

ALIMENTARIA 2010

Alimentaria 2010. General press release	3
Activities at Alimentaria (summary)	5
Map of shows and activities	7
The Spanish and European food and drinks industry	8

INTERNATIONALISATION

More international participants, new countries	10
International Projects and business opportunities	11

INNOVATION

Innoval 2010 - 'The colours of knowledge'	14
Innoval 2010 Technology Partners	15
Triptolemos Foundation	18
Innovation and Technology Conference	20

SHOWS

Intervin	21
Intercarn	24
Multiproducto	26
Restaurama	27
Interlact	29
Mundidulce	31
Olivaria	33
Expobebidas	35
Expoconser	37
Interpesca	39
Congeleexpo	41
Alimentación Ecológica / Vegefruit	42
International Pavilion	44
Autonomous Communities Pavilion	45
Premium	46

ACTIVITIES

International Food Forum	47
International Conference on the Mediterranean Diet	49
Best Pack	52

CULINARY ACTIVITIES

BCNVanguardia International Gastronomy Conference	53
Taste & Flavours of Spain	59
Vinorum	60
Spain, Land of Iberian Cured Meats	61
Spain, Land of Oils	62
Spain, Land of 100 Cheeses	63
3 rd Chef of the Year Competition	65
Live Ready-prepared and Ready-cooked Foods	67

ALIMENTARIA'S SOCIAL COMMITMENT	69
--	----

ORGANISING COMMITTEE	70
-----------------------------	----

ALIMENTARIA EXHIBITIONS	72
--------------------------------	----

22-26 March at Fira de Barcelona's Gran Vía venue.

Alimentaria 2010, more international than ever

The International Food and Drinks Exhibition expands to 94,500 m2 of exhibition space, forums and culinary activities

Almost 4,000 companies from 75 countries attend the event

Brands and internationalisation, benchmark themes at the 2010 edition

Alimentaria 2010, held in entirety for the first time at Fira de Barcelona's Gran Vía venue, becomes the international centre of operations for food and beverage manufacturing, distribution and trade. At its 2010 edition, the show – an international benchmark – highlights the attributes of brands and focuses more heavily than ever on the foreign market as an essential outlet for competitiveness and the future of the industry. Almost 4,000 companies occupy 94,500 m2 of exhibition space and more than 130,000 professionals from over seventy countries are expected to visit.

In its drive to become more international, Alimentaria 2010 has succeeded in attracting so many foreign companies that they account for 30% of the companies participating, almost 1,200 of the close to 4,000 filling the event. Some 14,000 m2 of the entire 94,500 m2 are allocated to international exhibitors.

It should be noted that **Korea, Singapore, Iran, South Africa, Nicaragua and Venezuela** are attending for the first time. This is in addition to **China, Indonesia, Thailand** and **India**, which strengthen their commitment to Alimentaria, repeating their attendance at the show. In this regard, Alimentaria 2010 is joining forces to strengthen commercial relations with the countries of the Mediterranean basin, coinciding with Barcelona being named headquarters city for the Union for the Mediterranean. Almost 40 companies from **Syria, Morocco, Tunisia, Lebanon and Egypt** are taking part as the first step towards creating a project to encompass these countries and strengthen bilateral trade.

International business opportunities

While Alimentaria is synonymous with business and creating value for close to 90% of Spanish agribusiness, which has attended the show for over 30 years, the urgent need for international expansion among Spanish companies is an engine driving activity which does not falter during the trade show.

Alimentaria becomes a promotional platform for participating companies and a major centre for international business. The show offers various tools which enable companies to get the most out of their presence at the event through activities and bilateral meetings to facilitate business contacts. The organisers estimate that around 7,500 business meetings will be held. To this end, close to 200 international buyers have been invited.

A great future for brands

Together with internationalisation, the show's organisers are focusing especially on strengthening other strategic values such as innovation and division into sectors – with the event's 15 different shows all co-existing under the same roof. However, the

leitmotif for this edition is highlighting the attributes of brands, most notably innovation, differentiation, pleasure, specialisation, tradition and safety.

Brands and knowledge at Innoval 2010

The seventh edition of **Innoval** – Alimentaria's innovation area – reinforces the show's commitment to focusing on R&D&I, occupying the place where brands and innovation come together.

More than 62,000 buyers visited the last edition of Innoval, which at Alimentaria 2010 is located in the lobby area of Pavilion 3. The show recreates every aspect of the shopping experience through specific focal points. These spaces present practical and novel solutions with real-life demonstrations

International Food Forum: the Brand-Consumer-Industry triangle

The 8th **International Food Forum** is held in concert with Innoval 2010, presenting the study 'What consumers of brands expect. The manufacturer's role as brand manager', prepared by the consulting firm Synovate for Alimentaria Exhibitions. Instituto Internacional San Telmo will present 'Manufacturers' strategies in the current environment' at the same forum.

Culinary Activities

Gastronomy plays an extremely important role at Alimentaria. It is spotlighted at a great many of the exhibition's associated activities, such as **BCNVanguardia**, the Barcelona International Gastronomy Conference; the final of the 3rd **Chef of the Year Competition**; **Spain, Land of 100 Cheeses**; and **Taste & Flavours of Spain** (wines, oils and Iberian pork products), among others.

Alimentaria 2010 is made up of the following shows:

- **Alimentación Ecológica / Vegefruit**, Organic food and fresh fruits, vegetables and produce show
- **Congelexpo**, Frozen foods show
- **Expobebidas**, Water, soft drinks, beer, must and cider show
- **Expoconser**, Preserves and semi-preserves show
- **Intercarn**, Meat and meat products show
- **Interlact**, Milk and dairy products show
- **Interpesca**, Fish and seafood, aquaculture and farmed fish products show
- **Intervin**, Wine and spirits show
- **Mundidulce** Sweets, biscuits and confectionery show
- **Multiproducto**, General food products show
- **Olivaria**, Olive oil and vegetable oil show
- **Restaurama**, International eating out show
- **Autonomous Communities Pavilion**
- **International Pavilion**

Together with these, **Premium** brings together well-known companies specialising in delicatessen products and high-end gastronomy.

Extensive programme of associated activities alongside the exhibition

Scientific, culinary, entertainment and educational

A long list of associated activities make Alimentaria a trade show where there is always something to see and learn: conferences, talks, demonstrations and exhibitions make it impossible to leave the event without having been steeped in the cutting-edge of food and beverage culture. Discover, delight and learn: just some of the things professionals can enjoy at Alimentaria.

International Food Forum: In line with the aims of Alimentaria 2010, the eighth edition of the International Food Forum spotlights brands, their values and attributes. The forum, opened by Minister of the Natural, Rural and Marine Environment Elena Espinosa, includes the public presentation of the study 'What consumers of brands expect. The manufacturer's role as brand manager', prepared by the consulting firm Synovate. Praxis is handled by Instituto Internacional San Telmo, which will reveal the strategies of leading firms in the food and drinks industry.

