

TUTTOFOOD 8|11 MAY

INTERNATIONAL FOOD EXHIBITION MILANO 2028




FIERE di PARMA

International Partner
 **koelnmesse**

About TUTTOFOOD 2026

Exhibitors' Growth 2023-2026

After buying TUTTOFOOD Milano in 2023, **Fiere di Parma** has been focusing for over three years on the internationalization of the trade show on the exhibitor side, by way of:

- increasing the **exhibition area**;
- fostering **participation from abroad**.

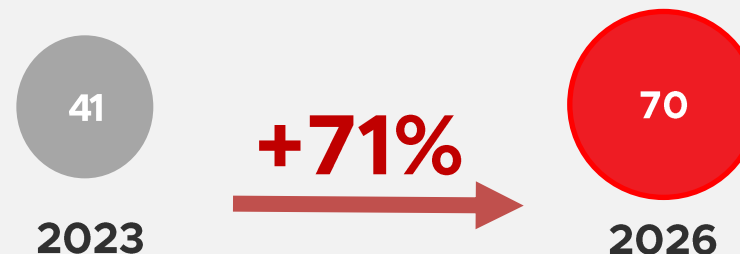
Net Exhibition Area Progression Through The Years (in sqm)



Number of Exhibiting Brands



Exhibiting Countries Through The Years



About TUTTOFOOD 2026

Visitors Statistics



Visiting Countries (TOP10)

- | | | |
|----|-----------------|--|
| 1 | Spain | |
| 2 | France | |
| 3 | Germany | |
| 4 | Switzerland | |
| 5 | USA | |
| 6 | Poland | |
| 7 | The Netherlands | |
| 8 | United Kingdom | |
| 9 | Romania | |
| 10 | Greece | |



123.000

TOTAL VISITORS
(+20% International)



154

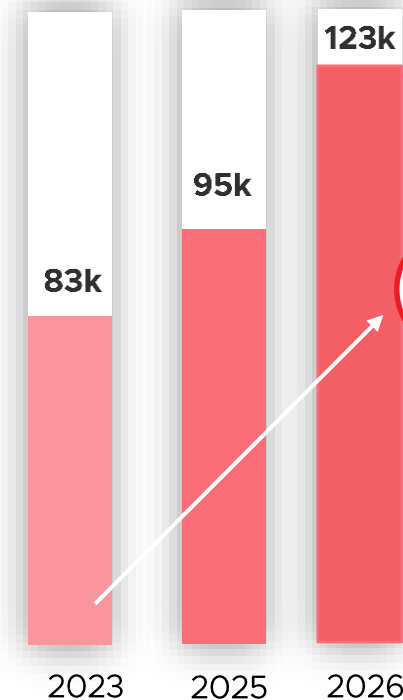
COUNTRIES
REPRESENTED

OTHER KEY VISITING COUNTRIES

11. China
12. Canada
13. South Korea
14. Brazil & Türkiye
15. Belgium



Visitor Growth Trend (2023 vs 2026)



+48%
vs 2023

International Hosted Buyers Program



TOP Buyers Markets

- 1 USA 
- 2 Canada 
- 3 Brazil 
- 4 UK 
- 5 France 
- 6 China 
- 7 Japan 
- 8 Germany 
- 9 South Korea 
- 10 Spain 



