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## TUTTOFOOD

TUTTOFOOD is Southern Europe’s leading food business platform, bringing together global food innovation, sourcing, and market growth. Based in Milan, Italy, it leverages the city’s strategic location and infrastructure to serve as a central platform for global agri-food business.

From the outset, TUTTOFOOD positioned itself as a dynamic hub for global exchange, building strategic trade alliances among producers, distributors, and international markets, and laying the foundations for what would become a benchmark event for the industry’s growth and evolution.

Today, TUTTOFOOD is the only international agrifood exhibition that showcases complete agribusiness supply chains — not only Italian ones, but also international production ecosystems. This makes it more than a product showcase: it is a structured sourcing platform where producers, distributors, retailers and foodservice operators converge within an integrated business environment.

### BUILDING A EUROPEAN AGRIFOOD HUB

Founded in 2007 and conceived as “a window on the world” for the food industry, the event debuted in Milan and marked the entry of its organizer, Fiera Milano, into the agri-food exhibition sector.

Over the years, TUTTOFOOD has steadily consolidated its role as a reference marketplace for the international food business. Expanding across the entire supply chain — from **fresh products to packaged goods, retail, and Ho.Re.Ca.** — the exhibition has evolved into a **comprehensive ecosystem capable of connecting producers, distributors, buyers, and industry professionals from around the world.**

A significant milestone was reached in 2023, when Fiera Milano transferred TUTTOFOOD’s ownership to **Fiere di Parma** and became its second-largest private shareholder. Starting with the 2025 edition, the organization of the exhibition has been fully managed by Fiere di Parma, a leading operator in the Italian and European exhibition industry. This strategic partnership combines Milan’s “hardware” — the **Rho-Pero exhibition center**, the largest in Europe, supported by a modern and globally connected infrastructure — with Parma’s “software”: over forty years of expertise rooted in Italy’s Food Valley and the proven success of Cibus, the country’s leading trade event dedicated to Made in Italy agri-food excellence.



# TUTTOFOOD

INTERNATIONAL  
FOOD EXHIBITION **MILANO**

**11 | 14 MAY. 2026**

In 2025, TUTTOFOOD further strengthened its international profile through the cooperation between **Fiere di Parma** and **Koelnmesse**, aimed at expanding the exhibition's global reach. The event welcomed exhibitors and buyers from **over 100 countries**, recording **95,000 professional visitors**, **4,200 exhibiting companies from 70 nations**, and **3,000 top buyers**, thus reinforcing its role as a truly international hub.

Starting in **2026**, **TUTTOFOOD** will become a biennial event, taking place in even-numbered years in Milan and alternating with **Anuga** in Cologne. This strategic calendar alignment supports the development of a pan-European exhibition ecosystem for the food industry, further enhancing TUTTOFOOD's position as a central platform for global agri-food business.

## FIERE DI PARMA

Fiere di Parma is a leading operator in the Italian and European exhibition industry, acting as a strategic enabler of opportunities and connections for business, people, and territories. It organizes and manages national and international trade fairs with two main objectives: to serve as a reference platform for business development in Italy and abroad, fostering innovation, visibility, and networking; and to generate a positive and sustainable impact by operating responsibly for the benefit of communities and local ecosystems.

The company engages exhibitors and visitors while creating value for the wider territorial ecosystem. Its 300,000-square-meter exhibition center, located at the heart of Northern and Central Italy's industrial hubs, combines tradition and innovation to help companies achieve their aspirations.



## THE FOOD MANIFESTO

The Food Manifesto is a framework designed to guide the evolution of how food is produced, traded, and consumed across Europe and beyond.

Developed by Fiere di Parma, in cooperation with institutional and industry partners and with the scientific support of the Future Food Institute, it is conceived as both a conceptual and operational platform to strengthen relationships across the supply chain, ensuring that food demand is met, while protecting and enhancing all actors involved.

Officially launched at a global level at the European Parliament in March 2026, the Food Manifesto is inspired by the living heritage of the Mediterranean Diet and Italian cuisine, by critical thinking, and by the values expressed by the majority of agrifood enterprises, its goal is to become a driver for the regeneration of global food systems.

Within this vision, the Food Manifesto includes a Charter of Values for the Future of Food, through which food narratives are translated into concrete pathways toward justice, prosperity, and shared longevity.

The full document is available at the following link: [Food Manifesto](#)

## EXHIBITION'S LAYOUT, SPECIAL AREAS AND AWARDS

TUTTOFOOD spans 85,000 sqm of net exhibition space (+10% compared to 2025), distributed across 10 pavilions. The layout has been conceived to streamline navigation and enhance product discovery, placing Italian and international exhibitors side by side to offer a comprehensive and integrated view of the global food sector.

