

TUTTOFOOD
INTERNATIONAL
FOOD EXHIBITION **MILANO**

Road to TUTTOFOOD 2026 | May 11-14

New Business Goals for a Global Integrated Platform




FIERE di PARMA

INTERNATIONAL PARTNER

 **koelnmesse**

TUTTOFOOD 2025: Our Success in Numbers

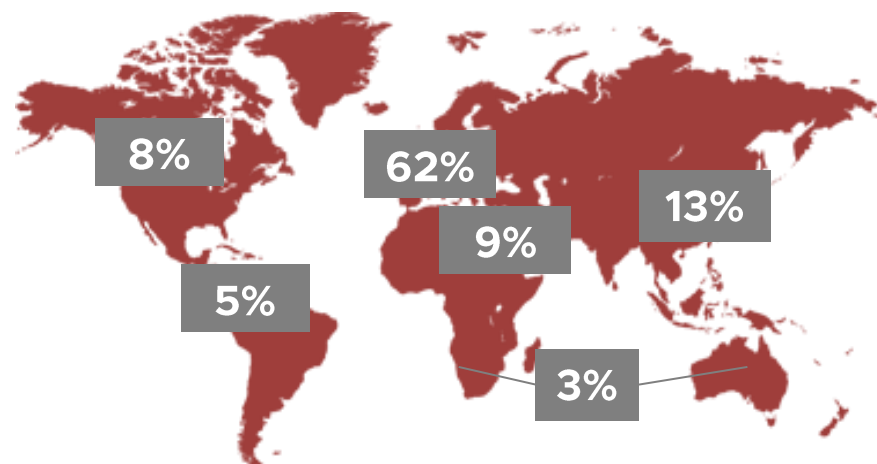
80K net sqm exhibition area
(almost double previous editions figures)

4.2K global exhibiting **companies**

~70 **countries** represented
(about 25% out of the total exhibitors)

+3 newly-opened **pavilions**
(10 in total, featuring new categories and key-players)

INTERNATIONAL EXHIBITORS MACROAREAS INVOLVED



TUTTOFOOD 2025: Our Success in Numbers

95K

Professional **visitors**
(a new record for the show)

100

Countries

3K+

International Hosted **Top Buyers**

48

Conferences and Seminars

16

Food shows and **Experiences**

7

Special areas

(Tuttofood Street Experience, Italian Specialty Selection, Tuttofood Academy, Start Up Area, Bellavita Expo, Mixology Experience, Better Future)

TOP10 VISITING COUNTRIES

1. SPAIN

2. GERMANY

3. FRANCE

4. USA

5. THE NETHERLANDS

6. POLAND

7. UNITED KINGDOM

8. CHINA

9. CANADA

10. SOUTH KOREA

Koelnmesse and Fiere di Parma

A Winning Alliance at TUTTOFOOD

On the occasion of TUTTOFOOD 2025, Fiere di Parma & Koelnmesse focused on the internationalization of the **global offer of the show**. For the very first time ever, TUTTOFOOD obtained two important goals:

A RELEVANT PRESENCE OF FOREIGN EXHIBITORS

- The percentage of foreign exhibitors **grew by 60% compared to 2023 edition**
- 27 Trade Promotion Organizations (15 in 2023)

