

INTERNATIONAL FOOD EXHIBITION

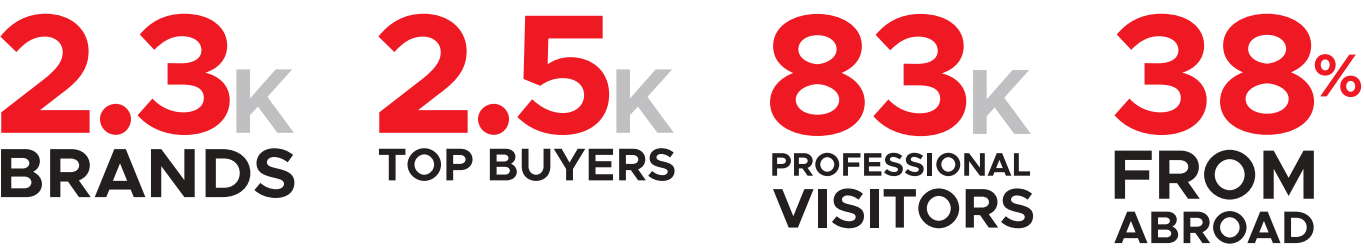
5 | 8 MAY. 2025



KEYFACTS2023

THE WORLD OF FOOD GATHERED IN MILAN

Thanks to Milan's strategic position and an extremely well-equipped venue, TUTTOFOOD is a perfect exhibition for the major players in the global food industry. The significant presence of international TPOs makes TUTTOFOOD the ideal alternative to the most famous European food events for professionals.



