

TUTTOFOOD 2026 – Events & Special Areas

Special Areas

HALL 2

- **International Startup Area: A 2026 New Feature!** An area dedicated to the promotion of innovative SMEs from Europe and across the globe. Organized in collaboration with **Sesamers (France)**.
- **Italian Startup Area:** Where Italian innovation meets the global market. In collaboration with **Le Village by Crédit Agricole**.
- **ESG Virtual Shop by T-OOL: A 2026 New Feature!** A special area designed as a digital storefront, using sophisticated face monitoring and eye-tracking systems to interpretate consumer preferences for new products inspired by ESG values. In collaboration with **T-OOL (a University of Parma spin-off)** and the **University of Parma**.

HALL 3

- **AREPO Vision: A 2026 New Feature!** A section dedicated to the international promotion of regional specialties with PGI, TSG, and PDO designations. In collaboration with **AREPO**, featuring the participation of the **Federazione Italiana Cuochi** (Italian Chefs Federation).

HALL 4

- **TUTTO Fruit & Veg: A 2026 New Feature!** Enjoy a revamped fresh produce area showcasing the evolution of both fresh and processed fruit and vegetable products. Featuring the participation of the **APCI (Associazione Professionale Cuochi Italiani)**.

HALL 5

- **TUTTO Bio: A 2026 New Feature!** A special section dedicated to organic producers from around the world, developed in collaboration with the international trade show **NatExpo by SPAS (France)**.

HALL 6

- **Mixology Experience:** The section of the exhibition featuring major producers of soft drinks and spirits, inspired by the concept of beverage pairing. Featuring the participation of **APCI (Associazione Professionale Cuochi Italiani)**.
- **Italian Specialty Selection:** The artisanal heart of TUTTOFOOD, highlighting traditional Italian flavors. In collaboration with **Poli.Design by Politecnico di Milano** and **Conflombardia "Sindacato della Comunità"**.

HALL 8

- **Bakery Arena: A 2026 New Feature!** A demo area where milling professionals meet stakeholders from the retail (GDO) and foodservice sectors. In collaboration with **Italmopa**.

HALL 10

- **Bellavita Expo:** A traveling exhibition dedicated to premium European Food & Wine products that convey the values of *bon vivre* and luxury across major global markets.

Observatories and Awards Hosted at the Show

RETAIL

- **PLEA - Private Label Excellence Award : A 2026 New Feature!** A new national observatory designed to survey the state of the art in private labels and reward the most virtuous retailers. Curated by **GDOnews** and **Cibus Link**.
- **FrePRE - Fresh & Produce Retail Europe: A 2026 New Feature!** A European observatory tracking performance and customer satisfaction across three traditional "Fresh Convenience" departments: Produce, Charcuterie & Cheese, and Deli. In collaboration with **Italiafruit News**.

MASS MARKET AND INNOVATION

- **Better Future Award:** TUTTOFOOD's product innovation award, featuring new categories for Horeca, Social Responsibility, and Private Labels. In collaboration with **Mark Up** and **GdoweeK (Tecniche Nuove)**.
- **Alimentando Awards:** Awards recognizing top companies in the agri-food sector, focusing on product innovation, marketing, and communication. Curated by **Alimentando.info**.
- **Great Taste: A 2026 New Feature!** For the first time ever, TUTTOFOOD hosts the world's most prestigious recognition for excellence in food and drink arrives. In collaboration with **Great Taste Italy**.

ESG

- **ESGmakers – Food Edition:** A digital guide surveying best practices in corporate social responsibility, drawing from the experiences, products, and projects of the fair's food exhibitors. Curated by **ESGnews**.

OUT-OF-HOME (FOODSERVICE)

- **PIZZA DOC Global Vision Awards: A 2026 New Feature!** Imagine a stage where Italian, emigrant, and foreign pizza makers discuss the evolution of the pizza business in a "Ted Talk" format and receive awards. Curated by **Accademia PIZZA DOC**.
- **Bartender Award**, in collaboration with **Bartender.it**.

Exhibition Paths

Unlike the Special Areas, which are physically identifiable spaces, these trails are a curated collection of events, meetings, conferences, and business opportunities tailored for filling your agenda with many "International Market-oriented" occasions.

- **TUTTOFOOD Goes Global: A 2026 New Feature!** Initiatives ranging from exploring emerging or high-potential international markets to analyzing logistics and international consumption trends, including specific matchmaking activities.
- **TUTTOFOOD Goes Dining: A 2026 New Feature!** Initiatives exploring new channels (such as Airline Catering) through educational meetings, matchmaking, demonstrations, and tasting sessions designed for Food Service operators.
- **TUTTOFOOD Global Sourcing Experience: A 2026 New Feature!** On-site food sourcing activities. Led by opinion leaders, journalists, and industry influencers, these sessions are designed to help discover the main international collectives at the fair and products already performing highly in foreign markets.
- **Sales Agent Connect:** Matchmaking activities between Italian and European agents and companies seeking new sales representatives in specific regions. In collaboration with **Forum Agenti**.