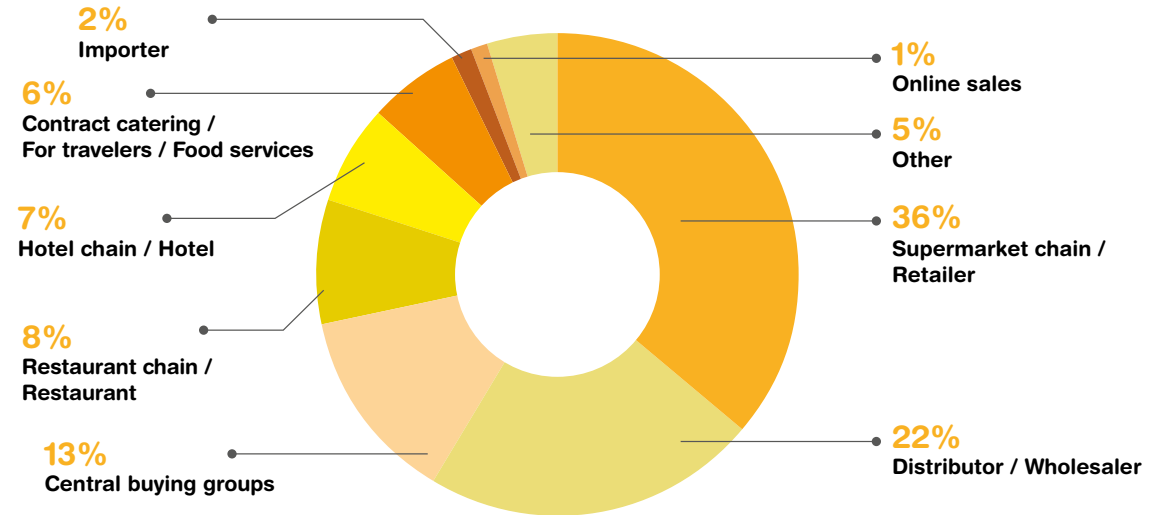
F&D
Business
Meetings

Food & Drink Business Meetings, organised by FIAB, with the support of ICEX, the Ministry of Agriculture, Fisheries and Food, and Alimentaria



VIP Buyers

The VIP Buyers programme 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 |
| CARREFOUR | C. C. CARREFOUR |
| DÍA | DÍA, S. A. |
| | GRUPO EROSKI |
| EROSKI | CAPRABO |
| | VEGALSA |
| | AUCHAN RETAIL |
| AUCHAN | ALCAMPO, S. A. |
| | SUPERMERCADOS SABECO, S. A. |
| LIDL | LIDL SUPERMERCADOS, S. A. U. |
| | GRUPO EL CORTE INGLÉS |
| | HIPERCOR |
| EL CORTE INGLÉS | SUPERCOR |
| | GESPEVESA |
| | OPENCOR |
| CONSUM | CONSUM, S. COOP. VALENCIANA |
| MAKRO | MAKRO |
| ALDI | ALDI SUPERMERCADOS |

Source: Indisa

Presence of the top 10 main associated groups

10/10

| | |
|----------|-------------------------|
| | AHORRAMAS |
| | GADISA |
| | BONPREU |
| | DINOSOL |
| IFA | CONDIS |
| | UVESCO |
| | COVALCO |
| | ALIMERKA |
| | MIQUEL ALIMENTACIÓ GRUP |
| EUROMADI | COVIRÁN |

Source: Indisa

Presence of the main hotel and restaurant chains

10/10

| |
|----------------------------|
| MELIÁ HOTELS INTERNATIONAL |
| RIU HOTELS & RESORTS |
| ÁREAS |
| GRUPO VIPS |
| TELEPIZZA |
| EAT OUT |
| ARAMARK |
| NEWREST |
| SODEXO |
| SERHS |

Source: Companies Register selected by NCEA division



Presence of the Top 10 national demand sectors

Large presence of **wholesalers**

7/10

| | |
|------------------------------------|---|
| ALVEAN SUGAR | X |
| COCA-COLA EUROPEAN PARTNERS IBERIA | ✓ |
| AHORRAMAS | ✓ |
| MAKRO AUTOSERVICIO MAYORISTA | ✓ |
| GENERAL MARKETS FOOD IBÉRICA | ✓ |
| GADISA RETAIL | X |
| CONDIS SUPERMERCATS | ✓ |
| SOCIEDAD DE COMPRAS MODERNAS | X |
| LACTALIS PULEVA | ✓ |
| CALIDAD PASCUAL | ✓ |

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

9/10

| | |
|-------------------------------------|---|
| COMAPA 2001 | ✓ |
| AN AVÍCOLA MÉLIDA | ✓ |
| EL ENCINAR DE HUMIENTA | ✓ |
| IBERDIGEST | ✓ |
| OSONA VALLÈS CARNS | ✓ |
| COMPANYIA GENERAL CÀRNIA | ✓ |
| GRUP UNEXPORC | ✓ |
| LA CASA DE LA CARNE | ✓ |
| SUMINISTROS MEDINA | X |
| EXPLOTACIONES GANADERAS DE TENERIFE | ✓ |