International Conference on the Mediterranean Diet: The eighth International Conference on the Mediterranean Diet includes an extensive programme of presentations and talks, organised together with the Mediterranean Diet Foundation and directly related to this internationally recognised dietary model. The conference brings together more than 200 specialists from around the world. Scientists, professionals, business owners and gourmets have a date with the Mediterranean Diet at Alimentaria 2010, with special emphasis on the Mediterranean Diet Pyramid and the products which make it up.

BCNVanguardia: The Barcelona International Gastronomy Conference, BCNVanguardia, brings together the top stars of the national culinary scene as part of the Restaurama show. It returns with a new concept: '*Experience*'. Total interactivity and interaction. Ferran Adrià, Juan Mari Arzak, Martín Berasategui, Joan Roca, Carme Ruscalleda, José Andrés, Quique Dacosta, Dani García, Fermí Puig, Carles Gaig and Nandu Jubany are some of the names in attendance.

Taste & Flavours of Spain: A new project designed to allow visitors to the show to enjoy Spain's varied cuisine through activities presented during the exhibition by experts in the field. It is made up of three spaces: **Vinorum**; **Spain, Land of Iberian Cured Meats**; and **Spain, Land of Oils**.

3rd Chef of the Year Competition: In just three editions, the competition has become the country's benchmark event for up-and-coming young chefs. Restaurama 2010 is the final stop.

Spain, Land of 100 Cheeses: One of Alimentaria's longest established activities, presenting the different types of cheese found in our country, ready to sample and enjoy at the Interlact show. This edition allows visits to discover protected designations of origin (PDO), protected geographical indications (PGI), organic cheeses and professional groups.

Live Ready-prepared and Ready-cooked Foods: Restaurama once again brings together thirty exhibitors to present the latest machinery and products for ready-prepared and ready-cooked foods. All of this will be accompanied by cooking shows for

professionals from the HORECA channel. Additionally, each day there will be a demonstration of examples of regenerating ready-cooked foods with the aim of presenting a varied menu in under nine minutes.

Interpesca Conference: The present and future of Spanish fish and seafood determine the programme of activities organised at each edition of Alimentaria by FROM (Spanish acronym for the Regulation and Organisation Fund for the Fish and Seafarm Product Market).

Best Pack: These well-established awards recognise companies with a strong commitment to creativity in the field of food and beverage marketing. The awards enjoy the backing of Alimentaria and Ediciones and Estudios, responsible for publications such as *IP Mark*, *Distribución y Actualidad* and *Restauración News*.

The Rising Stars of Impulse Buying: This activity brings visitors the latest from the impulse channel. More than one hundred new items are exhibited with informative fact sheets in 50 display cases, presenting the latest in sweets and snacks. The event is organised by Alimentaria, together with FEAD (Spanish acronym for the Federation of Spanish Sweets Associations).

ACTOS PARALELOS / PARALLEL EVENTS

- A ALIMENTARIA BUSINESS AREA**
- B BCNVANGUARDIA**
CONCURSO COCINERO DEL AÑO / Chef of the year competition
- C INNOVAL**
- D PREMIUM**
- E VIII CONGRESO INTERNACIONAL DE LA DIETA MEDITERRÁNEA / 8th International Congress on the Mediterranean Diet**
- F FORO INTERNACIONAL DE LA ALIMENTACIÓN / International Food Forum**
- G TASTE & FLAVOURS OF SPAIN®: VINORUM**
LA ESPAÑA DE LOS IBÉRICOS / Spain, Land of Iberian Cured Meats
LA ESPAÑA DE LOS ACEITES / Spain, Land of Olive Oils
- H BARRA DE ACEITES / Oil bar**
- I LA ESPAÑA DE LOS 100 QUESOS / Spain, Land of One Hundred Cheeses**
- J IV Y V GAMA / Live Ready-prepared and Ready-cooked Foods**
- K BEST PACK**
- L LAS ESTRELLAS CON MÁS IMPULSO / The rising stars of impulse buying**



Production once again tops 80 billion euros

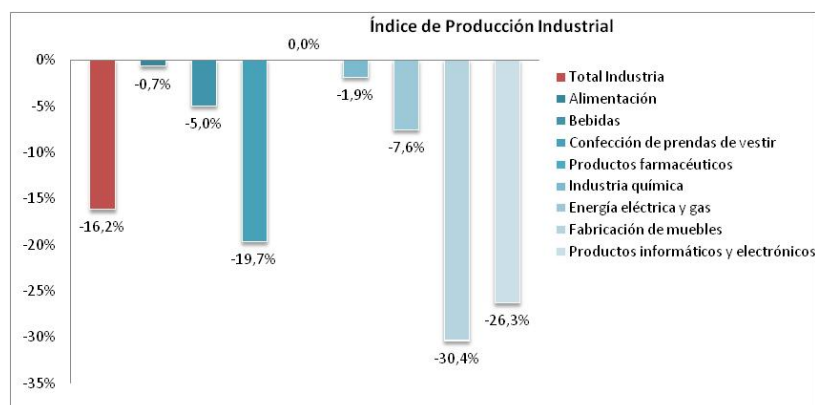
The food and drinks industry continues to lead Spanish manufacturing

According to forecasts from FIAB (Spanish acronym for the Spanish Food and Drink Industry Federation), 2009 closed with a drop in gross production for the food and drinks industry, down 3.4% from 2008, to 82 billion euros. These are provisional figures which for the first time show negative growth in the value of the industry's production in current terms, to which the evolution of the RPI contributed. Although it closed 2009 with a 0.8% increase, in the area of food and drinks, there was a 2.6% decrease. This had a negative influence on sales for the sector (as they are calculated by multiplying kilos or litres by the price). Even so, the food and drinks industry has been among the least affected by the crisis.

According to **Jorge Jordana**, general secretary of FIAB (Spanish acronym for the Spanish Food and Drink Industry Federation) and vice-chairman of the **Alimentaria Organising Committee**, 'Our sector is not immune to the crisis, and has been affected by the poor economic situation. However, production remains above 80 billion euros, a level it reached in 2007 and which it has successfully maintained.'

Even so, the food and drinks industry has been among the least affected by the crisis. Provisional Industrial Production Index (IPI) data for December 2009 published by the INE (Spanish acronym for the National Statistics Institute) indicate that while overall this index dropped 16.2%, the food and drinks industry experienced the lowest decrease, a scant 0.7%.

These are positive results in comparison with other sectors which form part of people's regular consumption habits, such as clothing manufacturing (-19.7%), furniture manufacturing (-30.4%), energy consumption (-7.6%) and the manufacture of computer products and electronics (-26.3%). The only sector which saw no change from the previous year was pharmaceuticals.



