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TUTTOFOOD 2021: SHOWCASE OF EXCELLENCE AND INNOVATION

THE INTERNATIONAL AGRI-FOOD PLATFORM RETURNS WITH EXHIBITION PRESENCE

- *More than 900 exhibitors from 30 countries, with a significant presence of group exhibitions*
- *More than 500 foreign buyers from 66 countries, with particularly large delegations from the United States, the United Arab Emirates, the United Kingdom, Russia and France*
- *The new TUTTOFRUIT area, dedicated to fresh fruit and vegetables and innovations in the IV and V product range make a début and TUTTOWINE is consolidated*
- *Renewed concept for Retail Plaza, with the top managers of the GDO & Retail and with, for the first time in Milan, the Pastaria Festival*
- *First edition of the Better Future Award, while the Evolution Plaza is enriched with partners such as Charmen, DNV, CSQA, EURANET and Netcomm*

Milano, 29 September 2021 – At the best time of the year to relaunch your business, while analysts are predicting a GDP rebound of up to +6% for Italy, **from 22 to 26 October**, **TUTTOFOOD**, **Italy's leading international agro-foods platform**, finally returns to fieramilano.

The most awaited appointment for Italian and foreign professionals

TUTTOFOOD is Italy's **most eagerly awaited event for industry professionals**: in addition to the opportunity to explore **the best of Italian and foreign F&B innovation** on the exhibition floor, it has always been an opportunity for **networking with highly profiled national and international buyers**, thanks also to the constant support of **ITA/ICE Agency**. It is also a unique opportunity to discover and explore **purchasing and consumption trends** in advance, thanks to an unparalleled programme of events.

Among the sectors, the new entry is **TUTTOFRUIT**, an area dedicated to fresh fruit and vegetables and the innovations of the IV and V product ranges, which integrates the latest sectors launched such as **TUTTOHEALTH**, **TUTTODIGITAL** and **TUTTOWINE**. The consolidation of historic sectors also continues, such as **TUTTODAIRY**, **TUTTODRINK**, **TUTTOFROZEN**, **TUTTOGROCERY**, **TUTTOHEALTH**, **TUTTOMEAT**, **TUTTOOIL**, **TUTTOPASTA**, **TUTTOSEAFOOD**, **TUTTOSWEET**, **TUTTOWORLD**.

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TUTTOFOOD's partnerships with associations and other authoritative bodies are always numerous and highly prestigious. The most recent new entries are **Restaurants Canada**, the country's largest and most representative away-from-home organisation, and **CHIC - Charming Italian Chef**, an association that brings together over one hundred Italian and foreign professionals capable of innovatively reinterpreting the world of cuisine. Other TUTTOFOOD 2021 partners include: **Assica, Apci, DNV, Dolce Italia, FederBio, ICE, IRI, Netcomm, Pasta Italia, Retail Institute Italy, Unione Italiana Food, UnionAlimentari, Unas, Unione Italiana Vini.**

946 exhibitors and over 500 buyers from all over the world

To date, **946** exhibitors have registered, 146 of them from abroad, from **30 countries**. **Spain, Greece, the Netherlands, Belgium, Germany**, Portugal, the United Kingdom and Ireland, France, the Nordic countries and Eastern Europe (Czech Republic, Romania, Hungary) are among the most represented. From outside Europe, there were interesting entries from the Middle East and North and South America (USA, Peru, Uruguay) and also from Oceania and Indonesia.

Particularly noteworthy are the **group exhibitions**, such as Eat Nordic (Denmark, Norway and Finland), the Balkans (Slovenia, Serbia and Kosovo) and from Greece, Ireland, Spain and the United States. Among the most represented Italian regions are Lombardy, Puglia, Veneto, Emilia-Romagna and Piedmont. Over **500 foreign buyers** from 66 countries, with particularly large delegations from the United States, United Arab Emirates, United Kingdom, Russia and France.

They include some of the biggest international players such as **Azerbaijan Supermarkets, Jumbo Supermarkten, Lulu Group International, Sysco Corporation**; but also cases of excellence such as **BiCE Restaurant, La Strega Restaurant and Colosseum (UAE), Bidfood Jordan (Jordan), Maison Dallos (Russia), Tree of Life (Canada)**. Some of the world's most famous delicatessens are also present: **Fallon&Byrne (Ireland), Gastronome (Georgia) or Løgismose (Denmark).**

Retail Plaza: the meeting to take stock of large-scale retail trade and the retail sector

More than 100 events were organised at TUTTOFOOD2021, to complete a process that has maintained contact with stakeholders through an online programme of some 20 webinars and matching meetings.