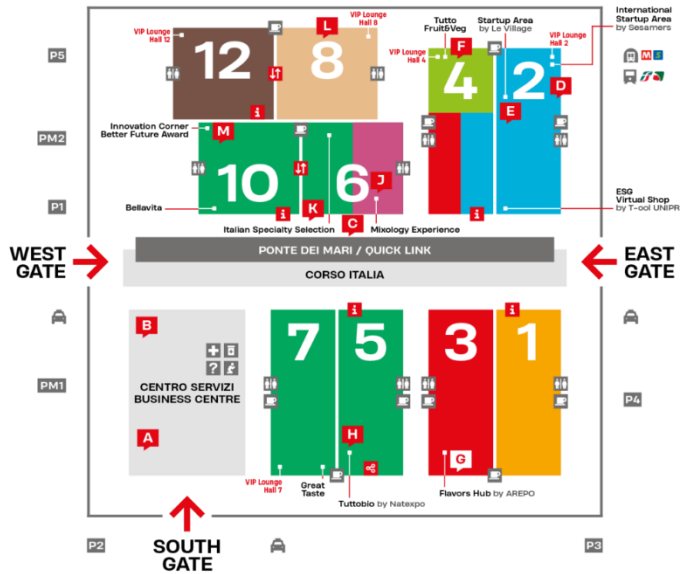
The upcoming edition introduces a smart and clearly structured configuration, organized into two main blocks:

- Ambient category products, located on the western side of the exhibition area
- Fresh, chilled and frozen products, positioned on the eastern side

This compact hall design improves visitor flow and facilitates access to all key segments, allowing professionals to optimize their time and move efficiently across the show.

# TUTTOFOOD INTERNATIONAL FOOD EXHIBITION MILANO

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## LEGEND

DAIRY	DELI, FROZEN & SEAFOOD	BEVERAGE & MIXOLOGY	CONFECTIONARY & COFFEE
MEAT, PROTEINS & CURED MEAT	GROCERY	BAKERY & SNACKS	FRUIT & VEGETABLE

## EVENT AREAS

Auditorium "Stella Polare"	Press Lounge	Tuttofood Hall	International Startup Arena
Italian Startup Arena	Fruit&Veg Arena	Arepo Vision Arena	TuttoBIO Arena
Mixology Experience Hall Stage & Main Bar Arena	Cibus Link Arena	Bakery Arena	Better Future Arena

<b>EAST GATE</b>	Parking  Taxi Stop
<b>WEST GATE</b>	Parking  Taxi Stop
<b>SOUTH GATE</b>	Parking  Taxi Stop

Info Point	Toilets
Social Hub	Bar
Escalators / Elevators	First Aid
	Parapharmacy
	Lost & Found
	Pray Room

## SPECIAL AREAS

Beyond the sector-based division of product categories across the exhibition halls, TUTTOFOOD 2026 features a series of **special areas designed to highlight strategic segments and emerging market trends**. These focused zones create curated environments within the broader layout, fostering cross-category interaction, international sourcing opportunities and targeted networking among producers, buyers and distributors.

### 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).

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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 showcasing premium Food & Wine products that embody the values of luxury and fine living across major global markets.



## AWARDS

TUTTOFOOD hosts a series of awards across **Retail, Mass Market & Innovation**, and **ESG** categories, featuring national and European observatories, innovation prizes, corporate social responsibility best practices, and the **debut of a prestigious international recognition for food excellence, Great Taste**.

The event also includes a **beverage excellence award** linked to the Mixology Experience and a **new global award for the world's best pizza chain experiences**.

### 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.

## INTERNATIONALIZATION AND PARTNERSHIPS

TUTTOFOOD has steadily strengthened its international presence, attracting exhibitors from over 75 countries, with international companies representing 30% of the total, and professional visitors from market across the world.

The fair provides a global platform for networking, business development, and market expansion, offering international buyers and companies the opportunity to connect, explore trends, and access new export opportunities across the food sector.

A key driver of this international reach is TUTTOFOOD's strategic collaborations and institutional support, which enhance global visibility and facilitate connections between Italian producers and international markets.

### ITA - Italian Trade Agency

ITA - Italian Trade Agency is a government entity responsible for promoting the internationalization of Italian companies and attracting foreign investment. Through its global network of offices, ITA provides promotional, educational, and export-oriented services to showcase the excellence of Made in Italy worldwide. Through the **partnership with Fiere di Parma, the Italian Trade Agency supports TUTTOFOOD** with its Buyers Program, assisting to provide international, highly qualified professionals with an in-depth food business experience.

### Koelnmesse

The partnership between **Fiere di Parma and Koelnmesse**, an international leader in organizing trade fairs for the food and beverage processing industry, has been boosting the TUTTOFOOD internationalization. The collaboration, started in 2025, focused on expanding the Fair's global reach, attracting a growing presence of foreign exhibitors and top-quality buyers from multiple countries. The partnership highlights the strategic role of alliances in enhancing international visibility and fostering cross-border business opportunities.