The IPI data demonstrate the strength of the food and drinks industry and give some idea of which sectors will be leading the economic recovery for Spanish manufacturing and the country's economy. In a recent statement, **Junior Minister for Rural Environment and Water Josep Puxeu** said that the food and beverage manufacturing industry, together with agriculture, is the 'core theme' of the Spanish presidency of the European Union in the first half of 2010. 'This will be due to the need for supply,

because it maintains the quality and traceability of products, because it draws all Spanish exports along with it and because it is a sector which creates jobs and benefits the entire community.'

The most important in Europe

The European food and drinks industry is the continent's most important industrial sector. In Europe, it supplies more than **500 million consumers**, has **net turnover of 913 billion euros**, employs **4 million workers**, has **exports to countries outside the union valued at 55 billion**, includes more than **300,000 companies** and contributes approximately **2 billion euros to the balance of trade**.

Leadership in Spain

Spain has the fifth largest food industry in the European Union, after France, Germany, Italy and the United Kingdom. Leading economic reports for 2009 put the food and beverage business at the head of Spanish manufacturing, with **17% of industrial GDP and 7% of total Spanish GDP**. The sector includes **32,000 companies**, a half million **direct employees**, **exports valued at 13 billion euros** (one of the main export sectors, topped only by the automotive industry), and **80 billion euros in net sales**.

In addition, the food and drinks industry is among the sectors which invest most heavily in R&D&I. In 2009, the food technology platform Food for Life-Spain alone – headed by the professional association for the sector – managed projects valued at over 80 million euros. The sector's investment in R&D&I focuses primarily on developing consumer health, food safety and sustainability.

Lastly, the Spanish food and drinks industry makes the country an international point of reference. According to a study published recently by FIAB, 43% of foreign visitors consumed Spanish products before coming to Spain. The percentage increases to 61% when they have visited the country. Furthermore, when foreigners were asked how they define Spain, the first thing they mentioned was tourism and the second was cuisine/food.

In short, the world's population will increase by 2.4 billion people over the next four years, 600 million of which will move to large cities. The food and drinks industry will have to be prepared to feed this population, providing consumers with more healthy, appetising and accessible foods.

Korea, South Africa, Iran, Singapore, Nicaragua and Venezuela attend for the first time

More international participation at Alimentaria 2010 with the presence of new countries

Internationalisation is one of Alimentaria's distinguishing features. Proof of this is that 30% of the companies participating in the trade show are foreign, while 28% of visitors come from abroad. This edition is notable for the increased presence of Asian countries, one of the markets with the greatest growth

At this edition, Alimentaria brings together close to **1,200 international exhibitors from 75 countries**. It is expected that some **36,000 of its 130,000 visitors come from abroad**. Growth based on international expansion is one of the primary leitmotifs of the exhibition, where the focus on opening up to the outside and participating in an increasingly globalised environment is reflected in the show's exhibition halls. At the last edition, the majority of visitors came from Europe (65% from EU countries and 8% from the rest of the old continent); while 12% were Latin American, 5% North American, 5% from Africa, 4% Asian and 1% from Oceania.

Alimentaria 2010 is dedicating a specific show to foreign exhibitor groups, the **International Pavilion**, whose 9,000 m² feature exhibitors from more than 75 countries. Additionally, at the 14 other shows which make up the exhibition, it is possible to find foreign exhibitors, as well as regions and countries that have brought their high quality products to the event. The organisers estimate that 14,000 m² of a total of 94,500 m² are allocated to international exhibitors.

Debuts for Asian countries

It should be noted that for the first time the International Pavilion is featuring exhibitor groups from **Korea, Singapore, and Iran**. This is in addition to China, Indonesia and India, which strengthen their commitment to Alimentaria, repeating their attendance at the show. The Asian continent has become a strategic region for trade relations, with significant rates of growth.

South Africa, Nicaragua and Venezuela also make their debut

For the first time, **South Africa, Nicaragua and Venezuela** are attending Alimentaria. The South African Pavilion is a showcase for the variety of products produced by this country. The Nicaraguan and Venezuelan participants are part of the Latin American area.

A boost for Mediterranean countries

Alimentaria 2010 is joining forces to strengthen commercial relations with the countries of the Mediterranean basin, coinciding with Barcelona being named headquarters city for the Union for the Mediterranean. It is estimated that 40 companies from **Syria, Morocco, Tunisia, Lebanon and Egypt** are taking part in this edition of the show, as the first step towards creating a project to encompass these countries and strengthen bilateral trade. Additionally, the **1st Mediterranean Distribution and Retail Forum** will be held, with the support of the Barcelona Chamber of Commerce.

Bilateral meetings, international projects, seminars and conferences

New international expansion projects to make agribusiness more competitive abroad

Alimentaria becomes a promotional platform for participating companies and a major centre for international business. The show offers various tools which enable companies to get the most out of their presence at the event through activities which facilitate business contacts.

One of the most noteworthy undertakings are the **Food&Drink Business Meetings**, bilateral commercial meetings organised in order to put Spanish companies in contact with major food and beverage distribution agents throughout the world with the aim of raising awareness of their products in these markets.

Organised together with FIAB (Spanish acronym for the Spanish Food and Drink Industry Federation), the **Food&Drink Business Meetings** are one of the trade show's main attractions for Spanish companies. Sources at the federation indicate that these activities are valued most highly by manufacturers, as they allow direct access to close to 150 international buyers, including distributors of food and beverage products, purchasing managers for large supermarket chains, importers and gourmet shop chains around the world.

Some of the buyers taking part in the **Food&Drink Business Meetings** represent companies such as Pao de Açucar and Carrefour (Brazil), Central Market Heb (Mexico and Texas), Hipermercados Tottus (Peru), Emke Group and Choithram (Arab Emirates), Pinlin (China), Raw Material and Movidia (Australia), Ace and Toho (Japan), Pomona (France) and Globus (Switzerland).

The distribution conferences feature the involvement of buyers from Asia and Oceania (China, India, Japan, Korea, Vietnam, Singapore, Thailand, Indonesia, Malaysia, Philippines, and Australia and New Zealand), Latin America (Brazil, Chile, Costa Rica, El Salvador, Guatemala, Colombia, Mexico, Paraguay, Panama, Peru, Dominican Republic, Puerto Rico, Uruguay and Venezuela), other geographical areas (Canada, USA, Russia, Serbia, Ukraine, United Arab Emirates, Saudi Arabia, South Africa, Angola, Lebanon, Algeria and Morocco) and Europe, which at this edition includes both Eastern European (Czech Republic, Poland, Romania, Serbia, Romania and Ukraine), and Western European countries (Germany, Denmark, Finland, France, Greece, Netherlands, Ireland, Switzerland and Sweden).

