



FIERA MILANO

TUTTOFOOD
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I'LL BE THERE: TUTTOFOOD 2021 IN PRESENCE FROM 22 TO 26 OCTOBER FOR AN UNPARALLELED KNOWLEDGE AND BUSINESS EXPERIENCE

- A safe exhibition thanks to the Safe Together protocol of Fiera Milano
- Growing confirmation of the presence of Italian and foreign buyers with focus on key markets: Europe, Americas, Mediterranean, Russia, Middle East
- Innovation in large-scale distribution and retail will be central at Retail Plaza, in partnership with Retail Institute Italy
- Digital, start-ups and an event for innovative solutions in the spotlight at Evolution Plaza;
- The most qualitative declinations of food thanks to the partnership with Apici, and to the co-location with HostMilano and MEAT-TECH, allowing to explore certain supply chains in their entirety

Milan, 14 July 2021 – Working in Food & Beverage is a matter of passion, not just business. Aromas, flavours, textures - and an ever more carefully designed packaging - contribute to a multi-sensory experience that can only be appreciated by looking, touching and tasting in person.

That's why TUTTOFOOD 2021 will be back in presence at fieramilano from 22 to 26 October: an irreplaceable opportunity to **discover consumer trends and the most interesting product innovations**, thanks to a rich schedule of events and authoritative partnerships, as well as to do **networking**, by creating new relationships and consolidating existing ones within an exhibition that allows visitors to explore in depth the various sectors through each dedicated area.

This year's news will be the TUTTOFRUIT area, dedicated to fresh fruit and vegetables and to product innovations of range IV and V, which joins the sections launched in recent editions such as TUTTOHEALTH, TUTTODIGITAL and TUTTOWINE. The latter will be reinforced with an even greater focus on the **presentation of territories and their products of excellence** and with selected tastings that will give Italian and foreign buyers the opportunity to discover even the most particular and refined vines and terroirs.

The 2021 edition will also present an organic focus on established sectors: TUTTODAIRY, TUTTODRINK, TUTTOFROZEN, TUTTOGROCERY, TUTTOHEALTH, TUTTOMEAT, TUTTOOIL, TUTTOPASTA, TUTTOSEAFOOD, TUTTOSWEET, TUTTOWORLD.

The most effective time to be there

Even during the peaks of the pandemic, **the agri-food sector proved to be one of the most resilient**: while the Italian economy had to face contractions of up to 8%, most of the Food & Beverage segments **contained the drop between 1 and 4%**, as confirmed by the Export Planning analysis for Fiera Milano. But it will be in



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the coming months that the full potential of the sector will unfold, taking the annual growth in world trade for 2021 to **rates of up to 12%**.

The performance of Italian exports compared to the pre-pandemic data of 2019 is also interesting: if the milk and dairy sector registered a **+2.9%** and the cured meats sector a **+3.2%**, the figure rises to **+4.1%** for pasta and bakery and to **+6%** for the sweet sector, reaching **+7.1%** for fresh fruit and vegetables and **+10.15** for oil.

Around 600 exhibitors and buyers from all over the world

In this context, **TUTTOFOOD 2021** will be a really **quality-oriented** edition that will confirm internationalisation. At the moment, there are **around 600** registered exhibitors from Italy and around the world, **starting with Europe**. Among the most represented countries are **Belgium, the Netherlands, Portugal, Spain**, with participants also from the **UK and Ireland, Germany, France, Nordic Countries and Eastern Europe (Czech Republic, Romania, Hungary)**. From outside Europe, are confirmed interesting presences **from Asia (India), Middle East and North Africa (Egypt, Turkey), North and South America (USA, Peru, Uruguay)** and even from distant **countries like Oceania** and Indonesia.

Particularly noteworthy this year is the presence of collective exhibitions, such as **Eat Nordic (Denmark, Norway, Sweden and Finland)** and **"Balkans" (Slovenia, Serbia and Kosovo)**.

Also thanks to the continuous support of **ICE/ITA Agency**, is expected an important presence of buyers from areas of particular interest: in addition to **Europe, also North and South America, the Mediterranean area and Turkey, Russia and the CIS countries, selected markets in the Middle East and the United Arab Emirates**

This is proved by the words of many **Italian and international buyers**. *"The experience of tasting the products and meeting suppliers in person is vital. That's why we will be at TUTTOFOOD 2021"*, says Prenesh Lingham, Group Procurement & Control Manager of **Guvon Hotels & Spas, South Africa**.