Starting from the **2026 edition**, **TUTTOFOOD** will be held in even-numbered years, alternating with **Anuga**. By coordinating the scheduling of these two major events, the collaboration ensures they complement each other, creating **two leading European business platforms** that help international Food & Beverage companies connect with global markets, build new commercial relationships, and boost their business.



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## NatExpo

NatExpo is France's leading international B2B trade show for organic, eco-friendly products, and food supplements, recognized worldwide for promoting responsible food choices and innovation. The partnership with TUTTOFOOD contributed to delivering NatExpo's strong expertise through the creation of the **TUTTO Bio by Natexpo, a curated hub for certified organic excellence** that brings together a growing number of international exhibitors.



## THE BUYERS PROGRAM

TUTTOFOOD features one of the most relevant B2B programs in the industry, organized in cooperation with ITA – Italian Trade Agency. It is one of the most advanced and effective matchmaking platforms in the global food industry, connecting top international buyers with the right suppliers across key markets, to generate high-value business outcomes and drive tangible international growth.

The program brings together more than 4,000 top national and international professionals from 103 countries, spanning Europe, the Middle East, North and South America, the ASEAN region, China, Japan, Taiwan, and South Korea, as well as Oceania, South Africa, and Central Asia.

Importers and wholesalers account for the largest groups, followed by large-scale food retail, with strong representation also from foodservice operators, specialty food retailers, and e-commerce and quick-commerce players. This diverse mix ensures that exhibitors can connect with the right partners across all segments of the food industry, from traditional distribution to emerging channels.

The 2026 edition places a **special focus on delegations from the airline catering and HoReCa sectors**, further strengthening TUTTOFOOD's positioning as a global sourcing hub.

From a geographical perspective, **Japan stands out for both the quality and scale of participation**, with leading players such as **Aeon Group, Seijo Ishii and Takashimaya**, alongside a strong presence of importers and foodservice operators.

The **South Korean delegation is also experiencing strong growth**, including major retailers such as **Emart, GS Retail and E-Land Group**, confirming the increasing relevance of the market.

**Canada is another key market for TUTTOFOOD 2026**, with leading HoReCa operators such as **Aramark and Browns Social House**, and major retailers including **Loblaws and Sobeys**, highlighting a well-balanced presence across both foodservice and retail channels.

Additional momentum is recorded across key markets. **Brazil has more than doubled its participation**, with leading national retailers and highly dynamic regional chains such as **Assaí Atacadista, Carrefour Brasil, Grupo Pão De Açúcar** and **Grupo Muffato**, alongside major importers, distributors and foodservice operators.

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The **United States** confirms strong and growing attendance, with leading retail players including **Albertsons, Amazon / Whole Foods Market** and **Walmart**, alongside major foodservice operators such as **Sysco**, as well as an increasing presence of cruise line operators.

**France** has nearly doubled its delegation, marked by the return of major retail groups such as **Carrefour France, Groupe Casino** and **Systeme U**, cash & carry operators and expanding restaurant chains.

Participation from the **Middle East** continues to grow overall, with leading players across both retail and foodservice like **Truebell, Safco, Transmed, Lulu, Spinneys** and **Panda**.

The Business Agenda tool enables invited buyers and exhibitors to connect directly within their respective categories, helping both parties plan and optimize their schedules at the fair. Networking events and market-focused sessions further provide buyers with valuable insights from international suppliers on market entry strategies, including the requirements for becoming suppliers to leading global distributors in both the retail and foodservice sectors.



## CONFERENCES

TUTTOFOOD conference programme offers a dynamic and content-rich agenda designed to inform and inspire. Across multiple thematic arenas throughout the exhibition, discussions explore key trends shaping supply chains, ESG topics, innovation, and evolving consumption patterns in the Retail and Horeca sectors, alongside. The programme also touches on broader topics such as international business strategies and food safety and regulatory frameworks, offering a comprehensive view of the challenges and opportunities influencing the industry.

### Conferences and Key Themes:

- Retail and Private Label
- Supply Chain Relationships
- ESG and Innovation
- Consumption Trends
- International Business Strategies
- Food Safety and Regulations
- Out-of-Home Consumption

Click [here](#) to access the full list of events.

## TUTTOFOOD 2025 KEY FACTS&FIGURES

- **95,000** visitors
- **100+** countries represented
- **4,200** exhibitors
- **70** exhibiting countries
- **25%** foreign exhibitors
- **80,000 m<sup>2</sup>** net area
- **3,000** hosted top buyers
- **27 TPOs** involved
- **+60%** foreign exhibitors (vs 2023)
- **+300%** international buyers (vs 2023)
- **+12,000** visitors (vs 2023)
- **10** exhibition halls
- **60+** events and conferences
- Organized by **Fiere di Parma & Koelnmesse**
- Takes place in **even years** (next: May 2026)