By organising these conferences, it is anticipated that close to 2,000 meetings will be scheduled. According to sources among the show's organisers, the key to success lies in the fact that 'the meetings are arranged from the demand side rather than the supply side. This is a guarantee of success for the companies taking part.'

The meetings are held in the **Alimentaria Business Area** and are organised with the support of ICEX (Spanish acronym for the Spanish Institute for Foreign Trade), and MARM (Spanish acronym for the Ministry of the Natural, Rural and Marine Environment).

Six projects, one show

The trade fair is a global business leader thanks to its various International Projects, which encompass virtually every continent. The existing projects, targeting **Latin America, Asia, the U.S.A. and Canada, Central and Eastern Europe and Western Europe**, are joined at this edition by the **Middle East**, focusing on building bridges with the countries of the Persian Gulf region (Saudi Arabia, Oman, Iran, United Arab Emirates, Iraq, Qatar and Kuwait).

The third edition of the **Asia Project** enjoys the support of ICEX (Spanish acronym for the Spanish Institute for Foreign Trade), the Multi-sector Business Association (AMEC in its Spanish acronym) and ACC1Ó (a Catalan autonomous community government agency for the promotion of Catalan companies abroad). The main aim of this project is to provide Spanish companies with greater knowledge about the opportunities offered by the major Asian markets. It features participants from Japan, China, Taiwan, India, Singapore, South Korea, Malaysia, Thailand, and the Philippines.

The **Central and Eastern Europe Project** focuses on showing Spanish firms the interesting business opportunities opening up in the new members of the European Union, including Poland, Bulgaria, Slovakia, Slovenia, the Baltic republics and the Czech Republic, among others. In addition, the **Western Europe Project** strengthens promotion of the Spanish agri-food industry in Germany, Austria, Belgium, Denmark, Finland, France, Greece, Netherlands, England, Ireland, Iceland, Italy, Norway, Sweden and Switzerland, with the support of ICEX.

Building relations with North America and fomenting knowledge of this powerful market is the aim of the **U.S.A. and Canada Project**, which enjoys the strategic support of the Spanish Chamber of Commerce in Miami, ICEX and ACC1Ó.

As a whole, Alimentaria's International Projects create the opportunity for more than 7,800 business meetings between foreign buyers from the various distribution channels and importers, restaurant and food service chains, gourmet shops and restaurant and food service representatives in general.

More business opportunities at Alimentaria

Through the **Hosted Buyers** programme, Alimentaria invites between 150 and 200 key buyers from all over the world from the large-scale retail trade and purchasing networks in order to promote communication between foreign buyers and companies interested in exporting their products. The event is attended by companies from around the world, including KNJ Wine Spirits (South Korea), Intermarché (France), Walmart (Mexico and Argentina), Alma Foods (United States), Ymco (Japan), Carrefour (Brazil), CostCo (United Kingdom), Sinodis (China), FineWinesnMore (India), Shitaimatsu (Japan), Qatar National Import & Export Company (Qatar), Federal Foods (Dubai) and Hanos Nederland BV (Netherlands), among others.

In addition, another of the main new features is the first **Brokerage Event**, organised by ACC1Ó (a Catalan autonomous community government agency for the promotion of Catalan companies abroad)-Enterprise Europe Network Catalonia and held 23 and 24 March. Through the use of a scheduling system, the aim of this event is to assist European companies in finding international commercial and technology partners, as well as partners for participation in EU 7th Framework Programme projects within the KBBE (Knowledge Based in Bio-Economy) area.

Once again, Alimentaria is holding various **seminars** particularly targeting regional managers and export managers, with the aim of providing exhibitor companies with more in-depth knowledge of the characteristics and particular features of international markets, consumer habits, the market penetration of Spanish products, business opportunities, types of certification, the main barriers to entry and requirements necessary to import food products, and the characteristics and types of distribution channels.

Additionally, for the first time Alimentaria has reached a co-operation agreement with **The Consumer Goods Forum**, a network which brings together the managing directors, executives and top managers of some 650 retail companies, major distributors and suppliers from 70 countries. The organisation is the result of a merger of CIES – the internationally recognised Food Business Forum – with the Global CEO Forum and the Global Commerce Initiative (GCI), two collaborative platforms for manufacturers and distributors. Thanks to this important partnership, the forum disseminates the latest news from Alimentaria to all of its members.

In line with the various initiatives taking place as part of the show, the **Alimentaria Business Area** has been created. This is the location of the Food&Drink Business Meetings, the meeting place for the Taste & Flavours of Spain® tour (a journey through culinary culture of Spain with Vinorum; Spain, Land of Iberian Cured Meats; and Spain, Land of Oils; as well as the Spain, Land of 100 Cheeses; Rising Stars of Impulse Buying and Innoval spaces). It includes a rest area for Club Alimentaria and The Consumer Goods Forum members.

With the recognition and support of the industry

Innoval 2010 establishes itself as a meeting place for brands and innovation at Alimentaria 2010

Alimentaria's innovation space, Innoval, reaches its seventh edition committed to highlighting the value of brands. Innoval is considered part of Alimentaria's DNA and this cluster of new ideas will once again attract the most interest from the media, buyers and opinion leaders. In addition, the Innoval Awards are back, recognising twelve categories of the sector's most innovative products from the past two years

The space at Alimentaria dedicated exclusive to R&D&I – which attracted 62,000 professionals in 2008 – has established itself as an undisputed benchmark for research, development and innovation for the agri-food industry at the international level. With Alimentaria 2010 being held at the Gran Vía venue, this means a new site for Innoval, now in the lobby area of Pavilion 3. Because of its location, the space becomes a hot spot for the show.

With a new arrangement, Innoval 2010 is a platform for integration and interaction among manufacturers, the distribution channel and retail. For its **chairman** and the **vice-chairman of Alimentaria, Josep Arcas**, it should not be forgotten that 'the existence of brands depends on there being innovation, and so Innoval, as a very important showcase, makes more sense than ever. Besides, without brands, international expansion is not possible,' he concludes

Four areas of knowledge

The first of these areas is the **buying experience**, where Innoval presents its view of consumer demands during the shopping experience, focusing on the following aspects: time and efficiency, access to information, sustainable practices, universal access, safety and control, and new experiences. Each aspect is supported by technological solutions and real demonstrations offered by the various partners involved in the project.

Then there is the **products and innovation** area, approached as the result of the applied knowledge of brands themselves. These are on view in a product exhibition presented in display cases and an interesting first-hand report with the participation of R&D&I and marketing managers from the country's leading brands.

A third area, known as **brands and innovation**, illustrates the efforts made in the area of innovation by brands, always focusing on the consumer. This is an interactive area which offers access to an extensive selection of TV spots created by leading brands in recent years.

Lastly, there is the **competitiveness** area, in which different business parks, technology centres, organisations and related associations demonstrate their firm commitment to innovation.

