

ITALIAN Specialty Selections

A journey through Italy's finest artisanal flavors

Italian Specialty Selections is TUTTOFOOD Milano's exclusive showcase of the most authentic and **high-quality Italian gastronomy**. In the 2025 edition, two exclusive "Selections" will take center stage:

- **Once Upon a Time... Local Cheeses & Cured Meats (Hall 3)**

A true artisan oasis inspired by Italian heritage, patience (a key element of aging processes), and authenticity. This area brings together small-scale producers who tell the story of Italy's rural traditions through **artisanal cheeses and cured meats, made just like in the past**.

- **Fine Dining Experience (Hall 18)**

A selection featuring some timeless **staples of Italian country gastronomy**, now celebrated as **Mediterranean diet** essentials: **preserved foods** in oil and vinegar, artisanal **pestos and sauces**, **jams, mustards**, and citrus **marmalades**, as well as premium fresh produce like **fruits and vegetables** or excellent **extra virgin olive oils**. This section also includes high-end niche products for fine dining, spanning grocery, confectionery, beverages, and seafood—many carrying **Slow Food Presidia** or prestigious **Geographical Indications**.

What to expect in this area?

With **6 geographical indications** and products from **11 Italian regions**, this section provides an exclusive insight into Italy's finest food excellence. These premium products are not distributed in mainstream retail channels, thriving instead in **specialty stores** and **high-level foodservice**. Italian Specialty Selection embraces the rising trend of Authentic Italian Food & Beverage, celebrating ancient flavors and traditional craftsmanship that define Italy's gastronomic excellence.





MEET THE ITALIAN “GOOD LIFE”

Bellavita Expo is the leading B2B event dedicated to **promoting Italian Food & Beverage worldwide**, with six key annual stops in London, Milan, Warsaw, Riga, Miami, and Toronto.

For the first time at TUTTOFOOD Milano, Bellavita Expo will be featured in **Hall 14**, bringing together **a fine selection of premium Italian brands** that embody the essence of bon vivre and the strong potential of Italian products in global food markets.

What to expect in this area?

Bellavita Expo is the ultimate destination for **distributors and importers looking to discover new, high-end Italian food products** with strong market appeal. With a broad range of product categories represented, this section provides visiting professionals with a comprehensive, in-depth experience of the premium Italian food landscape—from iconic staples to the latest market innovations.





SHAPING THE FUTURE OF FOOD & BEVERAGE

The **Startup Area** (hall 5) is the innovation hub of **TUTTOFOOD Milano**, showcasing groundbreaking ideas and cutting-edge solutions in the food & beverage sector. Curated by **Le Village by CA**, this space brings together the most promising startups from key innovation areas such as Milan, Venice, the Food Valley, and Sicily.

From **artificial intelligence** and **circular economy** to **novel foods**, the startups are pioneering the next big trends in the industry.

WHAT TO EXPECT IN THIS AREA?

Designed as a business village, the Startup Area is a dynamic platform fostering business matching between innovative startups and investors, including distributors, and key industry players. At **TUTTOFOOD Milano**, this is the place to discover tomorrow's food trends, **explore disruptive business models**, and gain real insights into the future of food, both in Italy and worldwide.



The Academy

powered by



TOP CHEFS TELL STORIES ABOUT FOOD

Located within **Hall 18**, right next to the Buyers' Lounge, **The Academy** powered by **APCI – Associazione Professionale Cuochi Italiani** hosts a dynamic lineup of live demos, educational sessions, and infotainment events. This interactive space showcases **products, specialties, recipes, and culinary techniques** from around the world, engaging visitors through an immersive experience. Special attention is given to top Italian and international buyers attending through the Incoming Program.

WHAT HAPPENS IN THIS AREA?

Every day, the Academy comes alive with a series of curated events, offering visitors an engaging, highly customized experience. The resident chefs of TUTTOFOOD Academy, along with guest brands, will bring their expertise to the stage, creating a unique blend of inspiration and practical insights. A professional presenter will guide attendees through the business potential of the showcased products, ensuring a comprehensive and insightful discovery session. Reserve your seat now! Scroll down to explore the full event calendar and secure your spot in the audience.



Better Future Award

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GDOWEEK

MARK UP

CELEBRATING SUSTAINABLE INNOVATION AT TUTTOFOOD MILANO 2025

Sustainable innovation is an asset of TUTTOFOOD Milano 2025. The pursuit of **responsible food models, best practices, and ESG-driven innovations** takes center stage with the **Better Future Award 2025**, the highly anticipated biennial recognition for product innovation.

AWARD CATEGORIES

Organized in collaboration with **GDOWeek and MarkUP**, the award features four key categories:

- **Product Innovation** – Recognizing the most relevant new food & beverage launches.
- **Ethics and Social Responsibility** – Highlighting sustainable production processes, environmental actions, social and educational initiatives, inclusivity projects and charities supporting developing countries.



- **Packaging Innovation** – Showcasing solutions that emphasize transparency and environmental responsibility.
- **Foodservice Innovation** – Celebrating advancements that enhance the **dining-out** experience while also catering to high-quality at-home consumption.

WHAT TO EXPECT IN THIS AREA?

The **Better Future Area** will showcase **dozens of outstanding products** selected for their originality and alignment with the award's sustainability criteria. Journalists, buyers, and industry professionals can explore the exhibition during show hours to gain insights into the latest trends shaping the agri-food sector.

On the afternoon of **Monday, May 5**, the **Better Future Arena** will host the **official award ceremony** by GDOWeek and MarkUp, recognizing the top innovations across all categories.

More initiatives and projects

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

Una rassegna insieme di attività dedicate al mondo sostenibilità e ESG.

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.

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

