



FIERA MILANO

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TUTTOFOOD 2023: SUSTAINABLE INNOVATION, TRAINING AND NETWORKING TO BE SHARED WITH THE SUPPLY CHAIN

- *Retail Plaza, in cooperation with Business International, returns to bring retailers, companies and experts together to preview the future of retail*
- *Technological as well as sociological insights and encounters with big personalities on the Evolution Plaza stage and hi-tech novelties in the Start-up Area*
- *Announcement of the winners of the Better Future Award, the award in collaboration with GDOweek and MarkUP that recognizes sustainable innovation*
- *Exciting finals of the Dates Connection contests, with HostMilano and Emirates Culinary Guild, and Federcarni Young Butchers' Championship*

Milan, May 8, 2023 - Experiential opportunities with great chefs. Debates with international analysts. Technical and specialized insights with leading experts. And much more.

As per tradition, the **TUTTOFOOD 2023** business platform - **at fieramilano from today through May 11** - offers its trade visitors from around the world opportunities to preview new market trends and get up-to-date on cutting-edge innovations. The watchword: **the focus on sustainability** that, like an ideal central theme, permeates the entire event.

Sustainability and innovation starts to be talked about as early as the opening. On Monday, May 8 at 12 noon, at the Evolution Plaza Area (Hall 4, T01), the inaugural conference entitled **Innovation and Sustainability for the Food and Hospitality Industry** will be held. Representatives from Italian and international institutions including **FAO, the Food and Agriculture Organization of the United Nations**, which has formed a special partnership with **TUTTOFOOD 2023**, will discuss the issue.

Retail Plaza, the future of modern retail

With an across-the-board focus, the theme of supply chain sustainability will also characterize many of the discussions at **Retail Plaza by TUTTOFOOD** (Hall 2, U25-Z32). Conceived in collaboration with **Business International** - Fiera Milano's content company, it is a unique format in which the major retail and large-scale retail brands engage in dialogue with producers, buyers and other supply chain stakeholders on emerging trends.

The many scheduled appointments will explore the elements that drive consumer choices today. The topics of innovation and sustainability will be explored starting with the analysis of new consumer trends, from "nutritional sustainability" to, on the more technical front, insights on packaging.



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The following companies, among others, will be represented: **Aldi, Carrefour, Conad, Coop, CRAI, Deliveroo, Esselunga, Lidl, Selex, and Végé.**

The many experts and academics who will speak include **Paolo Corvo**, university lecturer; **Armando Garosci**, editor of Largo Consumo; **Cristina Lazzati**, Editor-in-Chief, MarkUP and GDOweek; **Maria Teresa Manuelli**, Editorial Director, PL Magazine **Alberto Miraglia**, Managing Director, Retail Institute Italy; **Giuliano Noci**, university lecturer; **Cris Nulli**, Founder, Appetite for Disruption; **Giuseppe Stigliano**, university lecturer; **Enrica Tiozzo**, Senior Client Officer Client Organization, IPSOS; **Massimo Visconti**, Innovation Strategist.

For the full Retail Plaza schedule:

<https://www.tuttofood.it/eventi/eventi-in-manifestazione/retail-plaza0.html>

Better Future Award, excellence on the red carpet

A pioneer in a rapidly evolving industry, the **Better Future Award**, the award in partnership with **GDOweek and MarkUP** that honors sustainable innovation in the event, returns for the second time. The award ceremony will be held on May 9 at 3 p.m. (Hall 3, V01 - Z10). The three categories are: **Innovation Award** with new products capable of guaranteeing a competitive advantage or the improvement of those already on the market; **Ethics and Sustainability Award**, or the ability of companies to stand out in terms of industrial and supply chain processes or the initiation of social-environmental projects; **Packaging Award** that will assess the design quality of packaging, in its communicative and functional dimensions, with great attention to sustainability.

For more information about the Better Future Award 2023:

<https://www.tuttofood.it/better-future-award/better-future-award11.html>

Evolution Plaza and Start up Area: the places of innovation

Evolution Plaza (Hall 4, T01), the stage that **TUTTOFOOD** dedicates to innovation, is enriched with a new format this year, **Confessions at the Table** by the creative duo Charmen. Each day, 12 personalities from various fields, including international chefs **Victoire Gouloubi, Vaziliki Pierrakea and Misha Sukyas**, will tell their food-related secrets.

More specific topics such as digitization, the impact of climate change, the benefits of e-commerce or the latest developments in agritech will be addressed at other times of the day. And again innovation is discussed in the **Start up Area**, organized in collaboration with ICE Agency,

in Hall 1 a showcase where exhibitors can present their most innovative products or services.



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For the full Evolution Plaza schedule:

<https://www.tuttofood.it/eventi/eventi-in-manifestazione/evolution-plaza.html>

Taste Arena, the journey of taste

The leading figures of quality Italian cuisine meet in the **Taste Arena** (Hall 6, L01-M10). A series of talks led by chefs and haute cuisine experts will guide the audience on a journey to discover unusual foods, cultures and traditions of other countries, taste and awareness. VIP chefs will include **Gianfranco Pascucci, Marco Sacco, Giancarlo Perbellini, and Andrea Scarpati** on stage.

For the full schedule of Taste Arena:

<https://www.tuttofood.it/eventi/eventi-in-manifestazione/arena-taste--calendario-.html>

Exciting showcooking, tasting and finals

Under the banner of dialogue between various gastronomic cultures, **TUTTOFOOD** with **HOSTMilano** and **Emirates Culinary Guild** promoted a competition that rewards the most innovative recipes using dates proposed by some of the most creative established and emerging international chefs and pastry chefs. After a journey through 5 countries-Jordan, Qatar, Saudi Arabia, UAE and Italy-the contest lands in Milan.

The event for meat professionals is in Hall 2, V13-Z22, where **Federcarni** will organize a series of meetings and showcooking to discover techniques for cutting, preserving and cooking different types of meat. The finals of the **Young Butchers Championship** will kick off on Monday, May 8. There will be no shortage of the legendary chicken on the spit curated by **Gerardo Mongiello** (Wednesday, May 10, 11:30 a.m.), the queen luganega of Monza with **Aurelio Sala** (Wednesday, May 10, 4 p.m.) and her majesty the meat sauce with **Giorgio Pellegrini** (Thursday, May 11, 11:30 a.m.).

On the other hand, on Monday, May 8, at the Assitol booth (Hall 7, T09), **Csaba dalla Zorza** will prepare her no-waste Tuscan focaccia at 3 p.m. Every day at lunchtime, there will be an altering of **Tripstillery's** original oliococktails and irresistible bread breaks and **Anicav's** oil and tomato.

TUTTOFOOD 2023 's signature events are complemented by dozens of exhibitor events. To view the full program:

<https://expoplaza-tuttofood.fieramilano.it/it/eventi/>

TUTTOFOOD 2023 continues at Fiera Milano until Thursday, May 11.

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