Innoval Awards

The Innoval Awards once again recognise the most novel creations in the food and drinks industry, divided into twelve product categories.

Innoval presents an exclusive area dedicated to technology partners

Improving the shopping experience, the aim of technology solutions at Innoval 2010

Time and efficiency

The perception of the amount of time associated with shopping and consumption varies substantially depending on the level of routine perceived by the consumer. Transforming the routine of shopping and product consumption, reducing the feeling of 'wasting time' and transforming it into a moment rich in new experiences, is one of the main challenges for both manufacturers and distributors.

Wincor Nixdorf offers a wide range of solutions for the use of mobile devices within the sales area which can act as 'personal assistants' for the customer and for shop staff.

Access to information

Faced with an increasingly more diverse and complex range of products, consumers are demanding more and better information about the ones they want to buy. These products are a response to more active and demanding consumers who require products better suited to their specific needs: more personalised and increasingly less standard and homogeneous.

In this regard, ***Bizerba*** presents scales with a display that offers information about the product such as nutrition and calories, product families for allergies, recipes, traceability to the point of origin and how the brand is produced.

Safety and control

Today, consumers demand that products are healthy and safe. Health is the main component of consumers' decision-making equation. For this reason, in the future, there will be more demands in this area, requiring detailed information which makes it possible for people to verify for themselves the quality of the products they consume.

Meat companies like ***Esteban Espuña*** are pioneers in areas such as traceability. In addition, Espuña has effectively implemented 'cold pasteurisation' as part of its manufacturing processes. This makes it possible to one, ensure the freshness of cooked products throughout their shelf life, and two, offer a range of sliced cured meats that can be stored at room temperature.

Bizerba is present in this area with its TTI product, a label which confirms the freshness of foods, presenting a system of labels which makes it possible to monitor the cold chain and food freshness. It also includes the GSDataBar system, a new barcode system which allows product traceability information to be included.

A.G. Protectpack, a company engaged in manufacturing highly protective packaging for the food and industrial sector, is also found in the area dedicated to safety.

New experiences

Future consumers will be more diverse and complex, a reflection of society itself. They will focus more on the search for enriching experiences beyond simple basic consumption of products and services.

Bizerba is also participating here with scales which have artificial vision systems which make it possible to automatically identify the product placed on the weighing tray. The scales include a screen which makes it possible to present dynamic content related to the product (emotional content, recommendations, etc.)

For its part, *Trumedia* comes to Innoval with its audience measuring software and an extensive range of hardware for use in food and drinks distribution.

Additionally, *Samsung* presents three products, one of which is an audience measuring solution in systems which can be integrated with dynamic advertising systems, automatically detecting the faces of spectators and selecting the content programming to be shown according to their sex, age and other predefined conditions.

Sustainability

Sustainability is gaining adherents, with products which respect the environment in their composition, as well as during the production, distribution and consumption processes. Six out of every ten containers and two out of every three tins are already being recycled.

Part of the Retroplanet group, *Luxury Graphics* offers a wide range of technology solutions and products, with full guarantees of quality, performance and service. Luxury presents LED spotlight solutions which provide energy savings, low maintenance, the absence of harmful substances and a respect for the environment.

Mil-tek is taking part with its range of pneumatic compactors to compress all types of waste, primarily cardboard and plastic, presenting practical demonstrations.

Universal access

We live in an increasingly more diverse, complex and dynamic society in which new social groups are continuously emerging and are associated with different consumption behaviours. The food and drinks industry adapts its product offerings to a new and increasingly more complex social, cultural and economic structure, in which new consumer segments (immigrants, singles, single-parent families, etc.) are constantly appearing. The industry must ensure access for groups which, regardless of their socio-economic capacity, require adapted products, due primarily to physical limitations (disability, allergies, etc.)

Competitiveness Area

The Innoval project is organised around different drivers (trends), which are displayed through specific physical spaces in the exhibition area. As well as the trends in the retail environment indicated above, Innoval also pays tribute to research. The nucleus of innovation frequently lies in research which will allow companies to be more competitive in the market.

Under the slogan 'competitiveness', various technology parks, research centres, institutes and laboratories are in attendance, offering agents in the agri-food chain an extensive range of research programmes at research centres, universities and related associations, among others.

Barcelona Centre de Disseny is attending Innoval 2010 to present projects and initiatives to support companies which focus strategically on design, thus strengthening the competitiveness of their services and products.

The company *Azti-Tecnalia* offers research, technological development and innovation (R&D&I) support for companies and agents throughout the entire value chain for food and drinks, with five lines of research: new foods, food safety and quality, new technologies, sustainability and culinary developments.

Ciudad Agroalimentaria de Tudela is a pioneering business park, where infrastructure and services are shared in order to strengthen the competitiveness of companies. It has 120 hectares and is promoted by the government of Navarre. Noteworthy among its aims is improving the competitiveness of companies and strengthening growth in the sector.

For its part, the *Parc Científic i Tecnològic Agroalimentari de Lleida (PCi TAL)-Mercolleida* focuses all its activity on R&D&I in the agri-food sector: sustainable agriculture systems, functional foods, eating habits, nutrition and health, robotics applied to agribusiness, precision agriculture, forestry, new materials, ICT applied to agribusiness, waste valorisation, sustainable construction, and renewable energies, among other areas.

Tecnoparc Reus, a technology park specialising in the areas of health and nutrition, and the *Agri-Food Research and Technology Institute (IRTA in its Catalan acronym)*, one of the main tools for promoting agri-food research and technology transfer in the Catalan sector as a whole, have also confirmed their participation in the competitiveness area at Innoval 2010.

Lastly, the *Triptolemos Foundation* will be taking part, presenting the fourth edition of the 'Guide to Innovation in the Food and Drinks Industry', which classifies 5,000 research projects, patents and doctoral theses in the Spanish agri-food sector by sector and subject area. This edition is expanded with information about technology centres and parks, safety regulations for products and financing options, as well as training offerings.

According to the database prepared by the Triptolemos Foundation and Alimentaria 2010

The number of patents registered by the Spanish agri-food sector is up 154%

The Spanish agri-food sector registered a total of 792 patents during the 2005-2009 period, according to the 'Guide to Innovation in the Food and Drinks Industry', prepared by the Triptolemos Foundation in collaboration with Alimentaria 2010. This number represents a 153.84% increase over the number of patents registered between 2003 and 2007, the period analysed in the previous edition of the guide. The catalogue produced by Alimentaria and the Triptolemos Foundation is the most complete and easiest to query database of its kind in Spain. Its purpose is to facilitate contact between the business sector and research centres and teams.

A commitment to innovation in the food and drinks industry is one of the core themes of Alimentaria 2010. With the aim of contributing to this strategy, the trade show collaborated with the Triptolemos Foundation on compiling the fourth edition of all the latest advances in research for this sector, with a catalogue published in USB and CD-ROM format.

