



FIERA MILANO

TUTTOFOOD
MILANO

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TUTTOFOOD HAS JUST HELD ONE OF ITS MOST DYNAMIC EDITIONS YET AND LOOKS TO 2025 WITH AN EVEN MORE STRATEGIC PLATFORM

- *More than 83,000 attendees, bringing the event back to pre-pandemic levels, 20 percent of which were foreigners from 132 countries*
- *Thousands of business appointments organised thanks to the supply and demand matching platform*
- *Highly appreciated by exhibitors and operators alike is the new exhibition concept reflecting the approach of organised distribution, with the three macro-areas Fresh, Packaged FMCG and Frozen-fish*
- *Over 150 events of high standing and great media coverage*

Milan, 19 May 2023 - One of the most well-attended editions since the inception of **TUTTOFOOD** comes to a close, with **over 83,000** trade visitors registered, with **20% of them coming from 132 different countries**. The largest groups came, in order, from **Spain, the USA, France, Switzerland, Germany, Holland, China, Romania, Poland and the UK**, but delegations from all five continents were also present: from **Vietnam to Canada**, from the **Faeroe Islands to Paraguay and Kazakhstan**.

Four days of intense exchanges, with thousands of business meetings organised thanks to the matching platform between the **brands** and selected buyers, also with the cooperation of **ITA/ICE Agency**. There were also numerous journalists and influencers from Italian and foreign media, both traditional and innovative.

In particular, the **new exhibition style** was greatly appreciated by both exhibitors and operators: the macro-areas that brought together the vertical sectors by supply chain affinity, reflecting the logic of distribution – **Fresh, packaged consumer goods and Frozen-fish** – have simplified the format and the visual experience is very effective, facilitating the exploration and discovery of new brands and new products.

New products were more present this year than ever before, with lots of innovation in terms of **sustainability**, packaging and processes, **new recipes** that anticipate trends and respond to growing consumption needs - **from plant-based to protein-rich products** - and **high-service formats** that meet the demand for convenience for today's lifestyles.

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Sustainable innovation was also celebrated by the second edition of the **Better Future Award** in cooperation with **GDOweek and MarkUp**, which saw **over 50 entries**. There were several **neck-and-neck** finishers among the award winners this year, reflecting the high overall quality of the products submitted.

From the voice of the protagonists

A dynamic atmosphere full of opportunities which is also confirmed by the protagonists of the parterre exhibition. One of the **exhibitors** was **Claudio Rizzi, Marketing Director of Ferrarini**, one of the leaders in the cured meat sector: *"We returned to TUTTOFOOD after the exploit edition in 2015 and met new buyers from Eastern Europe, Australia and Hong Kong."*

Emanuela Teani, Senior Market Advisor at Innovation Norway, the agency that promoted the Norwegian collective, adds: *"We were pleasantly surprised to meet a buyer from South Korea who came here especially to meet us. In addition to fish, TUTTOFOOD represented an opportunity to promote other local products, such as brandy."*

In addition to the foreign collectives, **consortia** were also well represented this year. *"This is our second time at TUTTOFOOD and we got a very good impression. There is a good international presence, which is an important factor for us, as we are here specifically to meet large foreign retailers. We really liked the new location in the pavilion as it brought all the consortia together. Very functional and effective"*, concludes Carlotta Barbieri, Events Manager of the Parmigiano Reggiano Consortium.

As far as **buyers**, particularly from abroad, were concerned, attendance at this edition was again very high. This is the case of **Alaa Elwakil, General Manager International Sales** in Alexandria, Egypt of the **Mansour Group**, the second largest private industrial group in the Middle East, which is active in numerous sectors, including 160 supermarkets with different brands: *"Here we find products to import, outlets for our products and stimuli and ideas for new products to be created or marketed. The Middle East offers a very diversified context, where alongside a large mass market with limited purchasing power there are large niches with a lot of demand, and a significant interest in premium products of Italian and European origin. A great business opportunity for everyone'."*

Another country that stood out is **Saudi Arabia**. *"Something that struck me was the authenticity of the products presented, which really stood out at this fair. Because of this, I organised up to 20 meetings a day. It is great to meet excellent companies, even small ones, that are willing to export by"*

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*meeting the specificities of our market," says **Wafi Issa of Food Choice Trading Co. (Saudi Arabia)**.*

For more established markets, the key is discovering new products. This is confirmed by **Mark Phillips of Central Market**, a store with 10 speciality food stores in Texas: *"We were very satisfied with the presence of truffle-based products, such as a truffle guacamole. Guacamole is a symbol of Tex-Mex cuisine and being able to renew it is a great business opportunity. Besides Italian products, we also discovered interesting proposals from countries such as Greece, Spain and even China'.*

Sharing knowledge as well as business, online and offline

There was also a great response to the **more than 150 events**, including **TUTTOFOOD** events and events organised by exhibitors. Particularly popular this year were the show-cooking sessions with great Italian and international chefs, organised in cooperation with **Ambasciatori del Gusto, APCI, Assitol and Federcarni**.

Attention to the event is also growing on social networks, with more than **1.8 million** people reached, over **8.1 thousand interactions** (on the four reference platforms: Facebook, Instagram, Twitter and LinkedIn) and over **800 thousand** views for Instagram stories alone.

Thanks to the alliance between **Fiera Milano and Fiere di Parma**, from this year **Cibus and TUTTOFOOD** will create an even more strategic platform, with a European dimension, that will even more effectively support companies wishing to focus on internationalisation to grow their business.

The next event will take place in Parma from 7 to 10 May 2024. The tenth edition of TUTTOFOOD is at fieramilano from **5 to 8 May 2025**.

For up-to-date information: www.tuttofood.it; @TuttoFoodMilano.