4,000+

Hosted Buyers



110

Countries represented



21,000+

Pre-scheduled meetings
through the B2B platform



27,000

On-site meetings

Top Buyers' Profiles

IMPORTERS & WHOLESALERS

LARGE-SCALE RETAIL

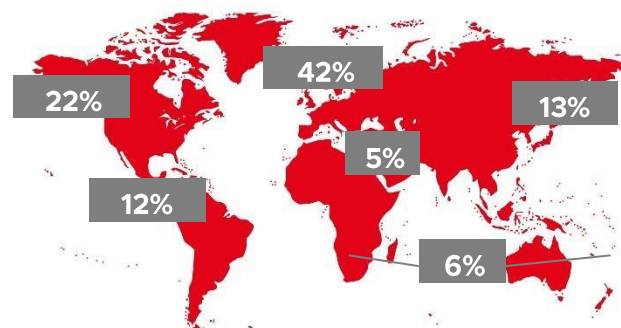
HO.RE.CA. & BARS

DELI STORE

FOOD
PROCESSING

E-COMMERCE + QUICK COMMERCE

BUYERS' PROGRAM MACROAREAS INVOLVED



About TUTTOFOOD 2026

International Community Development

Hall 1



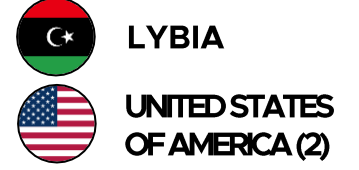
Hall 2



Hall 3



Hall 4



Hall 5



Hall 6



Hall 7



Hall 10



2026 edition main figures

45 Country Pavilions
(+250% compared to 2023)

33 Countries

10 Official events involving
foreign countries products
and/or representatives

About TUTTOFOOD 2026

Buyers Program: Top Italian Large-Retail Operators Involved

NATIONAL GROUPS

Agorà Network, Aldi, Bennet, Carrefour, Conad, Consorzio C3, Coop Italia, Crai Secom, D.IT Decò Italia, Distribuzione Italiana, Despar Italia, EcorNaturasì, Eurospin, Food 5.0, Gruppo VEGé, In'S Mercato, Italy Discount, Lidl Italia, MD, Metro Italia Cash and Carry, Pam Panorama, Penny Market, Realco, Selex Gruppo Commerciale, Todis – IGES

NIELSEN AREA 1

Alfi, Basko, Codè CRAI Ovest, Conad Centro Nord, Conad Nord Ovest, Coop Consorzio Nord Ovest, Coop Lombardia, Dimar Spa, Esselunga, Gruppo Finiper, Iper Montebello, Italbrix, Migross, Sogegross, Tigros, Unes Maxi

NIELSEN AREA 2

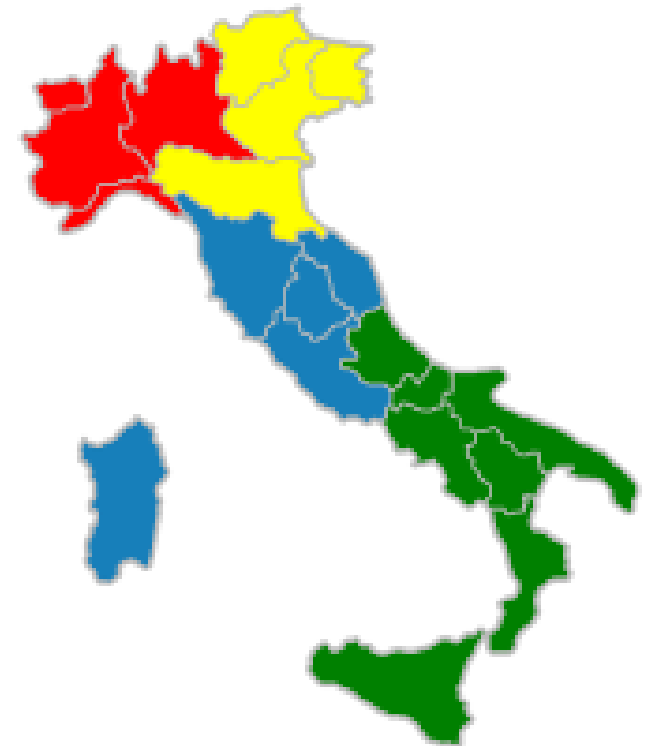
Alì, AMA CRAI Est, ARD Discount, Aspiag Service, Cadoro Supermercati, CIA - Commercianti Indipendenti Associati, Despar Servizi, Esselunga, Coop Alleanza 3.0, Coop Reno, Gruppo Poli – Seven, Il Gigante, Maxi Di, Sait - Consorzio Delle Cooperative Di Consumo Trentine, Supermercati Tosano Cerea, Unicom, Vega

NIELSEN AREA 3

Ce.Di. Marche, COAL, Conad Adriatico, Coop Unione Amiata, Esselunga Iperal Supermercati, Eurospin Tirrenica, F.Ili Ibba, L'Abbondanza, Magazzini Gabrielli, Unicoop Firenze, Unicoop Tirreno, PAC 2000A Conad

NIELSEN AREA 4

AP Commerciale, Ergon, Gruppo Arena, Maiora, Megamark, Moderna 2020, Multicedi, Multinvest, Perrone, Retail Pro, Tatò Paride



About TUTTOFOOD 2026

Buyers Program: Top Italian Horeca Operators Involved

FOOD SERVICE

Avolta - Autogrill Italia Spa, C.I.C. - Cooperativa Italiana Catering, Camst Soc.Coop. A R.L., Cateringross Soc. Coop., Caterline S.p.A., Chef Express, Cigierre - Compagnia Generale Ristorazione, Cirfood - Cooperativa Italiana di Ristorazione, Compass Group Italia Plc, DAC Spa, Elior Ristorazione Spa, Lagardère Travel Retail Italia Srl, Longino & Cardenal spa, MARR S.p.A, Pregis Spa, Ristopiù Lombardia S.P.A, Ristopiù Piemonte Srl