Over the past five years, 792 patents related to the agri-food sector have been registered in Spain, which represents a 153.84% increase over the 2003-2007 period. In addition, there have been a total of 3,305 institutional research projects and 914 university theses in this field, representing increases of 29.6% and 105.84%, respectively, over the previous edition of the database.

A tool for companies

The 'Guide to Innovation in the Food and Drinks Industry' is intended to be a reference resource and useful tool, allowing companies and universities to better manage the technological aspects of innovation. In this regard, **Yvonne Colomer**, director of the Triptolemos Foundation, stresses that the main aim of the guide is to 'facilitate knowledge and later contact between research centres and teams and the business sector' in order to work towards 'a suitable structure for the entire Spanish agri-food system'.

The catalogue produced by Alimentaria and the Triptolemos Foundation enjoys the support of the Ministry of the Natural, Rural and Marine Environment, the Ministry of Education, the Ministry of Science and Innovation and the Ministry of Health and Social Policy. This is the most complete and easiest to query database of its kind in Spain and an excellent tool for the sector's small and mid-sized companies. The various levels of entry in the catalogue make it possible to query, for example, what research projects are being carried out in a certain sector or on a certain subject in a given geographical area.

Madrid, Andalusia and Catalonia, the most active

Madrid, Andalusia and Catalonia are, in that order, the autonomous communities which currently have the largest number of agri-food research projects, 559, 520 and 481, respectively. By sector, innovation activities in the meat industry are noteworthy, with more than 450 R&D&I projects underway, as are the dairy and wine industries, with almost 400 innovative projects each.

In all sectors, research projects on nutrition-related subjects have experienced the most spectacular growth. In this way, the food and drinks industry seeks to respond to a growing concern among consumers to consume healthier foods with beneficial properties for some specific aspect of their health. 'Lines of research in the agri-food sector are growing ever more closely linked to the real demands of the market,' highlights Yvonne Colomer.

And so, for example, in the meat sector, the guide includes 137 projects linked to nutritional improvements, triple that of the last edition. Innovation in the areas of control, assurance systems, ingredients and economy and reducing costs are other fields generating the most research projects in the meat sector.

In the dairy products industry, the guide includes 146 projects on nutrition, compared with 64 in the last edition. Other areas which generate a great deal of research in this sector are control and assurance systems and improving production processes.

In addition to the database, with the aim of helping agri-food companies in their commitment to innovation, the 'Guide to Innovation in the Food and Drinks Industry' also includes information from the **Centre for the Development of Industrial Technology (CDTI in its Spanish acronym)** on financing and support options for R&D&I projects, as well as a compilation of the safety aspects to be taken into account for innovation projects in the sector from the **Spanish Food Safety and Nutrition Agency (AESAN in its Spanish acronym)**.

Close collaboration

Alimentaria, International Food and Drinks Exhibition, has been working with the **Triptolemos Foundation** on promoting institutional agri-food research in Spain, with the aim of bringing scientific advances to the representatives of the food and drinks industry and by extension, to the entire population. In 2010, the project is being implemented together with Alimentaria's innovation area, Innoval, where the latest in food and drinks R&D&I will be presented.

About the Triptolemos Foundation

The Triptolemos Foundation for food development is a private institution whose aim is to create a cross-sector space for dialogue, activities and the exchange of knowledge for the agents involved in the food chain, from producers of raw materials to consumers, with a special focus on universities. The foundation is headed by Federico Mayor Zaragoza, former director general of UNESCO and has its headquarters in Barcelona. It has patrons through Spain, including various universities and companies such as Danone, Freixenet, Gallina Blanca, Nutrexpa, Panrico, Nestlé España, Casademont and Unilever Foods, among others.

With the support and organisation of FIAB (Spanish acronym for the Spanish Food and Drink Industry Federation)

Alimentaria hosts the fifth edition of the Innovation and Technology Conference

The aim of this gathering is to enable Alimentaria to become a place for gathering, discussion and outreach involving technologies and science and technology experts from Latin America, Spain and the European Union. It includes discussion sessions and collaborative meetings in the area of R&D&I among companies and institutions from Spain, other European countries and Latin America

At this edition, the presentations focus on the contribution of public capital and venture capital firms to innovation in the food and drinks industry; the Food for Life-Spain technology platform and its association with the Latin American one: Chile-Colombia; and on the opportunities and threats for the development of functional foods.

The Alimentaria 2010 Innovation and Technology Conference will take place on Monday, 22 March under the title 'Innovation in times of crisis'. It will be opened by Juan Tomás Hernani, General Secretary for Innovation at the Ministry of Science and Innovation, and president of CDTI (Spanish acronym for the Centre for the Development of Industrial Technology), and closed by Josep Puxeu, Junior Minister for Rural Environment and Water at the Ministry of the Natural, Rural and Marine Environment.

Other participants include José María Ordovás, professor of Nutrition and Genetics at Tufts University, Boston; representatives from the Advisory Board of the FDA; and Andreu Palou, professor of biochemistry and molecular biology at the Universidad de las Islas Baleares and vice-chairman of the EFSA (European Food Safety Authority) scientific panel on Nutrition between 2003 and 2009.

Bilateral meetings are also planned, with the aim of putting Spanish and European companies in contact with Latin American firms in order to strengthen European projects, EUREKA and IBEROEKA.

The international innovation and development project conference will be held on Tuesday, 23 March, highlighting success cases. Jacint Arnau, head of food engineering and processing at IRTA (Catalan acronym for the Agri-Food Research and Technology Institute) and Francesc Puiggros, assistant to the director of the Nutrition and Health Technology Centre (CTNS in its Catalan acronym) will attend.

Lastly, on Wednesday, 24 March, the Trophelia España 2010 food innovation university competition will be held at the Alicia Foundation, located in the town of Sant Fruitós del Bages. The aim of this competition is for groups of higher education students in the fields of both science and business to create, launch and develop new food and beverage products. It is organised with the institutional support of MARM (Spanish acronym for the Ministry of the Natural, Rural and Marine Environment).

The show has achieved unprecedented levels of internationalisation at this edition

Close to 1,000 wineries from around the world present their wines at Intervin

At this edition, Intervin, the wine and spirits show, has beat its own internationalisation records. Alimentaria's largest show occupies 22,000 m2 and is a major international business centre, with the participation of 1,000 wineries from around the world. Spain's top wine-producing groups also return, asserting the value of Intervin for wine and liquor promotion and export.