PROFESSIONAL VISITORS



POSTSHOWREPORT

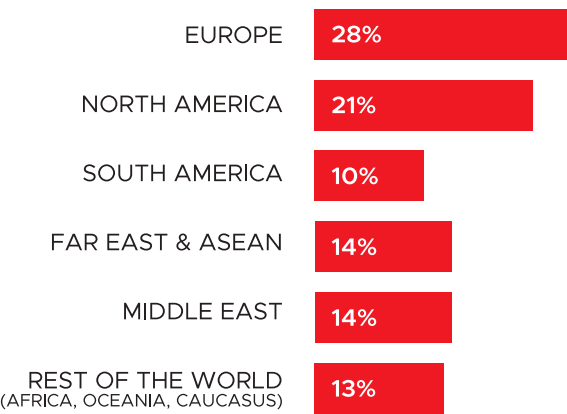


DATA COMING FROM CUSTOMER AND CLIENT ANALYSIS

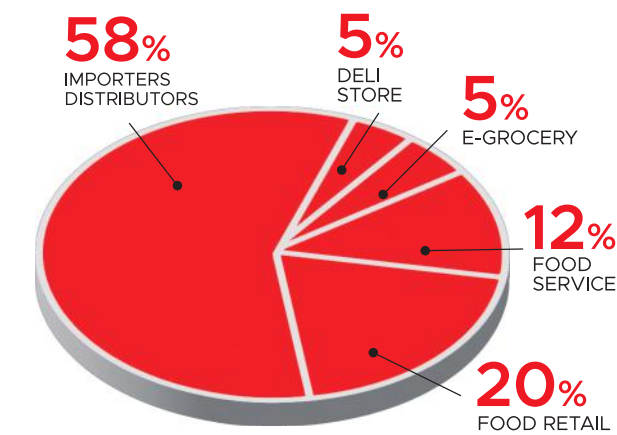


TOPBUYERLASTEDITIONMAY23

MACRO-GEOGRAPHIES INVOLVED



83.000 VISITORS



TOPBRANDINVOLVED

EUROPE	REWE INTERNATIONAL MAGASIN DU NORD GALERIES LAFAYETTE PICARD METRO AG BIDFOOD NETHERLANDS JUMBO SUPERMARKTEN COMERCIAL CBG MANOR AG LEATHAMS
NORTH AMERICA	METRO INC SUPERMARCHE PA ATALANTA CORPORATION CENTRAL MARKET EUROPEAN IMPORTS - SYSCO H-E-B KEHE DISTRIBUTORS HY-VEE THE KROGER CO ROUSES MARKET SCHNUCK MARKETS SPROUTS FARMERS MARKET WAKEFERN WALMART WORLD MARKET
SOUTH AMERICA	CIA BEAL DE ALIMENTOS GRUPO MUNDIAL MIX GRUPO PEREIRA REDE BRASIL VERDEMAR CORPORACION FAVORITA H-E-B MEXICO LA COMER SORIANA CHEDRAUI
OCEANIA	MERCATO FARMLAND FOODS MEDITERRANEAN FOODS SOUTH ISLAND LIMITED
MIDDLE EAST	SPINNEYS ALI BIN ALI HOLDING MAWARID FOOD COMPANY TAMINI MARKETS MIGROS TICARET TRANSMED CARREFOUR EMIRATES FLIGHT CATERING LULU GROUP INTERNATIONAL SPINNEYS TRUEBELL MARKETING&TRADING
ASIA	ANGLISS SHENZHEN FOOD SERVICE BEIJING HUALIAN BOUTIQUE SUPERMARKET CITY SUPER BRIGHT VIEW TRADING CLASSIC FINE FOODS
REST OF THE WORLD	BRAVO SUPERMARKET ASS-FOOD OCEAN FRESH GROUP RIALTO FOODS SPAR WOOLWORTHS FOZZY COMMERCE SILPO-FOOD PIZZAEXPRESS KYODO INTERNATIONAL MONTE BUSSAN CORPORATION GLOBAL PACIFIC VICTORY GOURMET PARTNER QRA INDOGUNA 7-ELEVEN KOREA GS RETAIL SHINSEGAE FOOD EMPORIUM CORPORATION GOURMET'S PARTNER