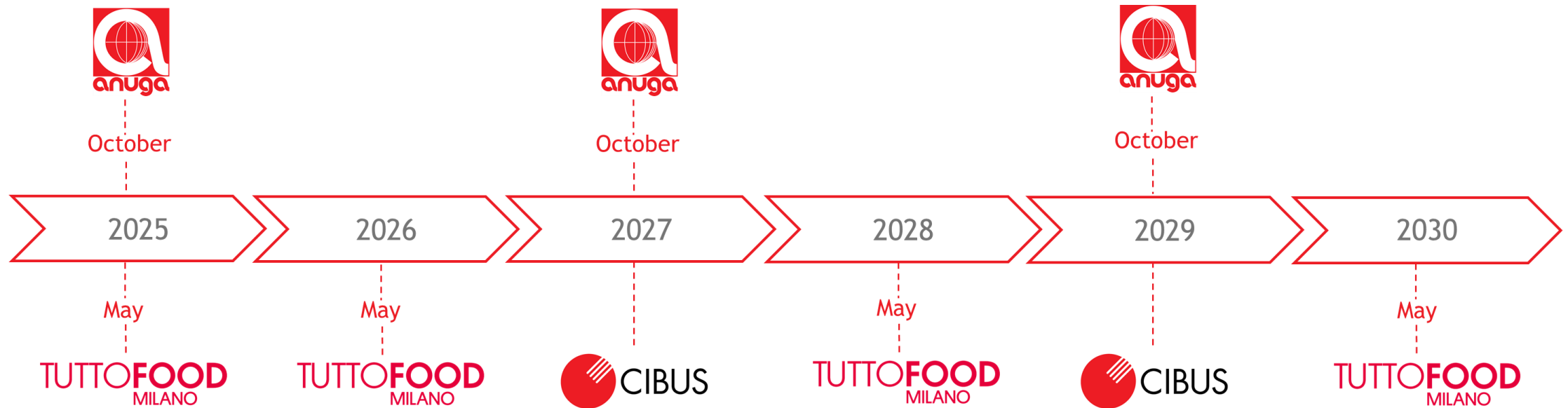
A HUGE PRESENCE OF TOP QUALITY BUYERS

- Top Buyers **grew by around 300% compared to 2023** (from 800 to 3,000+)



Koelnmesse and Fiere di Parma

A Winning Alliance at TUTTOFOOD



Starting from 2026 – Tuttofood will be held in even years in order to alternate with Anuga.

The goal is to create two main European Business Platforms that can help International Food & Beverage companies boost their business.

The next edition of Cibus will be held in 2027 and will be dedicated exclusively to Italian producers of gourmet food