Internationalisation, a central theme of Alimentaria 2010, has a strong presence at Intervin. More than 1,000 wineries from around the world present their new products in Pavilion 3. 'Our pride is both quantitative and qualitative, as the show also includes the very top market leaders,' emphasises **Juan M^a Torres, chairman of the show and vice-chairman of Bodegas Miguel Torres.**

And so the world leader, **Constellation Europe**, is taking part in Intervin for the first time with a selection of its top selling brands. **France** also has a significant presence at the show, with names of the stature of Marie Brizard – which presents its wines, spirits, tequilas, vodkas, anisettes, gins and cognacs, Sopexa and Perpignan Mediterranee.

Another major wine producer and consumer which has placed its bets on Intervin is **Italy**. Compagnia Italiana del Vino presents the best wines of Piedmont (Barbera D.O.C and Moscato Spumante), Lombardy (Bonarda D.O.C), Veneto (Pinot Grigio, Merlot and Cabernet), Tuscany (Chianti D.O.C.G), Abruzzo (Montepulciano D.O.C), Puglia (Trebiano and Sangiovese) and Sicily (Nero d'Avola).

Portuguese wines also have a presence at the show with firms such as Quinta do Feital and Casa Agrícola Reboredo Madeira, which offers wines from the Douro region. For their part, Latin American wineries have a place at Intervin 2010, from countries such as **Colombia, Panama and Peru.**

Intervin, international stepping stone for Spanish wineries

Intervin is an excellent opportunity for foreign marketing and promotion. Major internationally known Spanish wine-producing groups such as **Freixenet, Codorniu, Miguel Torres, Félix Solís, Juvé & Camps, Dinastía Vivanco, Osborne, González Byass, CVNE, Paternina and Protos**, among others, acknowledge this with their presence at the show.

At this edition, Intervin includes some new domestic wineries such as **Bodegas Garvey**. And regular attendees of the stature of **Tinto Pesquera, Bodegas Muga, Marqués de Cáceres** and **Faustino Rivero** return to the event. This year, Intervin also offers the opportunity to discover an entire world of small wineries, many of them virtually unknown to the general public. They attend the show for the first time as independent exhibitors and promise to surprise visitors.

In a new feature, the show has an area of around 2,000 m2 dedicated exclusively to wineries from La Rioja. The government of this region, in addition to having a presence in the space dedicated to autonomous communities, wanted to concentrate the wineries from this area in a single space.

Despite its traditional origins, the wine-producing sector is also committed to innovation. Visitors to Intervin can discover such novel products as the semi-solid cava in gelatine presented by Agustí Torelló and the highly unusual Torre de l'Homenatge cava from Castell Sant Antoni, aged for ten years by means of a special method of coupage. Another unique proposal to be seen at the show is Málaga Conarte, a project which matched ten wineries and ten painters from the province of Malaga to create a collection in which each artist was assigned a wine and painted a canvas inspired by it for an exclusive edition of works, which also forms part of the wine's packaging.

Intervin supports the Wine in Moderation programme

Intervin joins this initiative promoted by the Spanish Wine Federation (FEV in the Spanish acronym) and FIVIN (Spanish acronym for the Foundation for Wine and Nutrition Research). The two organisations are managing the implementation of this programme in Spain under the slogan 'Wine can only be enjoyed in moderation'. The Wine in Moderation initiative falls within the framework of the European Commission's Alcohol and Health Forum. Both FEV and FIVIN have promotional spaces at Intervin where they can provide professionals with information about the content and aims of the programme. Various events are also planned to celebrate the show's joining Wine in Moderation. These include the formal signing of the membership agreement, with top representatives from Alimentaria, Intervin and the Spanish Wine Federation taking part.

Glasskey and Riedel

The importance of the glass in wine sampling and tasting is a well-known fact for all the sector's professionals. With the aim of facilitating the work of exhibitors and the enjoyment of visitors as much as possible, Intervin 2010 once again includes a glass hire service, offered by the firm Glasskey. A wide variety of glasses from the prestigious and well-known firm Riedel will be available.

Key facts

- **Spanish wines are increasingly more important in the international market.** After relegating France to third place in the volume ranking for wine exporting countries in 2008, Spain held on to its number two position in 2009. It is very close to Italy, with the two countries being separated by just 300,000 hectares, demonstrating that Spanish wine maintains its exceptional position abroad. (Source: International Organisation of Vine and Wine)
- **Germany is the main importer of Spanish wines**, with 1.73 billion in 2008, followed by the U.S.A. – 1 billion, and the United Kingdom, with 955 million. Japan is especially noteworthy, with a 110% increase in purchases by litre, up to 10 million, of which 40% were cavas and sparkling wines. (Source: International Organisation of Vine and Wine)
- **Global wine consumption generated more than 150 billion dollars** (over 118 billion euros) in 2008. (Source: International Wine and Spirit Record - IWSR)
- **43 million consumers around the world drink Spanish wine** relatively often: 7 million do so at least once a week and another 36 million at least once every three months. (Source: Wine Intelligence)
- **Cava** – a sparkling wine produced in Catalonia following a traditional method – **sold 228 million bottles in 2008**, 1.38% more than the previous year. Exports

grew by 9.6% to 139 million bottles (77% in the EU), a real record. Increased sales abroad are the result of spectacular growth in exports to Germany, the number one cava importer, which in one year went from buying 41 million bottles to 51.4 million, up 25.4%. It is followed by the United Kingdom, with 30.5 million bottles, and the United States, with 14.5 million bottles. In this area, Freixenet, headed by José Luís Bonet – chairman of Alimentaria – is the leading Spanish cava producer and exporter. (Source: Cava Control Board)

- **Spain is the number four European market in spirits consumption**, with some 220 mL, valued at 7 billion euros. (Source: Spanish Spirits Federation - FEBE in its Spanish acronym)

Spanish exports of cured ham have doubled in the past six years

Intercarn demonstrates the importance of the sector for the Spanish food industry as a whole

Intercarn, the meat and meat products show, is one of the driving forces behind Alimentaria. Located in Pavilion 2, Intercarn occupies a total of 12,000 m2 dedicated exclusively to the large selection of meats available: cured ham, sausages, fresh products and various types of prepared meats. Internationalisation is an important presence at the show, with countries such as Uruguay, France, the United Kingdom, Italy, and the Netherlands and for the first time, Hungary and China, taking part.

Alimentaria 2010 promotes the world of meat with the more than 12,000 m2 dedicated to **Intercarn**, making it the second largest show at the exhibition in terms of space. Additionally, the show once again features the sector's top leading companies. Large Spanish meat companies and international participants are in the spotlight at this edition.

Campofrío, El Pozo Alimentación, Noel Alimentaria, Consorcio Jabugo, Casademont, Esteban Espuña, Jamones Serranos Ciurana and Jaume Artigas Casellas are just a few of the almost 400 companies taking part in Intercarn.

'The show is an accurate reflection of the reality of the sector and makes it possible to discover new trends in consumption and the latest launches from manufacturers,' highlights **Juan José Guibelalde, chairman of Intercarn and member of the Grupo Campofrío board**. For example, in line with the increasing focus on healthy products within the food industry, there are a growing number of more natural meat items, with fewer additives or with functional ingredients which are beneficial to different aspects of health.

