

PRESS RELEASE

**TUTTOFOOD 2025: TEN YEARS AFTER EXPO 2015,
THE GLOBAL FOOD INDUSTRY RETURNS TO MILAN**

From May 5 to 8, Rho Fiera Milano will host a completely revamped edition of TUTTOFOOD. Now organized by Fiere di Parma—after 9 editions held by Fiera Milano—the exhibition takes on a new international scope, finally filling a gap that had long been felt in Italy and Southern Europe.

The know-how behind CIBUS now powers a global platform that brings Milan—and Italy—back to the center of the food universe, exactly 10 years after Expo 2015.

And for the first time ever, TUTTOFOOD Week will extend the exhibition throughout the city, in partnership with Mondadori Media.

Milan, April 14th, 2025 – The goal is clear: TUTTOFOOD aims to bring together the entire global and Italian food production chain under one roof. And with three weeks to go, the numbers confirm the world is responding. More than **4,700 companies** will take part across **10 halls** and over **150,000 square meters** (three halls more than the 2023 edition). Over **25%** of exhibitors will come from abroad, including North America, the Philippines, Spain, and Egypt. The show expects to welcome more than **3,000 top international buyers, 90,000 visitors**, and hundreds of journalists from Italy and around the world.

Antonio Cellie, CEO of Fiere di Parma, speaking at today's press conference held at the ADI Museum, described the event as: *“An inclusive and forward-looking trade show in a time of trade barriers and tariffs. A strategic meeting point for professionals seeking to explore the latest global food trends, experience innovation firsthand, and build meaningful business relationships in a prestigious and historically important venue like Rho Fiera.”*

Just like CIBUS has done for Parma, TUTTOFOOD is also set to become an economic driver for Milan and Italy as a whole. According to AEFI (Italian Exhibitions and Tradeshow Associations) leading Italian trade shows have the potential to generate a 4% export boost. *“TUTTOFOOD 2025 and TUTTOFOOD Week are expected to generate an estimated €150 million in direct and indirect economic impact for the Milan area”, Cellie remarked.*

HIGHLIGHTS OF TUTTOFOOD 2025:

- **A comprehensive offering across all food sectors**, including beverage and mixology. Thanks to strategic partnerships with *Koelnmesse* (organizers of Anuga) and new initiatives in the out-of-home segment—such as Fiere di Parma's stake in Roma Bar Show and the integration of Milan's *Mixology Experience*—the show now covers the full food and beverage spectrum.
- **An intensive international buyer program**, developed in collaboration with ITA – Italian Trade Agency. Top buyers from Europe, North America, Latin America, the Middle East, Asia, the Far East, Australia, and South Africa will follow personalized visit routes, both on and off-site, tailored to the real needs of exhibiting companies.



- More than just Food: **TUTTOFOOD 2025** features a rich calendar of conferences, talks, tastings, awards, and show cooking experiences. Key topics include the evolution of food supply chains, new technologies, emerging consumption trends, private label development, future food models, waste reduction, sustainable production, and how **ESG strategies** are evolving, creating fertile ground for collaboration between industry and retail. The show also hosts **Better Future Award** final ceremony (Monday, May 5) and the **Alimentando Awards** (Tuesday, May 6).
- **A strong focus on beverage innovation**, from no & low alcohol to food pairing, coffee mixology, and high-end spirits in fine dining—seen as a frontier in changing how quality alcohol is experienced. A full **Mixology Area in Hall 14** is dedicated to this theme.

INTRODUCING: TUTTOFOOD WEEK – “FEED THE FUTURE”

For the first time, the show expands beyond the fairgrounds with **TUTTOFOOD Week**, the first-ever “Off Show Event” fully dedicated to food. Organized with Mondadori Media, it will take place **from May 3 to 8** with events throughout Milan.

The **ADI Museum**—also the site of today’s press conference—will serve as the main hub for talks, tastings, and installations. A highlight will be the exhibit “**Essential and Everyday – Food Scenarios and Rituals**”, curated by Carlo Branzaglia and Giulio Iacchetti, promoted by Mondadori Media, Fiere di Parma, and ADI Design Museum. The show will explore the connection between food and design, individual and collective practices, with contributions from experts, chefs, and thought leaders (Free entry, April 28 – May 25).

Also new this year is **TUTTOFOOD MAG**, the official magazine of TUTTOFOOD Week. It features reflections on the future of food and nutrition from renowned chefs, young talents, nutritionists, scientists, philosophers, social enterprises, academics, and industry professionals—offering ideas and solutions to feed a planet that by 2050 will hold 10 billion people with limited resources.

*“We’re proud to support Fiere di Parma with an event of this scale”, **Carlo Mandelli, CEO of Mondadori Media – Magazines Division**, stated. “Our goal is to amplify the experience of the show through parallel initiatives inspired by the successful ‘Fuorisalone’ model of Design Week. TUTTOFOOD Week will connect companies, partners, and the public, strengthening the relationship with the city of Milan. We hope it becomes a recurring event that complements the trade show.”*

*“Design is first and foremost about creating relationships” **Luciano Galimberti, President of ADI Museum**, explained: “For Expo 2015, ADI launched the Food Design category to define a coherent disciplinary framework for food-related design. Today, we fully recognize food companies as part of the Made in Italy design tradition.”*

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