POSTSHOWREPORT

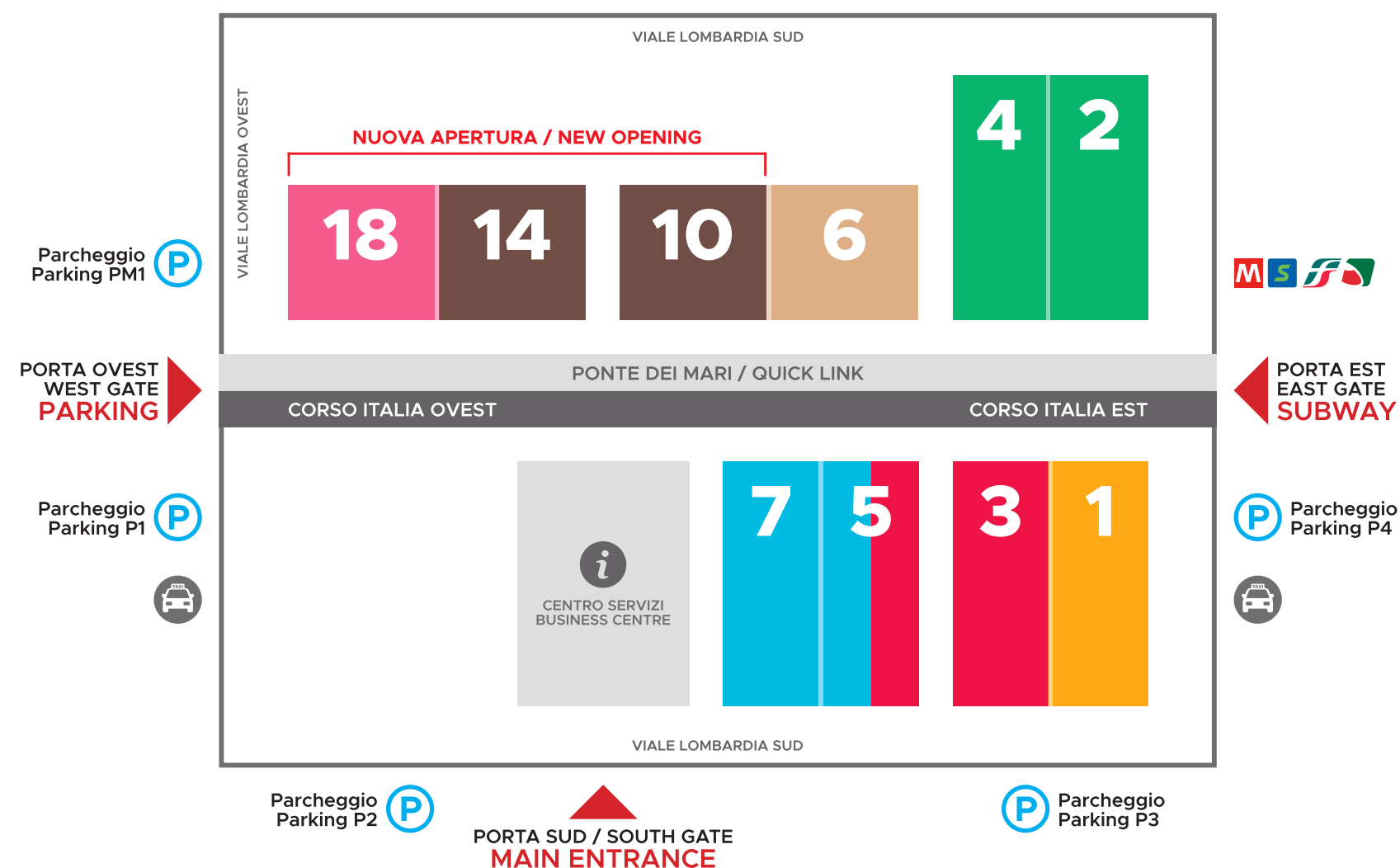


DATA COMING FROM CUSTOMER AND CLIENT ANALYSIS



TUTTOFOOD2025

THE NEW LAYOUT. THE BUYERS PROGRAM. THE COMMUNICATION STRATEGIES



SPECIALTY

CONFECTIONARY,
COFFEE & BEVERAGE

BAKERY
& SNACKS

GROCERY, OIL
& CONDIMENTS

CHILLED, DELI
& FROZEN FOOD,
FRUIT & VEGETABLES,
SEAFOOD

MEAT &
CURED MEAT

DAIRY
PRODUCTS

BUYERS PROGRAM

A global business opportunity

From May 5th to 8th, 2025, Milan turns into the main platform for professionals in the food community: TUTTOFOOD will host **thousands of carefully selected food buyers** to effectively respond to a unique and varied exhibition offering. The invitations to the event will be extended to major importers, distributors, and significant restaurant and food retail chains through a **customized activity that focuses on the target markets of each international pavilion**. The goal is to foster global participation. The city of Milan will enhance the effectiveness of the Buyers Program not only through its enormous geographical and logistical potential but also by providing additional networking opportunities, including off-show activities, guided tours to cutting-edge retail and dining establishments, as well as plants. Special attention will also be given to the **national retail and Food Service circuit**: a tailored hospitality program will be designed for the protagonists of the Italian scene.

COMMUNICATION STRATEGIES

An international communication platform

TUTTOFOOD thrives on an omni-channel communication ecosystem that operates in an integrated manner on three levels:

INSTITUTIONAL

The brand's presence is distributed and harmonized across multiple platforms and channels to ensure a **consistent international awareness**.

CONTENT

TUTTOFOOD conveys consistently diverse messages to **various professionally profiled audiences**, identified vertically across different product categories.

EVENTS AND NETWORKING

Thanks to its **roadshows planned throughout the year**, TUTTOFOOD aims to connect with major private and institutional players in various target markets. These networking events facilitate the development of effective and lasting partnerships, destined to become genuine business opportunities for those experiencing the trade show, whether as visitors or exhibitors.