TOP HORECA CHAINS

Accorhotels Italia Srl, Alice Pizza Spa, BEFED Franchising, Bun Srl, Cibiamo Group, Cioccolatitaliani, Dispensa Emilia, Flower Burger - Tobeme srl, Gruppo La Piadineria, La Birreria Italiana - Spiller, L'Antica Pizzeria Da Michele in the World Srl, Löwengrube Srl, Panfe', Roadhouse Grill Italia, Signorvino, Siren Coffee Srl - Starbucks Italia, Starhotels



About TUTTOFOOD 2026

Buyers Program: Top International Operators Involved in 2026

EUROPE

Rewe International, Spar, Maxima, Coop, Metro, Bidfood, Carrefour, Colruyt, Kesko, Kaufland, Iki, Jumbo Supermarkten, Eroski, Mercadona, Ocado, Booths Supermarkets, Costco Wholesale, El Corte Inglés, Manor, Plodine, Studenac, Carrefour France, Monoprix, Metro France, Systeme U, Sainsbury's, Delhaize, Waitrose

NORTHERN AMERICA

Sobeys, Loblaw, Walmart, Atalanta Corporation, Giant Eagle, H-E-B, KeHe Distributors, Hy-Vee, Rouses Supermarkets, Sysco, Sprouts, Albertsons, Amazon - Whole Foods Market USA, Walmart, US Foods, Gourmet Food International - GFI

LATIN AMERICA

Cencosud, Grupo Pão De Açúcar, Rede Brasil, Alkosto, Grupo La Comer, Grupo Pereira, Supermercados Peruanos, Assaí Atacadista, Oba Hortifruti

ASEAN

Angliss Food Service, BHG, Bright View, City Super, Classic Fine Foods, Aeon Group, Belc Co., Isetan Mitsukoshi, Takashimaya, Lotte, Samyang Corporation, Shinsegae Food Co, Carrefour Taiwan, Simple Mart Retail, Siam Makro, Big C, The Mall Group, Central Food Retail, OLé Supermarket, Emart, Eland, 7-11, Coupang, GS Retail, Hema Supermarket (Freshippo), Walmart China, Meidi-Ya, Monte Bussan, Saizeriya, Seijo Ishii

MIDDLE EAST

Lulu Group International, Panda Retail Company, Bidfood, Choithrams, Emirates Flight Catering, Spinneys, Transmed, Truebell, Safari Hypermarket, Spar Qatar, Farm Superstore e Choithrams



What Do They Say About Us?

Our long-standing cooperation with the TUTTOFOOD team has been built **on trust, professionalism, and a shared vision for creating one of the most influential international events in the food and beverage industry**. TUTTOFOOD 2026 once again demonstrated its ability to bring together high-quality exhibitors, buyers, and industry professionals in **a dynamic environment that fosters innovation, networking, and business growth**.

TUTTOFOOD represented **an excellent business opportunity to deep dive in the more complex dynamics of the global food market**.

AICS Tirana & CIHEAM Bari



Tuttofood **generates new business contacts and creates real international business opportunities**. We particularly highlight the **professionalism of the event** [...]. This trade fair is experiencing **exponential growth** and is becoming increasingly significant within the international food sector.



Iban Zafra, Nazioarteko Garapena
eta Lehiakortasuna

This exhibition is recognized as one of the largest trade fairs in the Southern Europe, and **we sincerely believe that each edition will continue to grow and deliver even greater value** to its participants.

Seda Filiz, International
Project Manager at Simexpo



Great Exhibitions



TUTTOFOOD stands out as **a truly international exhibition** [...]. The scale and quality of the event enabled our participating companies to generate **valuable, high-level contacts** and explore new business opportunities. We would highly recommend TUTTOFOOD.



Alberto Pascual, Jefe de área de Promoción de ICECYL

TUTTOFOOD 2026 was a huge success for South Korean food and drink companies, featuring a fantastic turnout. [...] The event **drew a high volume of international buyers and industry professionals from well beyond Italy's borders**, proving that TUTTOFOOD is a fantastic platform and the ultimate launching pad for expanding into the broader European market.



Global FM

Following a visit to Tuttofood in 2025, PS8 had no doubt about the show's potential. With [...] its impressive hosted buyer programme, Tuttofood provides an ideal opportunity to [...] connect with key buyers and importers from across the globe, and most importantly, **drive export growth and increase international sales**. Building on this success, **we hope to expand our presence next time**.

Karen Beston, Head of Exhibitions & Events PS8 Ltd.



TUTTO FOOD MILANO

INTERNATIONAL
FOOD EXHIBITION

NEXT
EDITION

8–11
MAY
2028