29 International pavilions at TF 2025

18



CHINA
BY



PHILIPPINES
BY



SERBIA
BY



SWITZERLAND
BY



EGYPT
BY



POLAND
BY



SLOVAKIA
BY



TURKEY
BY



GREECE
BY



PORTUGAL
BY



SOUTH KOREA
BY



UZBEKISTAN
BY



TAIWAN
BY



INDONESIA
BY



ROMANIA
BY



SPAIN
BY



ECUADOR
BY



4



CHINA
BY



6



CZECH REP.
BY



GREECE
BY



5-3



IRELAND
BY



USA
BY



SPAIN
BY



1



AUSTRIA
BY



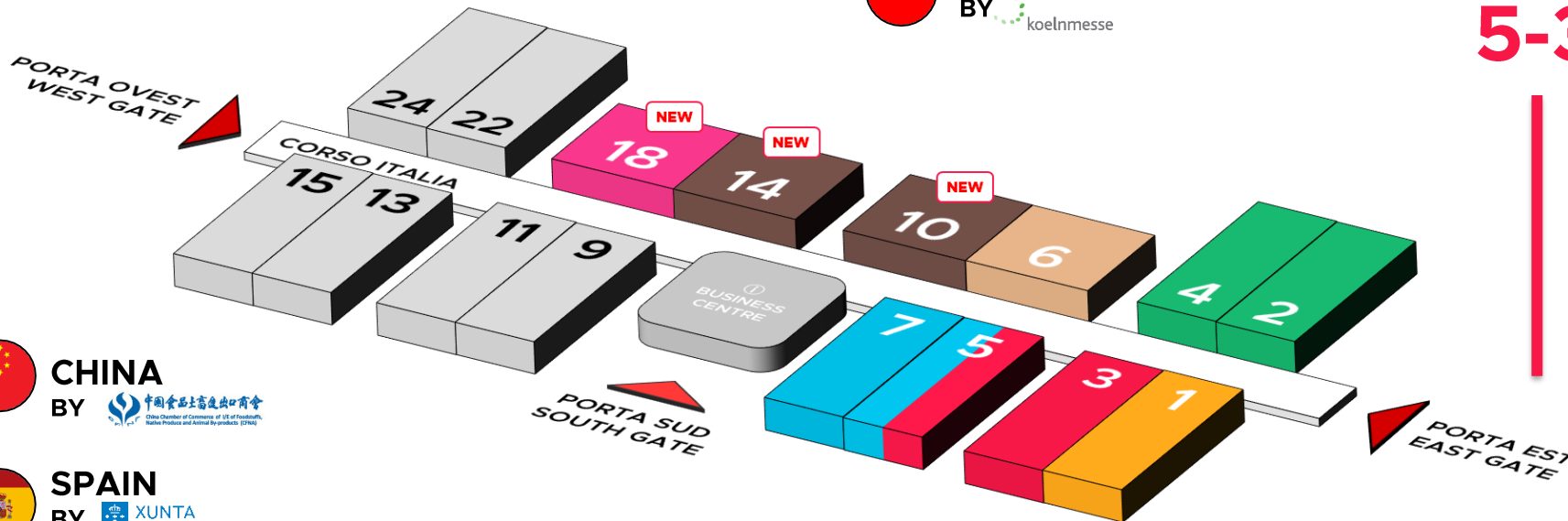
7



CHINA
BY



SPAIN
BY



Buyers Program

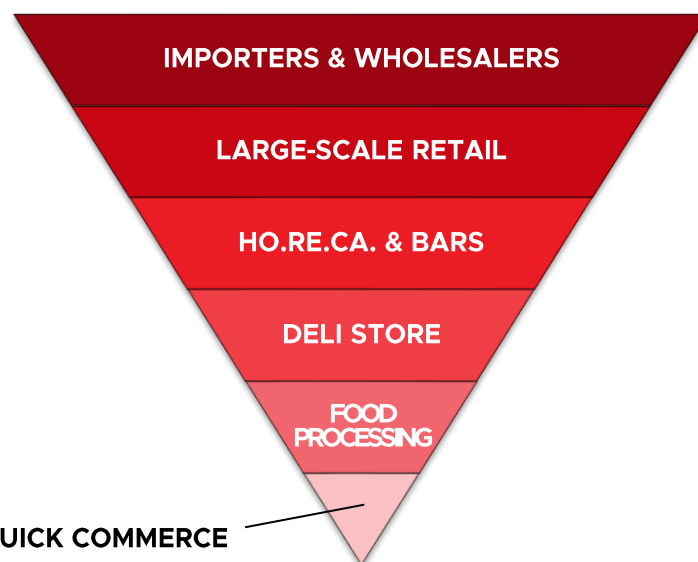
90 Targeted **countries**

3K+ International Hosted **Top Buyers**

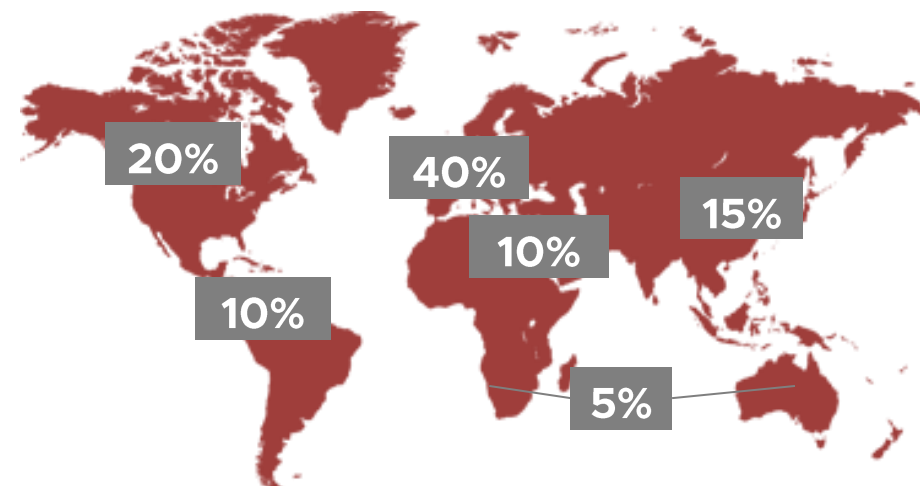
15K Pre-scheduled Meetings (before the show)

19K Total Meetings

MAIN SECTORS INVOLVED



BUYERS' PROGRAM MACROAREAS INVOLVED



TOP10 FOREIGN VISITING COUNTRIES

1. UNITED STATES	6. FRANCE
2. CANADA	7. THE NETHERLANDS
3. UNITED KINGDOM	8. GERMANY
4. JAPAN	9. BRAZIL
5. CHINA	10. (ex aequo) SOUTH KOREA & AUSTRALIA