f TuttoFood Milano
ig tuttofoodmilano

in TUTTOFOOD Milano
X TuttoFood Milano

DISCOVER TUTTOFOOD

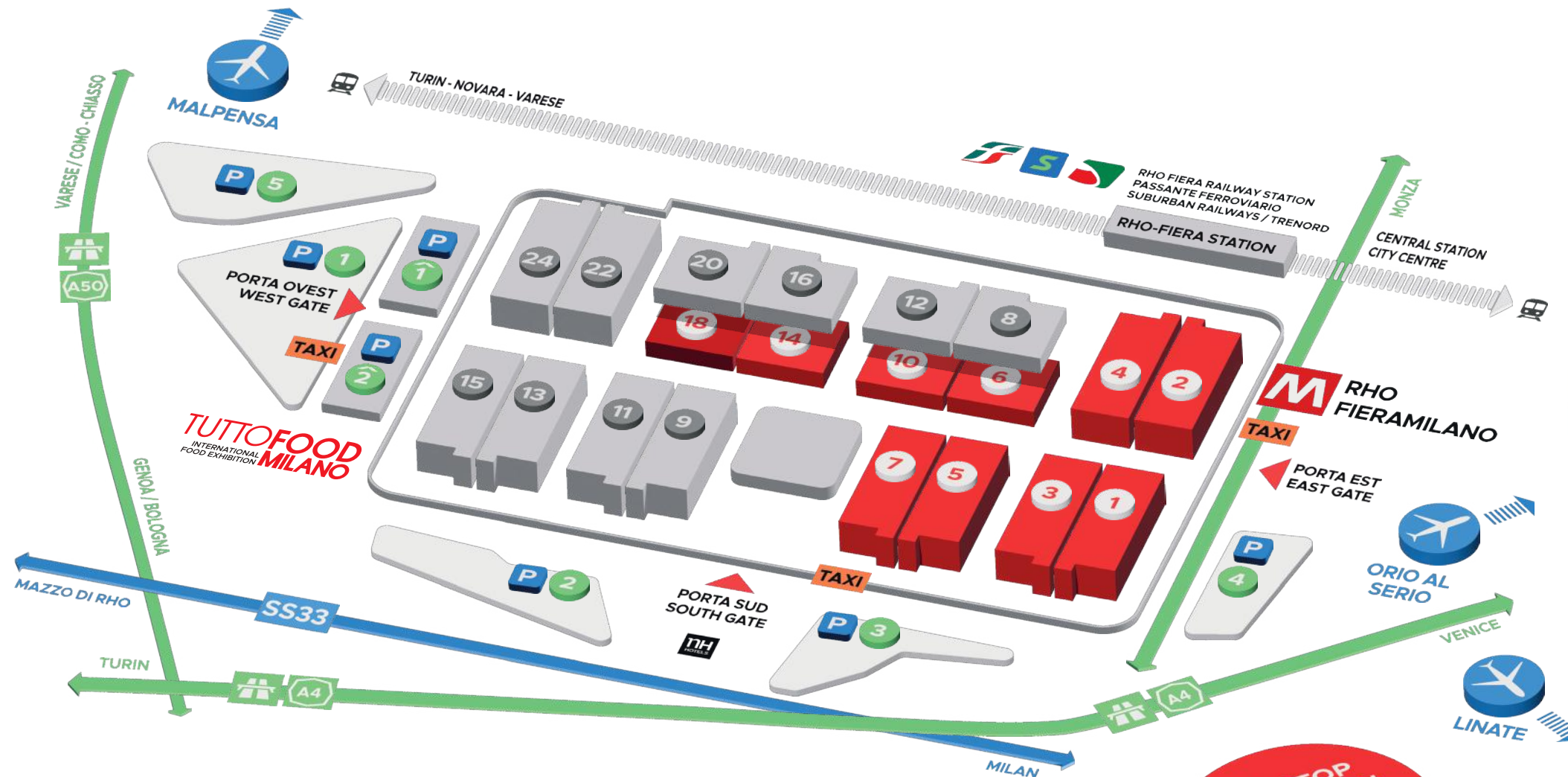


TUTTOFOOD WEEK FEED THE FUTURE

The Off-show event of TuttoFood

In an exciting first-time collaboration between **Fiere di Parma** and **Mondadori Media**, TUTTOFOOD WEEK will transform Milan into an open-air hub for future food models. The “**Feed the Future**” concept is designed to promote knowledge and encourage sustainable production and responsible consumption through a vibrant event program open to both TUTTOFOOD attendees and Milan’s residents. This week-long festival will bring life to the city’s most iconic locations with **panel discussions, exclusive events, tasting sessions, food shows, exhibitions, film festivals**, and a host of other engaging initiatives.

TUTTOFOOD WEEK will also spread culture through the “**TUTTOFOOD Street Experience**” event, showcasing a series of installations that will brighten the avenues of Fieramilano. Renowned international artists will create works inspired by the captivating themes of food and nutrition, further enhancing the trade show’s dynamic atmosphere.



