

TUTTOFOOD 2026: RECORD-BREAKING FAIR WITH +30% ATTENDANCE

With its second edition organized by Fiere di Parma, TUTTOFOOD consolidates its position as a dynamic hub for global exchange, further driving exports, revenue, and international business relations.

Milan, May 18 2026 – TUTTOFOOD 2026 closed with record-breaking numbers, registering **123,000 attendees** over four days, including **27,000 international visitors**, representing a 30% increase compared to the 2025 edition. The participation of such a large number of professional operators—including industry, distribution, foodservice, importers, and buyers—demonstrates the fair’s ability, organized for the second year by Fiere di Parma, to convert global demand for high-quality food into commercial relationships, market access, and business development. At the same time, it confirms TUTTOFOOD’s growing role as a key international economic platform for the food & beverage sector.

This successful outcome stems from a strategic partnership between Fiere di Parma and Fiera Milano, with international support from Koelnmesse, organizer of the world’s largest food trade fair, Anuga in Cologne. TUTTOFOOD 2026 edition covered **10 pavilions, totalling 82,000 square meters of fully booked exhibition space (+15%), hosted 5.000 brands (+20%, approximately 30% of which from abroad), and welcomed 4,000 top international buyers.**

Antonio Cellie, CEO of Fiere di Parma, said: *“The figures and the unanimously positive feedback from exhibitors, buyers, visitors, and regular attendees of historic global food fairs confirm it: we have filled a space that was still unexpectedly open, creating a completely new international event for the agri-food sector. This event fully reflects Italian know-how in trade fair organization, offering a platform for exhibitors from around the world to connect with international markets, within a fully integrated business ecosystem”.*

“Today, trade fairs are no longer just product showcases” Cellie added *“They are business hubs where companies assess international demand, develop markets, build commercial relationships, and turn opportunities into tangible economic results. The growth in attendance shows that companies and operators are seeking physical, qualified spaces to navigate a global market that is increasingly fragmented, selective, and competitive.”*

Attendance growth is particularly significant given the current context of geopolitical tensions, tariffs, energy cost pressures, commodity volatility, and the restructuring of global supply chains.

Buyers from the USA, Latin America, Asia, the Gulf, and European countries such as France, recognize the high reputation of Made in Italy, thanks to the undeniable quality of raw materials, authenticity, production reliability, distinctive offerings, and the gastronomic and cultural value it carries. One European buyer highlighted that approximately 70% of their restaurant business revolves around Italian products, demonstrating that Italian cuisine has become a structural element of the international foodservice offering. Key Italian categories such as olive oil, balsamic vinegar, flour, pasta, biscuits, and chocolate are considered irreplaceable in many markets. For operators such as Cencosud (Latin America) and City Super Group (Hong Kong), Italy represents the main European sourcing market for food products.

An interesting aspect is that Italian food is perceived not only as classic or traditional but also as innovative, capable of experimenting and creating new culinary recipes, anticipating trends.

In terms of innovation, Ben Costantini from Sesamers, a French company that brought startups from seven countries to the fair, specialized in software platforms, functional beverages, artisan sauces, and processing machinery, said, ***“TUTTOFOOD is not just a place to sell today’s products; it is where the next generation of food innovators finds their market.”***

At the close of TUTTOFOOD, **Banco Alimentare Lombardia** collected approximately 25 tons of food from over 600 companies that generously donated surplus products, distributing them to more than 1,000 local partner organizations (canteens, reception centers, family homes, etc.), benefiting over 200,000 people in need.

TOP BUYER PERSPECTIVE

SYSCO - With annual revenue of approximately USD 81–84 billion, 75,000 employees, a market cap of around USD 35 billion, over 730,000 customers, and more than 330 distribution centers worldwide, Sysco is the largest foodservice distributor in the USA, focusing on restaurants, hotels, hospitals, schools, and catering. It attends TUTTOFOOD for its international reach, critical for establishing direct relationships with producers and buyers. Rising prices in the USA do not curb demand for quality products. Tariffs and duties are considered secondary to supply chain security. Sustainability and traceability are increasingly central in response to growing concerns about global food supply. This evolving demand also drives **growth for Italian food in the USA, leading Sysco to appoint Italian product specialists across its group companies**. American consumers recognize and seek authentic Italian products, including premium options, with a broader range than traditional offerings: the market is no longer “ethnic” but mainstream.

CENCOSUD – One of the largest retail groups in **Latin America**, based in Santiago, Chile, with 50 years of history, operating in supermarkets, hypermarkets, shopping centers, DIY/home improvement, department stores, and financial services across Chile, Argentina, Brazil, Peru, Colombia, and the USA. Employing 100,000 people, with 1,500 stores, revenues of USD 17 billion, and EBITDA of about USD 1.5 billion.

They attend TUTTOFOOD to **create international assortments for South American shelves**. They bring back from the event “a piece of every European country”, with a strong focus on innovation. The stated objective is to be the first to bring to South America the innovations showcased in the fair’s Innovation areas, as Latin American consumers are described as increasingly curious, open to experimentation, and interested in recipes that combine ingredients from multiple countries. Italy confirms its role as a strategic European reference for food export, while sourcing from Germany, Portugal, France, the UK, Spain, as well as Thailand, Korea, and Australia, grows. Peru is the most dynamic Latin American market, while Argentina saw an exceptional +100% increase in European product imports in the past 12 months. Key message: despite slowing consumption, European—particularly Italian—food continues to be perceived as synonymous with quality, innovation, and distinctiveness.

