

TUTTOFOOD INTERNATIONAL FOOD EXHIBITION MILANO MAY 5|8 MAGGIO.2025

TUTTOFOOD MILANO: EIGHT MONTHS TO THE EXHIBITION, ALREADY COVERED MORE THAN 70 PERCENT OF THE DISPLAY AREA

May 5th, 2025, the debut of the new international format that has already won the trust of companies from all over the world.

Milan returns to be a global capital of food, 150 million Euros the induced revenue for the city.

Milano, Sept. 25th, 2024 - Eight months before the event, more than 70 percent of the available exhibition area has already been booked for the first edition of TUTTOFOOD Milano, the event that will chart the future of the food industry between May 5th and 8th, 2025.

Companies from 28 countries around the world have already confirmed their presence (Germany, Ireland, Estonia, Poland, Turkey, Egypt up to the U.S. and Peru) to develop business opportunities among the pavilions of the exhibition and make their universe of taste and tradition known to the "TUTTOFOOD Week" that will accompany the work among the streets of the Lombard capital, already starting on May 3rd. These are the first data of the event that will generate an impact of about 15 million euros for the event and 150 million for the entire city of Milano.

Antonio Cellie, CEO of Fiere di Parma, which is organizing the event, with more than 20 years' experience with Cibus Parma - which remains a reference for the made in Italy food sector - said, *"Not only the number of foreign companies confirmed, but also their quality show how successful this format is. We have been able to intercept the real needs of companies, to respond to their needs for business, product knowledge and relationships. At TUTTOFOOD 2025, we know by now, strategic countries will be present not only for Europe but for the whole world, with economies capable of moving the global food market and beyond."*

The event, dedicated therefore to the entire global food ecosystem, with industry players-importers, distributors and the most important restaurant and food retail chains - is in fact already registering the presence, particularly significant, of first accessions from Austria, France, Belgium, Denmark, Estonia, Portugal, United Kingdom, Thailand, Taiwan, India, and the USA. In Europe, the presence of Spain stands out, with 28 percent of the total number



Ufficio stampa TUTTOFOOD **Lead Communication**

anita.lissona@leadcom.it 335-498993

chiara.venuleo@leadcom.it 340-7773887 carlo.petronella@leadcom.it 389-2443460

TUTTOFOOD

INTERNATIONAL
FOOD EXHIBITION

MILANO

MAY 5 | 8 MAGGIO. 2025

of accessions with new entries amounting to 50 percent, Netherlands tripling and Ireland confirming and doubling.

TUTTOFOOD Milano, which will occupy an area of 150,000 square meters at Rho Fiera, increasing the exhibition space of the “old” editions by 30 percent, will contaminate the entire city, protagonist of a week of events, in a sort of “Fuorisalone” of food.

Riccardo Caravita, brand manager of TUTTOFOOD, anticipated that *“Already from the weekend preceding the days of the exhibition, Milano will be involved by a series of events in many areas of the city that will feature foods from all over the world as protagonists: the ‘TUTTOFOOD Week’ wants to trace the success of Fuorisalone and makes Milano the new international capital of healthy and sustainable food. The events,”* - Caravita continues – *“will be surveyed by a dedicated guide and we are working to use some of the most iconic areas of the city, including Castello Sforzesco and the Università Cattolica.”*

Strategic collaborations are being defined for TUTTOFOOD Milano 2025 with ITA- Italian Trade Agency and the main European industry associations, as well as with historic partner Koelnmesse, which will support the sale of TUTTOFOOD's exhibition area to foreign companies. Starting in 2026, TUTTOFOOD will move in even-numbered years (Cibus in odd-numbered years) to alternate with Anuga in Cologne, another important international trade event for the global agrifood industry.



Ufficio stampa TUTTOFOOD **Lead Communication**

anita.lissona@leadcom.it 335-498993

chiara.venuleo@leadcom.it 340-7773887 carlo.petronella@leadcom.it 389-2443460