Amr Tawfik, Sales Director of **Arabian Stores Co., Ltd., Saudi Arabia**, adds: *"Participating makes all the difference - my goal is to test high quality products and learn about product innovation, market trends and training"*.

"Visiting the exhibition allows to receive a more personalized attention and to find new products for my import company of Italian products", concludes Tom Berger of **Guido's Fresh Products, USA**.

An experience to be enjoyed in total safety thanks to **Safe Together**, the protocol developed by Fiera Milano that covers access procedures, management of exhibition areas - including sanitation - and protective measures during the visit.

A schedule of events to acquire skills for growth

TUTTOFOOD 2021 welcomes the return of **Retail Plaza**, an occasion that over the years has increasingly established itself as the main event with regard to innovation in large-scale distribution and Retail and that this year will benefit from the partnership of the **academic world**, the contribution of **relevant media** and the collaboration of **Retail Institute Italy**, the Italian reference association for the sector. And that's not all, the entire format has been rethought and developed together with Business International - Fiera Milano Media. Many hot topics will be discussed in depth: from



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the **new formats** of Retail, with a focus on **Discount**, and from **Healty Food**, to the growth of **Food Delivery** and Last Mile and to the increasingly personalized services of tomorrow's **omnichannel Retailing**, from **sustainability** and the **digital evolution** of marketing and Grocery transformation, up to conversations with **the top managers of the large-scale retail sector** who will talk about their business models and strategies to innovate.

Among others, have already confirmed their presence: Cris Nulli, Founder of **Appetite for Disruption**; Matteo Sarzana, General Manager of **Deliveroo Italy** and President of **Assodelivery**; Elisa Pagliarani, General Manager of **Glovo Italia**; Giorgio Santambrogio, CEO of **Gruppo Végé**, Massimiliano Silvestri, President of **LIDL Italia**. Another important participant will also be **Giuseppe Stigliano, CEO of Wunderman Thompson Italy** (WPP Group), **Professor of Retail Marketing Innovation at IULM, Università Cattolica del Sacro Cuore and Politecnico di Milano** and co-author of the volumes *Retail 4.0 - 10 Rules for the Digital Era* and *Onlife Fashion - 10 rules for a world without rules*. The main trade magazines will also be involved, with the confirmation of media partnerships with Distribuzione Moderna, GDO Week and Largo Consumo.

In this context, **TUTTOFOOD 2021** will be an edition strongly oriented towards quality. High-profile content will be ensured by the authoritative partnerships not only in the exhibition area, but also in the busy schedule of events.

A strong emphasis on innovation

Evolution Plaza, the other large "square" at **TUTTOFOOD 2021**, will be dedicated to innovation in its most technological aspects: **apps, food delivery, e-commerce, traceability**. An arena for the most up-to-date solutions as well as the soul of the **TUTTODIGITAL** area, which will propose initiatives **from both major players and innovative start-ups**, together with the good practices brought by exhibitors. For the promotion of digital content throughout the year, the event also relies on the know-how of its partner **Netcomm**, the Italian digital trade consortium.

Also of great importance is **Innovation Area**, the new Better Future Award event in collaboration with the magazines **Gdweek and Mark UP**, dedicated to the most innovative products in the sector, that will display the award-winning products.

Quality in Food with Apci and added value of the co-location

The collaboration between **TUTTOFOOD** and **APCI**, the Professional Association of Italian Chefs, has been renewed and will propose **a schedule of show-cooking**, a real **Academy** with numerous **VIP moments** during the days of the event.

For an even more complete experience, this year **TUTTOFOOD** will also be co-located with **HostMilano**, the world's leading trade fair for hospitality and out-of-home, and with **MEAT-TECH**, the event dedicated to technologies for meat processing and ready meals. In addition to widening the audience of potential buyers, the co-location will make it possible to explore in their entirety - from raw materials to equipment - some supply chains such as, for example, the one of **chocolate** with HostMilano and the one of **products of range IV and V** with MEAT-TECH, while preserving the food identity of the event but at the same time expanding the visitors base with players from similar supply chains.



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Are partners of TUTTOFOOD 2021: Assica, Apci, DNV, Dolce Italia, FederBio, ICE, IRI, Netcomm, Pasta Italia, Retail Institute Italy, Unione Italiana Food, UnionAlimentari, Unas, Unione Italiana Vini.

TUTTOFOOD 2021 will be held at fieramilano from 22 to 26 October.
For further information: www.tuttofood.it, @TuttoFoodMilano.

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