Large presence of **drinks** wholesalers

9/10

| | |
|-------------------------------------|---|
| COCA-COLA EUROPEAN PARTNERS IBERIA | ✓ |
| COMERCIAL GRUPO FREIXENET | ✓ |
| PERNOD RICARD ESPAÑA | ✓ |
| MAXXIUM ESPAÑA | ✓ |
| SERHS DISTRIBUCIÓ I LOGÍSTICA | ✓ |
| IMPORTACIONES Y EXPORTACIONES VARMA | ✓ |
| BEBINTER | X |
| ZAMORA DISTRIBUCIONES DE BEBIDAS | ✓ |
| RED BULL ESPAÑA | ✓ |
| MOËT HENNESSY ESPAÑA | ✓ |

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

9/10

| | |
|---|---|
| LACTALIS PULEVA | ✓ |
| CALIDAD PASCUAL | ✓ |
| IPARLAT | ✓ |
| TEODORO GARCÍA | ✓ |
| LACTALIS NESTLÉ PRODUCTOS LÁCTEOS REFRIGERADOS IBERIA | ✓ |
| QUALIANZA SERVICIOS INTEGRALES DE DISTRIBUCIÓN | ✓ |
| JAENCOOP | X |
| LACTALIS FOOD SERVICE IBERIA | ✓ |
| ACEITES TOLEDO | ✓ |
| BORGES BRANDED FOODS | ✓ |

- Data 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 heterogeneous categories).
- Only national demand has been analysed.



The sector's main stakeholders support Alimentaria

Institutional partners



Associate partners



An ongoing commitment to gastronomy and innovation

The Alimentaria Experience

Chefs



Carme Ruscalleda
Sant Pau
*** Michelin



Paolo Casagrande
Lasarte
*** Michelin



Paco Roncero
La Terraza del Casino
*** Michelin



Mario Sandoval
Coque
** Michelin



Andoni Luis Aduriz
Mugaritz
** Michelin



Fina Puigdevall
Les Cols
** Michelin



Paco Pérez
Miramar
** Michelin

The Alimentaria Hub

Speakers



Josep M.ª Monfort
IRTA



Xavier Cros
AECOC



Nacho Bataller
Glovo



Jesús Rebollo
Just Eat



David Campoy
Ulabox



César Valencoso
Kantar Worldpanel



Rafael Sánchez
Carrefour



David Lacasa
Lantern



4,500 sq.m
in area



60
sessions



76
speakers



20
sponsors



35
chefs



45
Michelin stars



5,000 sq.m
in area



40
sessions
+ 12th International Mediterranean
Diet Conference
4th Nestlé Forum of Creation
of Shared Value and
Digital Food Talks



100
speakers



300
innovations



5 sponsors
2 ambassadors
- AECOC
- CaixaBank

VinorumTHINK
by Intervin

Speakers



Jancis Robinson
JancisRobinson.com



Eric Asimov
New York Times



Nick Lander
Financial Times
JancisRobinson.com



Richard Juhlin
ChampagneClub.com



Pedro Ballesteros
Master of Wine Institute



Speakers



Carlos Gaitán
Pica Restaurante



Claudia Cabrera
Kaito Izakaya



Lucas Groglio
LHB / Más Oxígeno /
TOTC Global Attaché



Luis Flores
Amaz y
Malabar



Javier Caballero
Liquid Experience



Matías Sarli
80-20 Bar



Héctor Henche
Fizz Bartenders



450 sq.m
in area



8
sessions



8
speakers



71
wine
references



8
sponsors



250 sq.m
in area



122
EVOO references



5
sponsors



100 sq.m
activities area
1,250 sq.m
exhibitors



45
sessions



37
speakers



18
bartenders
24
cocktail bars



Together with the sector's main media outlets

International media partners



Media partners



Major media impact



+6,700

news items in the press,
on TV, radio, and
in digital media



1,174

accredited journalists



1,000

international news items



€11.4 million
in news value



1,100 million
in potential audience



Own social media



400
posts



+995,000
impressions



+18,000
interactions



+26,000

tweets about the show, its
activities and sectors



+9,000

people tweeted about
the show



20 million

people reached

+3
vs. 2016



130 million

impressions

+15
vs. 2016



Trending topic

during the 4 days of the event:
1st most popular trending topic in
Spain on April 16



The media around the world talked about the importance of the show

Forbes

"Alimentaria In Barcelona Will Show How Spain Nourishes The Planet"

The GOURMET RETAILER

"Alimentaria is a must-attend for U.S. buyers and retailers looking to add Spanish-made food and drink to their product line"

LSA Commerce & Consommation

"Alimentaria se voit en porte d'entrée du marché européen"

Progressive GROCER

"Alimentaria was a dizzying whirlwind that blew you past innumerable exhibits on the vast show floor"

neo restauration

"Alimentaria: Une place de choix pour la restauration"

ASIAN HOTEL & CATERING TIMES

"The Alimentaria model is innovative, effective and dynamic with each succeeding year building on and adding to the success of the past"

EL PAÍS

"Alimentaria se hace mundial"

ABC

"Alimentaria, el mayor escaparate de innovaciones en la despensa global"

el Periódico

"Alimentaria constata la recuperación de la industria hasta niveles precrisis"

LA VANGUARDIA

"Los productos saludables monopolizan Alimentaria"

Expansión

"Alimentaria cuelga el cartel de completo con un récord de 105.000 metros cuadrados"

%Retail.

"Alimentaria 2018, ante su mayor edición, con el apoyo de todo el sector"





Alimentaria 2020

We look forward to seeing you at the next show on April 20-23