Buyers Program

Top International Brands Involved in 2025

EUROPE

Rewe International, Spar, Maxima, Coop, Metro, Bidfood, Carrefour, Colruyt, Kesko, Sok, Kaufland, Iki, Jumbo Supermarkten, Eroski, Mercadona, Ocado, Booths Supermarkets, Costco Wholesale, El Corte Inglés, Manor, Axfood, Plodine, Studenac, Daymon

NORTHERN AMERICA

Sobeys, Loblaw, Walmart, Atalanta Corporation, Giant Eagle, H-E-B, KeHe Distributors, Hy-Vee, Rouses Supermarkets, Meijer, Whole Foods Market, Sysco, Wakefern, Sprouts

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, JD.com, Benlai, Classic Fine Foods, Indoguna Utama, Aeon Group, Belc Co., Hankyu Hanshin Department Stores, Isetan Mitsukoshi, Life Corporation, Takashimaya, Valor Holdings, Hyundai Department Store, Lotte, Samyang Corporation, Shinsegae Food Co, The Food Purveyor (Village Grocer), Carrefour Taiwan, RT Mart, Simple Mart Retail, Siam Makro, Big C, The Mall Group, Central Food Retail

MIDDLE EAST

Ali Bin Ali, Maf Carrefour, Lulu Group International, Panda Retail Company, City Hypermarket, Bidfood, Choithrams, Emirates Flight Catering, Spinneys, Transmed, Truebell



Buyers Program

Top Italian Large-Retail Brands Involved in 2025



Buyers Program

Top Italian Horeca and Food Service Brands Involved in 2025

FOOD SERVICE

Autogrill Italia, C.I.C. – Cooperativa Italiana Catering, Camst, Cateringross, Caterline, Chef Express, Cirfood – Cooperativa Italiana di Risotrazione, Compass Group Italia, Elior Risotrazione, Longino & Cardenal, MARR, Pregis, Ristopiù Lombardia, Ristopiù Piemonte

TOP CHAINS

Accorhotels Italia, Alice Pizza, Cioccolatitaliani, Dispensa Emilia, Eataly, Flower Burger – Tobeme, Gruppo Ethos Ristoranti Italiani, Gruppo Sebetto, Gruppo Serenissima Ristorazione, IOI – Bomaki, L'Antica Pizzeria da Michele in the World, Löwengrube, Poke House, Roadhouse Grill Italia, Siren Coffe – Starbucks Italia, Starhotels

