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TUTTOFOOD MARKS A SUCCESSFUL DÉBUT IN CANADA, A SIGNIFICANT COMMERCIAL PARTNER OF THE FUTURE

- *From now until the 2021 edition ad hoc initiatives will be developed to boost Canadian participation of exhibitors, buyers and visiting professionals*
- *Sales of food products in the Canadian Retail channel amounted to 86.43 billion euros of worth in 2018, driven by over 40 thousand businesses.*
- *In 2019 in Canada, out-of-home dining generated a turnover of 65.15 billion euros, up 4.2% compared to 2018 and up 6.2% for the Retail channel.*
- *A market characterised by Millennials, who have their finger on the pulse of all the latest trends which will be showcased at TUTTOFOOD 2021*

Milan, 28th February 2020 – TUTTOFOOD has **Canada in its sights**. On occasion of the 2021 edition, TUTTOFOOD has welcomed the country as one of its **focus areas** and on the run up to the event (from 17th to 20th May 2021 at fieramilano) it will develop a series of initiatives to boost the presence of Canadian **exhibitors**, with their original proposals, **and buyers**, on the look-out for specialities from Italy, Europe and the rest of the world.

There's more to this decision than just plain numbers, however. Over the last few years, thanks in part to a home and out-of-home market showing **impressive numbers**, USA's northern neighbour has caught up with its cousin south of the Niagara Falls, emerging as a **melting pot of new trends**.

An impressive home and out-of-home market

According to data elaborated by **Statista**, in 2018 sales of food and beverages in the **Retail channel** amounted to **124.22 billion Canadian dollars (CAD)** (86.43 billion euros), of which **59.19 billion (€ 41.18 billion)** through organised distribution channels and **37.99 (€ 26.43 billion)** through independent stores. In total, there are **over 40 thousand** food stores. **Ontario**, home to **Toronto**, is the province with the highest number of **food stores (9,519)** and **minimarkets (5,460)** whereas **Quebec**, home to **Montreal**, distinguishes itself in virtue of the sheer number of **convenience stores (2,996)**.

The **out-of-home sector** is also boasting impressive numbers. **Restaurants Canada**, the largest and most representative association of the industry in Canada, estimates that in 2019 the catering industry generated **93.64 billion CAD** (65.15 billions euros) in turnover, thanks to a **4.2%** increase compared to 2018. The lion's share is equally divided between **fast food with 33.47 billion (€ 23.29 billion)** and **classic catering 33.18 (€ 23 billion)**. The segment with the highest growth rates is **the Retail channel**, up **+6.2%** in 2019.

Millennials and new trends are driving growth

A trend showing no signs of slowing down, driven above all by many **Millennials and Generation Zs**. Once more, according to calculations by Statista, the average value of a shopping trolley is **48.21 CAD**; Baby Boomers position themselves slightly below this average with **44.82 CAD** and **Millennials** are decidedly above the average, with **55.45 CAD**. Types of consumers for whom the difference between home and out-of-home dining is increasingly marginal, who regularly alternate between eating out, home delivery and home cooked meals, often on convivial occasions. **Quality**,



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natural, sustainable and healthy ingredients are always the common factor however. This is decisively playing in favour of **Made in Italy**, also thanks to **CETA**, the treaty that since 2017 not only makes trade between Canada and the EU easier but also **affords greater protection to designations of origin**, which is a strength of the Italian offering. In Europe there has also been a growing interest in Canadian products, in addition to traditional **fish** and **maple syrup**. There are also more and more authentic peculiarities, such as **the extra pure mineral water obtained from the perennial glaciers of the polar circle** that was a great hit at **TUTTOFOOD 2019**.

Thanks to its constantly growing positioning as a **hub enabling the convergence of international demand and offer in the Food & Beverage industry**, **TUTTOFOOD 2021** will be the perfect occasion for enhancing business opportunities and discovering the latest trends which are developing from increasing trade between countries on both sides of the Atlantic.

The 2019 edition of **TUTTOFOOD** was attended by **3,079 brands**, **16% of which were international, from 43 different Countries**, and **82,551** professional visitors, **23% from 143 different countries**. **13,609 business meetings** were organised, **92%** of buyers stated they were satisfied or extremely satisfied and **91%** would recommend visiting **TUTTOFOOD** to others.

For more information: www.tuttofood.it/en, @TuttoFoodMilano.