

The Trade Show's Identikit

WHEN?

2028, May 8-11
(Biennial Show)

WHERE?

Rho Fiera Milano
(Milan, Italy)

WHAT?

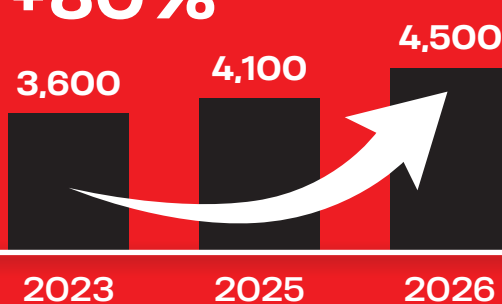
The Truly Global Platform for F&B
Professionals in Southern Europe

WHO?

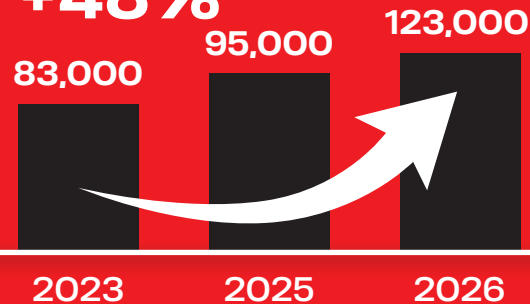
Visited by large-Scale Retail, Ho.Re.Ca.
operators, importers and wholesalers

Facts & Figures: Looking Back at Tuttofood 2026

EXHIBITORS
+80%

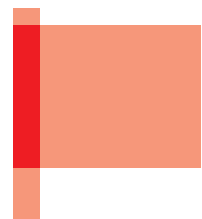


VISITORS
+48%



4,000+ Top Buyers
from 110 countries

+400% compared to 2023



70 Countries
and 45 country pavilions

Representing 33 Nations

What Do They Say About Us?

“

Very pleased with the number of
professional contacts that we made
at the show. We plan to return in 2028.
US POULTRY & EGGS - USA

“

Tuttofood provides an ideal
opportunity to drive export growth
and increase international sales.
KAREN BESTON, HEAD OF EXHIBITIONS
& EVENTS PS8 LTD. - UK

“

A fantastic platform, the ultimate
launching pad for expanding into
the broader European market.
GLOBAL FM - SOUTH KOREA

“

A great platform to connect the origin
to the markets, converting business
meetings in sales opportunities.
DENISE BETANIA ESPAÑA - ECUADOR

“

We sincerely believe that each
edition will continue to grow and
deliver even greater value.
SEDA FILIZ, INTERNATIONAL PROJECT
MANAGER AT SIMEXPO - TURKEY

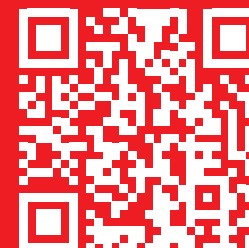
“

Our exhibitors secured over RMB
2 million each, expanding their business
all across Europe.
GGF - CHINA

Contact Us

WANT TO JOIN US?

Our team is at your disposal for
helping you find the best solution
for you and your business.



tuttofood.it/en | tuttofood@fiereparma.it | follow us on [f](#) [@](#) [X](#) [in](#)



TUTTOFOOD

INTERNATIONAL FOOD EXHIBITION MILANO

8 | 11 MAY. 2028



WHERE GLOBAL FOOD BUSINESS TAKES CENTER STAGE

Why Tuttofood?

Global Food Business at the Heart



Biennial show, strategically held in May to better plan the Q4/Q1's business.

International Exhibitors and country pavilions get center stage.



Meet Your Next Food Partners

Tailored Buyers Program, involving thousands of top professionals from worldwide.



An international schedule, featuring evening business events for high-quality networking.