Setting Goals for TUTTOFOOD 2026

 **Where: Milan**  **When: May 11-14, 2026**

AN INCREASINGLY COMPETITIVE PLATFORM FOR FOOD BUSINESS

5K+

exhibiting companies, **30%** of whom
from across the world

~100K

professional visitors

STRONG CONNECTIONS WITH TOP PROFESSIONALS FROM ACROSS THE WORLD

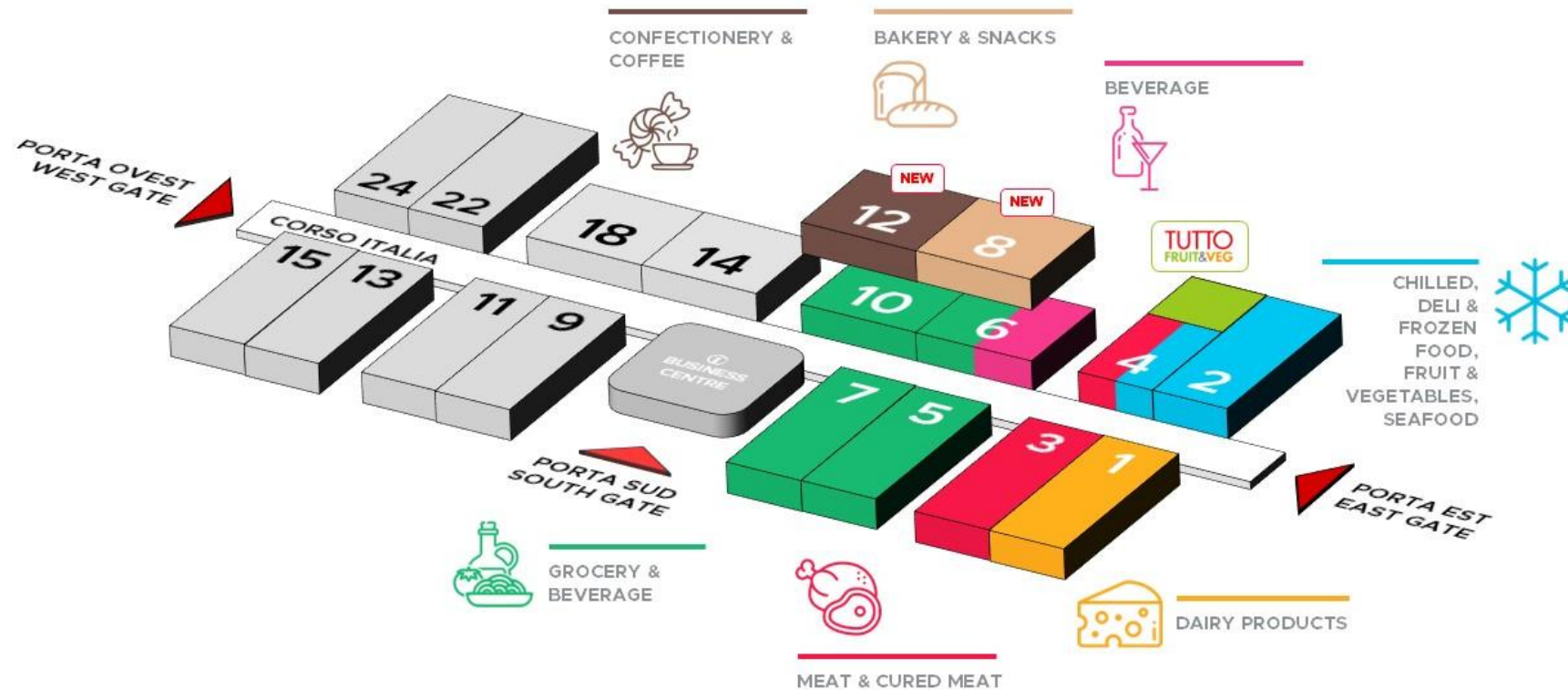
Visitors

Combined activities to keep on
increasing the quality of the Top
Buyers visiting the show

TPOs

Special activities for TPOs
(dedicated packages, tailored contents at the
show and downtown, networking events)

2026 Edition: a New Hall Plan for the Show



TUTTOFOOD 2026 will feature a smart layout, emphasizing a separation in two blocks:

- **ambient category products**
(on the western side of the exhibition)
- **fresh, chilled and frozen food**
(on the eastern side of the exhibition).

This new hall plan makes the show **more compact**, improving **visitors flows** and making easier for visitors to enjoy all the different sections of the exhibition.

INTERNATIONAL AREA BY Koelnmesse

In 2025, the International Areas organized by Koelnmesse Italy hosted a total of **42 Companies** from **13 Countries** in **4 Target Halls**.

COUNTRIES

France, Germany, Greece, Latvia, Lithuania, Netherlands, Slovakia, South Africa, Spain, Taiwan, Thailand, Ukraine, USA

HALLS

Confectionery, Dairy, Frozen, Grocery



TUTTOFOOD 2026: Reasons Why

1 MILAN: A GATEWAY TO EUROPE

Milan is one of **the most vibrant hub for Food Industry in Europe**, gathering several cultures and the very finest of gastronomy and cuisine from worldwide.

3 BUYERS PROGRAM: A TRULY GLOBAL BUSINESS OPPORTUNITY

Fiere di Parma, in collaboration with ITA – Italian Trade Agency, offers a high-quality program, enabling Top Buyers from the right target markets to **meet the right providers at the show**.

2 FIERE MILANO: A CENTRAL VENUE

The venue is readily accessible from everywhere, thanks to **Milan's strong connections** (3 airports, High Speed Train Stations, Tube stations, different highways).

4 HIGH-QUALITY CONTENTS AND TAILORED SOLUTIONS

TUTTOFOOD is a perfect occasion to a bunch of opportunities and interactive activities to showcase your brands and products, such as **innovation awards, special sections** (dedicated to ESG, Horeca), **“demo” tasting sessions** and **seminars**.

CONTACTS

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