**Event factsheet**

TUTTO**FOOD 2023**

**The event**

In just a few editions, **TUTTOFOOD** has become **the most important** **platform for the agrifood value chain** in Italy, and one of the first in Europe. The event is held biennially (in odd-numbered years) in the FieraMilano district in Rho. [The 2023 edition is scheduled to take place from 8 to 11 May](https://www.googleadservices.com/pagead/aclk?sa=L&ai=DChcSEwi2mNz3qoD9AhUC2ncKHcKNC9cYABAAGgJlZg&ohost=www.google.com&cid=CAESbOD2l-WjaBbQIhpP7SpYJ8Mtiu0yr5_w32ghAQJpUfQjXS57f0zmcuxxahUDrKg6_AFQ4e5arouxciCXjAv_zeUTN6kRySqhf9FyplouFTWk31WX3pAI5sl2_GeX5OZIVdG_Nw0ESPbN6er9Yg&sig=AOD64_3mC-NqwfHdSITzjIrbn64jk9ESuw&q&adurl&ved=2ahUKEwjjlNX3qoD9AhVIgv0HHUuUAR4Q0Qx6BAgJEAE).

The event will offer a comprehensive overview of innovation in the industry, with insights in each individual sector, including the following areas: TUTTO**DAIRY**, TUTTO**DRINK**, TUTTO**FROZEN**, TUTTO**FRUIT**, TUTTO**GROCERY**, TUTTO**HEALTH**, TUTTO**MEAT**, TUTTO**OIL**, TUTTO**PASTA**, TUTTO**SEAFOOD**, TUTTO**SWEET**, TUTTO**WINE**.

The TUTTO**GROCERY,** TUTTO**SEAFOOD** and TUTTO**FROZEN** sectors will feature all the big names of the industry. Top players and a strong foreign presence are also expected in the TUTTO**MEAT** and TUTTO**DAIRY** areas.

This year’s new feature is the **Green Trail** - a comprehensive cross-sector experience, identified by a specific visual identity and dedicated signage. It will lead visitors to discover green, plant-based, zero-km, as well as healthy, rich-in and free-from products, throughout all the areas of the event.

**Exhibitors**

**Over 1,200 exhibitors** from **at least 35 countries** have already registered to date (February 2023). A particularly high number of representatives from **Spain, the Netherlands, Belgium, Germany, Greece, Ireland, Denmark, Turkey, and the U.S.** are expected.

New entries include **Ecuador, Faroe Islands, New Zealand, Romania, Sri Lanka, Sweden, Switzerland, Taiwan, and Hungary**.

Top names will showcase their offer together with a significant number of **DOP (PDO) and IGP (PGI) Italian consortia** and **foreign collectives**. Italian consortia include, among others: **Aceto Balsamico di Modena, Agnello di Sardegna, Finocchiona, Formaggio Gorgonzola, Formaggio Montasio, Mozzarella di Bufala Campana, Parmigiano Reggiano, Pecorino Romano, Pasta di Gragnano, Pecorino Toscano, Prosciutto di Modena, Prosciutto Toscano**.

**Buyers**

TUTTO**FOOD** **2023** will be attended by hosted buyers from all over the world, with a special focus on **North America, Gulf Countries, Europe, and Asia**. Key target areas include: Large/medium scale distribution and retail; restaurant, food service and out-of-home services; hospitality; catering; import-export companies.

**Partnerships and events**

[A number of events](https://www.tuttofood.it/eventi/eventi-in-manifestazione.html) will be organized during TUTTO**FOOD** **2023**, many of which in collaboration with some of the most influential Italian and foreign trade associations, including:

* [**Retail Plaza by TUTTOFOOD**](https://www.tuttofood.it/eventi/eventi-in-manifestazione/retail-plaza.html),a unique format where major Italian and global retail brands will interact with companies, in collaboration with the **Retail Institute**
* [**Taste Arena**](https://www.tuttofood.it/eventi/eventi-in-manifestazione/arena-taste--calendario-.html), an international journey that will mix the flavors of the world with Italian authenticity, organized in collaboration with **Associazione Italiana Ambasciatori del Gusto**
* **Evolution Plaza**, a stage where the latest innovations in digital technologies for **e-commerce, food delivery, apps, supporting technologies, and blockchain** will be shared
* **Start Up Area** will be a showcase where younger and more dynamic companies, in collaboration with **ICE Agenzia**, will present implementations of new or significantly improved products.
* The **Enoteca curated by Unione Italiana Vini** will take care of an event area dedicated to tasting, conferences, and workshops within the TUTTO**WINE** sector.

**Better Future Award**

The [**Better Future Award**](https://www.tuttofood.it/better-future-award/better-future-award11.html)**,** sponsored by TUTTO**FOOD** in collaboration with the magazines **Gdoweek** and **MarkUp**, will acknowledge sustainable innovation in the agri-food industry, with ethical and social-environmental initiatives.

The three award categories will be: **Innovation**, for proposals that excelled in product innovation or new product development; **Ethics and Sustainability**, for ESG-related products, processes and projects; **Packaging**, to recognize the most innovative, creative and sustainable new solutions.

**Sustainability**

Fiera Milano has started **measuring the CO2 emissions** produced by the entire life cycle of each event using the **LCA (Life-Cycle Assessment) methodology**. The process is aimed at implementing specific energy efficiency measures to reduce the environmental impact of events. The initiative is part of a broader **Group Sustainability Plan**, in line with the objectives of UFI’s global **Net Carbon Zero Events** initiative.

As to fighting food waste, TUTTO**FOOD** 2023 will present the TUTTO**GOOD** initiative, in collaboration with several Italian NGOs, to collect food that can still be consumed at the end of the events.

TUTTO**FOOD** 2023 will take place at FieraMilano from 8 to 11 May 2023.

For updated information, visit [www.tuttofood.it](http://www.tuttofood.it), @TuttoFoodMilano.

[Download the TUTTO**FOOD brochure**](https://www.tuttofood.it/content/dam/man-tuttofood/brochure/TUTTOFOOD_2023_Leaflet_20x20cm_2022_09_14_ESEC_ITA.pdf) to get all the figures of the 2021 edition.