

# TUTTOFOOD MILANO

International  
Food Fair

fieramilano  
May 8-11, 2023



## Adding value to taste

MEAT/GROCERY/SEAFOOD/DAIRY/FRUIT/WINE/DRINK/SWEET/HEALTH/  
DIGITAL/PASTA/OIL/FROZEN/WORLD/SERVICES



**FIERA MILANO**

# TUTTOFOOD MILANO

Global, innovative, specialised, TUTTOFOOD is the trade fair that looks to the future of the entire agrifood sector worldwide.

A trade only exhibition, that has become the international reference point for business development of the entire Food & Beverage supply chain in just a few years; the privileged channel for networking between the food industry - represented by producers and distributors from all over the world - and distribution in its various forms: large organized distribution or retail and the Ho.re.ca. sector.

The event offers a complete range of products, focusing not only on the more traditional offerings, but also on emerging consumer trends and new market segments; an essential appointment for testing innovative ideas, learning about trends, sharing experiences, training and information.

Organised by Fiera Milano, TUTTOFOOD is held every two years at fieramilano exhibition centre in Rho.



# EXHIBITORS

1,472

Coming from 31 Countries

83%

Italy

17%

International

Producers and distributors  
of the following sectors:

- MEAT
- DAIRY
- SWEET
- GROCERY
- SEAFOOD
- FROZEN
- FRUIT
- DRINK
- WINE
- OIL
- PASTA
- DIGITAL
- HEALTH

## TOP 10

- Belgium
- Denmark
- Finland
- Greece
- Korea
- North-America
- Slovenia
- Spain
- Thailand
- The Netherlands

TUTTOFOOD 2021 data

# OPERATORS

40,000

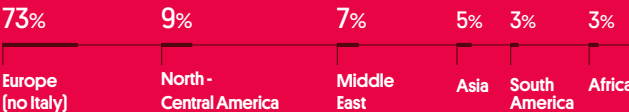
Coming from 111 Countries

86%

Italy

14%

International



- Distributors, Wholesalers, Importers
- Large Organized Distribution, Retail, Convenience Store
- Food Industry
- Discount, Department Store
- Foodservice, Catering
- Bar, Coffee Shop, Pub
- Contractor and Other Services
- Hotel, Hotel Chain, Hospitality
- Communication, Marketing, Advertising
- Institutions, Association, Consortium, Publishing

## TOP 10

- Belgium
- France
- Germany
- Poland
- Romania
- Spain
- Switzerland
- The Netherlands
- United Kingdom
- United States

TUTTOFOOD 2021 data

# BUSINESS MEETINGS

# 5,000

**Meetings generated between Exhibitors and Hosted Buyers**

An invitation programme of qualified Top Buyers in the agri-food sector selected from the main key players in distribution and importation, including the largest chains in the world with greater purchasing capacity.

The scouting activities take advantage of the support of offices located all over the world which allow the network of contacts to be expanded year after year.

The business activity is started even before the event thanks to the online platform My Matching.

## BUYERS FROM

— **Canada**

— **France**

— **Russia**

— **Spain**

— **United Arab Emirates**

— **United Kingdom**

— **United States**

TUTTOFOOD 2021 data



**MY MATCHING**

**The dedicated platform that puts in contact buyers and exhibiting companies.**

My Matching fosters the connection between the market's supply and demand, facilitating B2B contacts and the development of business opportunities.

For exhibitors My Matching is an excellent tool to meet the best Italian and international resellers, get to know potential clients and discovering the best markets for their activity.





# ALL-ROUND COMMUNICATION

## MONTHLY NEWSLETTER

a tool to inform and keep the F&B community always updated

## EXPO PLAZA

the digital showcase that allows exhibitors to present their new products and interact with visitors

## TARGETED INITIATIVES

on consolidated markets and openness towards new countries: USA, Canada and Middle East thanks to dedicated events, promotion and scouting of visitors, buyers and associations

## THE EVENTS DURING TUTTOFOOD

a mix of training, information and entertainment: showcooking, discussions, conferences and workshops

## MEDIA PLANNING

with a reinforced presence on international magazines and newspapers

## AN AWARD FOR THE FUTURE

following the success of the first Better Future Award, the best companies in terms of sustainability and innovation will be selected and rewarded again in 2023

## SOCIAL NETWORKS

Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube: a virtual space to build relationships, talk about your company and show your work

## DEDICATED APP

an integrated tool to have everything a click away, starting from the agenda with meetings organised during the event

## PRESS OFFICE

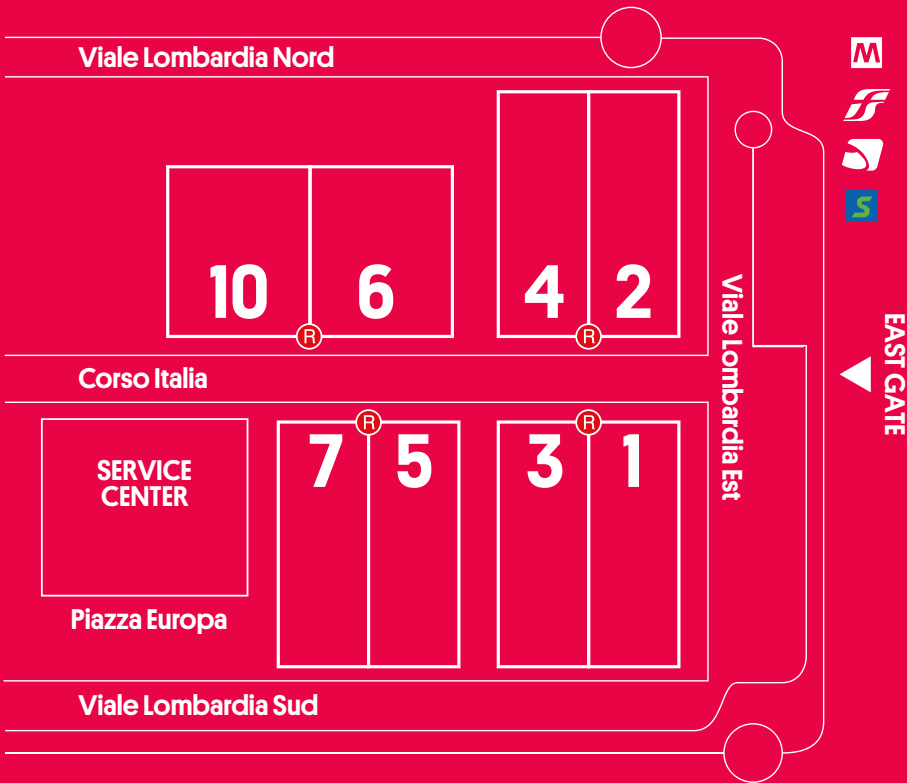
more than just news. Ideas, innovation, trends: a constant update on the latest market trends

## ROADSHOW

to focus our attention on selected and important markets

# TUTTOFOOD

MILANO



TUTTODAIRY

TUTTOHEALTH

TUTTOFRUIT

TUTTODRINK

TUTTOWINE

TUTTOWORLD

TUTTODIGITAL

TUTTOSWEET

TUTTOFROZEN

TUTTOSEAFOOD

TUTTOMEAT

TUTTOPASTA

TUTTOGROCERY

TUTTOOIL