HOW TO GET FIERAMILANO

UNDERGROUND

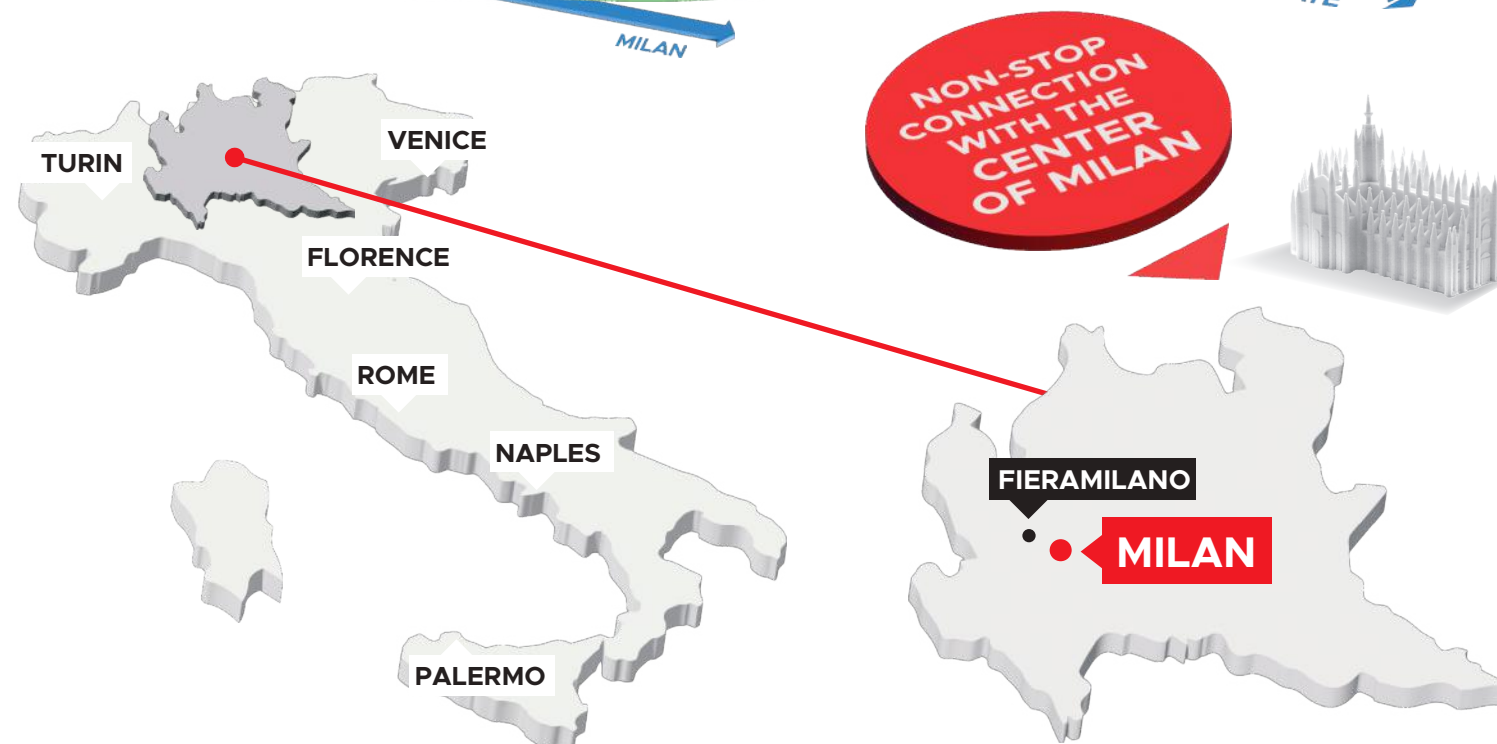
Tube ATM Red Line
trains headed to M1 Rho-Fieramilano

TRAIN

High speed / Regional / Fast Regional /
Trenord S5/S6/S11 - Rho Fiera Station

AIRPORT

Bus from Linate, Malpensa and Orio al Serio airports.
More info: visit Milan or Bergamo airports' site





TUTTOFOOD INTERNATIONAL FOOD EXHIBITION **MILANO**

5|8MAY.2025

11|14MAY.2026


FIERE di PARMA

madeinitaly.gov.it



ITTA 
ITALIAN TRADE AGENCY

 **CRÉDIT
AGRICOLE**
Fiere di Parma official Bank

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