Milan: a Central Venue

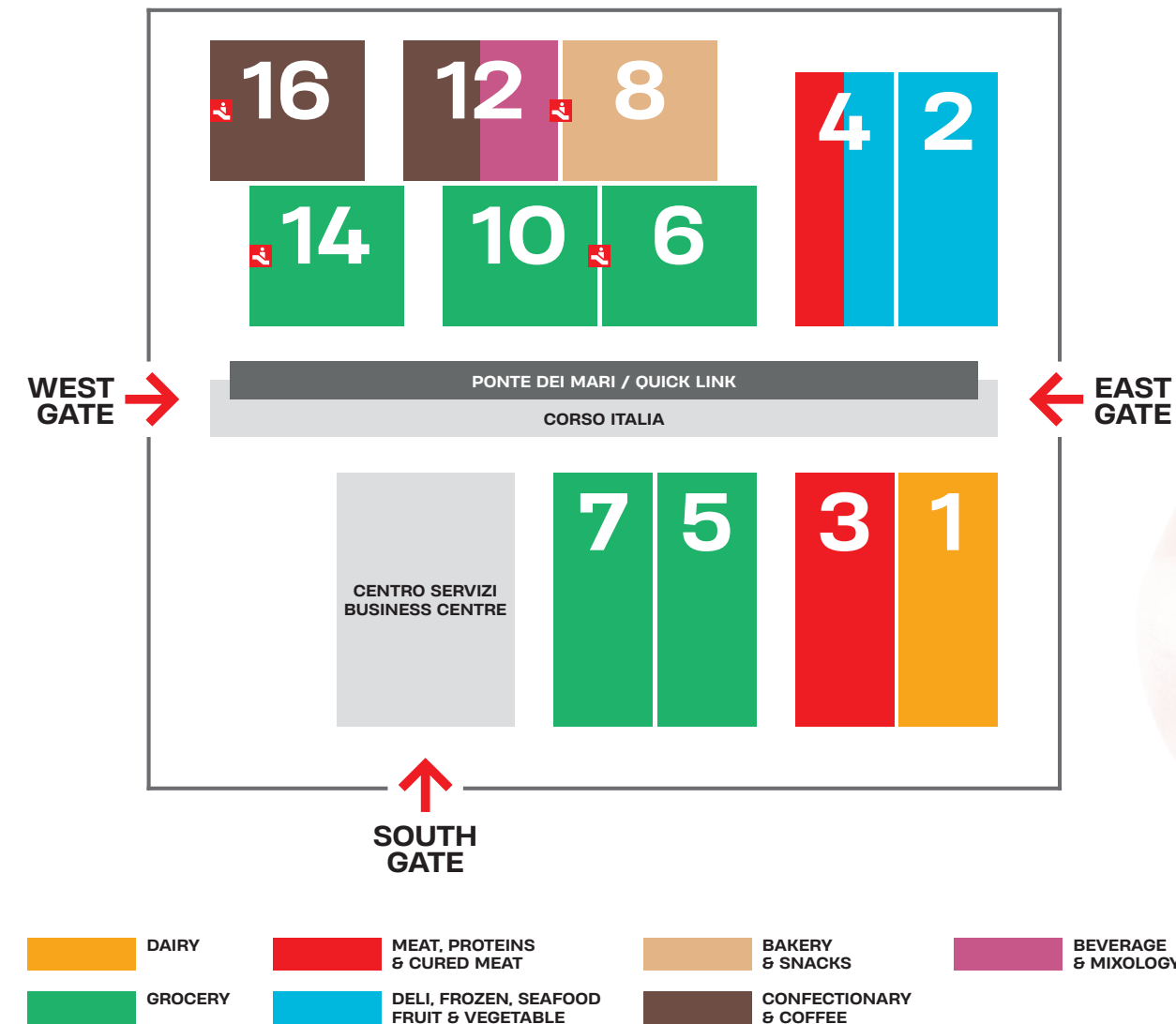


A modern, cutting-edge exhibition center close to downtown.

An the heart of Europe: served by several airports, highways, and high-speed train lines.



What's the New in 2028? A Modern, Readable, Compact Floor Plan



Some of our special areas:

TUTTOBIO
by natexpo

ITALIAN
Specialty
Selection



Following the successful debut of our optimized, two-level floor plan (featuring an 82,000 sqm exhibition area), **TUTTOFOOD 2028** moves full speed ahead with the launch of two brand-new halls.

Designed to elevate the trade show experience, this expanded setup will feature dedicated zones spotlighting emerging F&B trends and hosting high-level executive roundtables, industry presentations, and prestigious international awards.

Buyers' Program: an Exclusive Business Experience

A solid business opportunity, enabling selected buyers to discover the best food and beverage products from all around the world.
Who can attend:

Food Professionals

Purchasing Managers
Buyers
Category Managers
Import Managers
Top Managers
Private Label Managers
Executive Chefs

Sectors Involved

Food Retailers
Department Stores
Supermarkets, Hypermarkets,
Specialty Stores Chains
Restaurant Chains,
Hotel Chains, Food Service
Wholesalers, Distributors,
Importers

Benefits

BUYER PASS

Get free access to the trade show one hour before the official opening and access VIP Lounges.

CUSTOMIZE YOUR EXPERIENCE

Join tailored educational sessions, demos, cooking shows, themed guided tours as well as evening events

A TAILOR MADE EXPERIENCE

A dedicated team will take care of your experience from the beginning.

BUSINESS AGENDA

Enjoy a tool designed to schedule in advance meetings with your favorite exhibitors.

MARKET CHECK

Guided visits and valuable insights about the Italian markets, retails, and Horeca formats.