SPINNEYS – A premium supermarket chain operating mainly in the **United Arab Emirates, Oman, and Saudi Arabia**, one of the leading high-end retailers in the Gulf, with a focus on quality, international assortments, and premium products. In 2025, it recorded revenues of around USD 1 billion, with a +13% year-on-year growth, serving over 100 million customers annually. Spinneys attends TUTTOFOOD to strengthen partnerships with producers—especially Italian—and further expand its premium offerings for the Gulf markets.

The buyer, attending TUTTOFOOD for the fourth time, describes the fair as “strategic and highly positive for business development.” **Italy is recognized as a privileged partner for private label products** (which show strong growth, up to +40% YoY) due to the recognized quality of Made in Italy and simpler logistics compared to other sourcing markets. The goal is to identify new business opportunities, expand existing ranges, and select new premium and artisanal producers for inclusion in assortments. The most dynamic categories include olive oil, preserved foods, legumes, flour, premium tuna, anchovies, organic products, and high-value Italian specialties. Spinneys is particularly interested in premium antipasti, olives, and pasta, which are increasingly relevant for Gulf high-end consumers, as well as organic and health-focused products. According to the buyer, organic products are one of the market’s strongest trends and could even double in value in the near future due to growing consumer attention to health, quality, and natural ingredients.

PROMOCASH, The Carrefour Group's **cash & carry unit**, specialized in supplying professional foodservice operators. Approximately 95% of its business is tied to restaurants, and within this share, about 70% involves Italian products.

Promocash attends TUTTOFOOD to consolidate relationships with existing suppliers and identify new products and producers for its shelves, taking the opportunity to test and select new lines for the French market. **Italy is described as an essential reference for French foodservice**, especially in categories such as olive oil, rice, pasta, flour, and preserved vegetables. Their declared goal is to “bring authentic Italian style to France,” offering restaurateurs products that are genuine and not yet widely available locally. The fair is considered strategic because it allows buyers to compare numerous producers within the same product categories in one place, facilitating assessments of quality, assortment, and positioning. The exhibition's completeness is also emphasized, representing almost the entire range of international food. A concrete example: for an Italian flour producer with whom Promocash has collaborated for three years and whose volumes continue to grow, a further +30% increase in purchases is expected in 2026. Compared to other international fairs like SIAL Paris, TUTTOFOOD is **perceived as more accessible and functional for buyers**, thanks to well-organized spaces for meetings and tastings, and a simple, efficient management of the fair experience.

COUPANG - One of the leading e-commerce players in Asia, often called “the Amazon of Korea,” founded in 2010 and today a leader in the South Korean market thanks to its ultra-fast “Rocket Delivery” logistics system. The group integrates marketplace, proprietary logistics, food delivery, streaming, and fintech, with annual sales exceeding USD 35 billion.

Coupang attends TUTTOFOOD to strengthen sourcing of authentic Italian products for the Korean market, with **particular attention to premium lines and signature Made in Italy categories** such as olive oil, spaghetti, and balsamic vinegar. Italian food is already very popular in South Korea and continues to grow year by year, especially among urban consumers increasingly focused on quality, authenticity, and international cuisine. Activities at the fair were intense, with about ten business meetings per day between existing suppliers and new companies to be added to the platform. B2B development is central: the goal is not only to understand which products could succeed in the Korean market but also to determine how Coupang can concretely support the companies present at TUTTOFOOD in commercial development and product distribution in Korea. The growth potential for Italian food in the

South Korean market is still very high, **with Coupang expecting a significant increase in purchase volumes following the fair.**

CITY SUPER GROUP – Premium retail group founded in Hong Kong in 1996, specializing in gourmet supermarkets, imported international products, wine & spirits, and lifestyle retail through its main brand City'super. **Considered a high-end benchmark for food shopping in Asia**, the group operates in Hong Kong, Shanghai, Nanjing, and Taiwan, with a positioning focused on quality, international selection, and premium retail experience.

City Super Group attends TUTTOFOOD to consolidate and expand direct sourcing from Italy, now considered the group's main supplier. The company imports without intermediaries and regards Made in Italy as a central element of its assortment strategy, particularly for premium categories targeting sophisticated Asian consumers attentive to product authenticity. The fair represents an important opportunity to meet established suppliers in person and discover new brands aligned with Hong Kong and Taiwan market demands. Strong interest is shown in family-run companies and highly specialized productions, seen as synonymous with quality and distinctiveness. Sought-after categories include dried fruit, condiments, extra virgin olive oil, balsamic vinegar, chocolate, and premium pistachio cream with high raw material content. Italian food continues to be perceived as a qualitative benchmark in the Asian gourmet segment, with **City Super Group expecting at least a +10% increase in imported volumes from Italy following the fair.** After attending numerous international events, **TUTTOFOOD is described as the best for both the quality and quantity of exhibitors, as well as for the organization of business meeting spaces, judged spacious, clear, and efficient.**