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Retail Plaza, an opportunity to take stock of innovation in large-scale distribution and retail, returns to the event. With a redesigned format produced by **Business International - Fiera Milano Media**, this year's edition benefits from the collaboration of **Retail Institute Italy** as well as partnerships with the **IULM** and **LIUC Castellanza** universities and research institutes such as **IRI, Nielsen and Eumetra**. Media partnerships with **Distribuzione Moderna, Mark UP, Gdoweeek and Largo Consumo** are also important.

Confirmed to date are the presence of more than 20 top large-scale distribution and retail managers, including the Presidents of **COOP Italia, MD, LIDL Italia, PENNY Market Italia Gruppo REWE and Coralis**; the Managing Directors of the **Végé and CRAI Secom Group**; the General Managers-Sales Managers of **Basko - Sogegross Group, COAL, Glovo Italy, Deliveroo Italy, Decò Italy, Despar Italy, Selex Commercial Group**; the Marketing-Communication Managers of **Bennet, Pam Panorama, Penny Market Italy REWE Group, Conad**. Some of the most innovative start-ups and companies will also be involved, such as **Quomi, Qualitando, Acquainbrick, Appetite for Distrupction, Macha and Poke House**.

Another important participant will also be **Giuseppe Stigliano, CEO of Wunderman Thompson Italy** (WPP Group), Professor of Retail Marketing Innovation at IULM, Sacro Cuore Catholic University and the Milan Polytechnic University, and co-author of the volumes *Retail 4.0 - 10 Rules for the Digital Era* and *Onlife Fashion - 10 rules for a world without rules*.

The **Pastaria Festival** will also be held in **Retail Plaza** all day on Tuesday 26th: organised by the magazine of the same name in collaboration with Fiera Milano, the event is being held **in Milan for the first time** and includes a rich programme of **more than 14 meetings**, with contributions from representatives of major Italian universities - such as **Cattolica, Cesena, Florence, Milan, Modena and Reggio Emilia, Molise, Naples, Padua, Parma and Tuscia** - and important research bodies such as **Nielsen, NPD, Porto Conte Ricerche**, together with authoritative experts and sector analysts. Many hot topics will be discussed, from new consumer trends to innovative products such as legume pasta, from novel food to packaging and service content, to the increasingly central issue of **sustainability**.

A strong emphasis on innovation... and creativity

On the other hand, the **Evolution Plaza** is dedicated to more technological aspects: apps, food delivery, e-commerce, traceability and will propose initiatives and best practices from leading operators, innovative start-ups and exhibitors. On 22 October, the Evolution Plaza will include a day by **Netcomm**, the Italian digital commerce consortium, dedicated to trends and development potential in food e-commerce, while **Charmen** will organise two meetings dedicated to Food Photography on 24 and 25 October. Again on the 25th, two appointments with **DNV**, an international certification

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body with a strong specialisation in food. Meetings organised by **CSQA** and **EURANET** are also planned in the field of certification and blockchain.

Also of note is the **Innovation Area**, where the products awarded with the new Better Future Award in collaboration with **Gdoweb** and **MarkUP**, dedicated to food excellence at the event, will have their place. Three panels of experts will assess the products in the **innovation, ethics and sustainability, and packaging** categories. The awards ceremony will be held in the Innovation Area on Sunday 24 October.

If innovation is in the foreground, **creativity, taste, flavours and aromas** will also be protagonists. **TUTTOFOOD** and **APCI**, the Associazione Professionale Cuochi Italiani (Professional Association of Italian Chefs) have renewed their collaboration in a real **Academy** that will present culinary events of the highest level. Among the names already confirmed are **Massimiliano Mascia, Stefano Cervenì, Sandro Serva, Gino Sorbillo and Wicky Pryian**.

As part of **TUTTOWINE**, the UIV Enoteca, run by the **Italian Wine Union**, will offer insights into the **excellence of the territories**, giving the opportunity to discover not only the most particular and sought-after grape varieties and terroirs, but also innovative opportunities for consumption: from emerging whites to alternatives to aperitifs, from reds to regional specialities.

For an even more complete experience, this year **TUTTOFOOD** will also be co-located with **HostMilano**, the world's leading trade fair for hospitality and out-of-home, and **MEAT-TECH**, the event dedicated to technologies for meat processing and ready meals. In addition to widening the audience of potential buyers, the co-location will make it possible to explore in their entirety - from raw materials to equipment - some supply chains such as, for example, the one of chocolate with HostMilano and the one of products of range IV and V with MEAT-TECH, while preserving the food identity of the event but at the same time expanding the visitors base with players from similar supply chains.

Particular attention will be devoted to security, which will be ensured through the special [Safe Together](#) protocol developed by Fiera Milano, which has already made it possible to hold several successful events in attendance.

TUTTOFOOD 2021 will be held at fieramilano from 22 to 26 October.

For updates: www.tuttofood.it, @TuttoFoodMilano.