

Special areas and visit experiences

ITALIAN SPECIALTY SELECTIONS

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- **Once Upon a Time... Cured Meat** (Hall 3): an artisanal oasis celebrating the timeless excellence of **Italian charcuterie** — just like it used to be, once upon a time.
- **Fine Dining Experience** (Hall 18): a showcase of traditional rural flavors that have evolved into cornerstones of modern haute cuisine.

Guided visits to the area available on request. Ask Buyers' Lounge staff or go to Fine Dining Experience area at Hall 18 to reserve your spot.

THE ACADEMY POWERED BY APCI - Hall 18

An experiential area hosting a dynamic lineup of **infotainment & educational events**, and **tasting experiences**.



Demo sessions, tastings and cooking shows are available on request. Ask Buyers' Lounge staff or go to The Academy area at Hall 18 to reserve your spot.



BELLAVITA EXPO - Hall 14

The traveling showcase offering a fine selection of **Italian food products with strong export potential**.

MIXOLOGY EXPERIENCE - Hall 14

The very best of the **beverage** sector, featuring water, soft drinks, beer, wine, spirits and ingredients.



The area features two different arenas where discussion panels, demo sessions and cocktail shows will take place. Visit the area to discover more.

START-UP AREA BY LE VILLAGE - Hall 6



A unique space to discover **tomorrow's food models** and gather fresh ideas for the future global scene.

BETTER FUTURE AWARD - Hall 3

A biennial award celebrating **innovation** in Mass Market Retail and Foodservice, Packaging breakthroughs and **ESG projects**. Discover the awarded products showcased in the area.



More initiatives and projects

TUTTOFOOD 4 ESG (<https://www.tuttofood.it/en/tuttofood-4-esg/>)

A sustainability track at the show.

Partners: *AWorld, ESGnews, Fondazione Banco Alimentare, New Business Media (GDOWeek, MarkUp)*

TUTTOFOOD Street Experience (<https://www.tuttofood.it/en/tuttofood-street-experience/>)

The **TUTTOFOOD Street Experience** is the most **dynamic and engaging section** of TUTTOFOOD Milano 2025, developed along Corso Italia and featuring a lineup of events tightly linked to the key themes of the food & beverage industry.

Partners: *Food Editore, Giallo Zafferano, Cibus Link (PR Italia Edizioni) and other commercial partners.*