Internationalisation, a key aspect of Intercarn

The number of exhibitor companies from outside Spain has gradually increased with each edition of Intercarn. Some of the countries taking part in Intercarn 2010 are Uruguay, France, the United Kingdom, Italy, the Netherlands and for the first time, Hungary and China.

'The expansion strategies of Spanish meat companies involve discovering new markets such as Asia, where our country's products are highly prized,' Guibelalde underscores. By country, France, Germany and Portugal account for over 70% of the market, while companies continue to focus on obtaining official authorisation to increase the volume of exports to countries such as China, Russia and Mexico.

The Spanish meat industry: strong and powerful

The Spanish meat industry, which generates 90,000 jobs, is the fourth largest industrial sector in the country. It ranks first in the Spanish food and drink industry by a large margin. According to the latest figures from Confecarne, the Spanish Confederation of Meat Industry Business Organisations, in 2009, the sector had 19.3 billion euros in turnover and exports of more than 2.5 billion euros.

The meat industry accounts for 2% of Spain's total GDP, 14% of industrial GDP in Spain, while direct employment by companies in the sector, with 88,000 workers,

represents around 23% of employment for the Spanish food and drinks manufacturing industry as a whole.

Key facts

- **Spanish exports of ham doubled** in six years, going from 13,754 tonnes in 2003 to 28,160 in 2008. The countries receiving the most exports of Spanish ham were Canada, Australia, Mexico, Czech Republic and Greece, while the main importers were Germany, France and Portugal. (Source: Tax Administration)
- **Spanish households consumed 38 million kilos of Iberian pork products in 2008.** Iberian pork can be found in 5% of homes year round, while *chorizo* sausage is found in 8%. Average Iberian pork consumption per person in 2008 was 0.84 kg. Five out of every ten kilos of Iberian pork products consumed are ham. (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment)
- **The Spanish eat beef an average of 11 days a month,** while cold meats, sausages and cured ham are consumed an average of 10.8 days in the same space of time. 25.4% of Spaniards say they eat beef almost every day and 64.5%, two or three times a week. (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment)
- **The Spanish market for meat products** grew 3% in 2009, to some 6.7 billion euros. Sliced and packaged products and healthy varieties continue to gain market share. (Source: DBK)

The general food products show focuses on the value of brands

Brands display their qualities at Multiproducto

Multiproducto is the general food products show, the place where brands take on special importance and major companies present their latest launches. In 2010, one of the leitmotifs of Alimentaria is highlighting the differentiating value of brands and exhibiting their wide range of attributes. These include creating wealth and jobs, innovation, progress, quality and safety, among others decisive factors for the future of agribusiness.

With 8,000 m2 dedicated to major companies, Alimentaria demonstrates its commitment to brands. Pavilion 8.0 at Fira de Barcelona's Gran Vía venue is the ideal spot for anyone who wants to explore the extensive range of offerings presented by domestic and international firms in the food and drinks industry.

Offerings include all kinds of pasta, table sauces, ready-made meals, spices and rice. Without a doubt, this is Alimentaria's most diverse show. Multiproducto is an exceptional showcase for companies, as it features the sector's key players.

Companies such as **Danone, Nutrexpa, Casa Tarradellas, Grupo Leche Pascual, Pastas Gallo, Kellogg, Rana, Clesa, Aneto** and **Gallina Blanca**, among others, will not fail to attend this great festival of brands. All of them demonstrate their commitment to innovation and making 'brand' synonymous with a guarantee of quality.

Key facts

- **Rice is the world's most consumed food.** With 33 million tonnes a year out of total production of 666 million tonnes, the global rice trade accounts for around 10% of total grain transactions. (Source: Mercasa)
- The **Spanish market for pasta** totals 158 million kilos and 230.5 million euros, representing an annual increase of 1.9% and 5.6%, respectively. A total of 165 million kilos of pasta were consumed in 2008, valued at 298 million euros. This is 3.67 kilos per person a year. (Source: Mercasa)
- In 2008, Spanish production of **chocolates and cacao products** reached 212,783 tonnes, a slight year-on-year drop of 0.4%, compared to 2.4% growth the previous year. (Source: Spanish Association of Manufacturers of Chocolates and Cacao Products – CHOCOA in its Spanish acronym)
- **Spain produces 13% of the eggs in the European Union.** The table egg sector has developed significantly over the past 20 years. This has enabled it to project an image of quality and food safety in the domestic market, as well as being highly competitive in international markets. (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment)

Projects such as Live Ready-prepared and Ready-cooked Foods energise the International eating out show

Restaurama, new sectors and more interactive activities

The International eating out show is once again one of the main focal points at Alimentaria, due to the large number of promotional activities it includes and an extensive range of products on display. At its sixth edition, Restaurama demonstrates its strength and is enriched by the addition of the bread products, cakes and pastries and ice cream segments. An entire world to discover in Pavilion 6 of the Gran Vía venue.

Alimentaria 2010 dedicates 5,000 m² to the HORECA channel (hotels, restaurants and catering) and to related sectors such as bread products, cakes and pastries, and ice cream. The show is one of Alimentaria's most attractive and popular shows because of its complete range of top exhibitors, almost 300, and the enjoyable activities taking place within the show.

Restaurama has experienced spectacular growth in recent editions, both in terms of visitors and the exhibitors who provide a complete range of offerings for the sector's professionals. The show has established itself as a European benchmark for the HORECA channel, welcoming the food service divisions of major food and beverage multinationals and the market's leading brands.

Additionally, this year the show is hosting exhibitors from various trade fair events cancelled recently. They view the International eating out show as the best opportunity to promote their company. According to the **chairman of Restaurama and managing director of Serunion, Antoni Llorens**, 'While unfortunately other important trade shows targeting the hospitality, restaurant and related segments have had to be cancelled, Restaurama will not only go on, but a great effort has also been made to adapt to current requirements, with quality even improving.'

Leading companies such as **Nestlé, Unilever, Negrini, Priela, Illy Café, Garda Import, Gedesco, García Casademont, Panike, Wiesheu, Euralis Gastronomie, Bridor, Rational Ibérica and Comercial CBG**, among others, will not miss their date with the International Eating Out Show.

Of special note is the fact that the level of internationalisation at Restaurama is among the highest at Alimentaria, with 36% international exhibitors. The majority of foreign companies exhibiting at this edition are from Italy, France and Germany.

Live Ready-prepared and Ready-cooked Foods

The cooking of the future is already a reality. Restaurama focuses on new trends in modern cuisine with the Live Ready-prepared and Ready-cooked Foods space. Through live demonstrations, HORECA channel specialists can discover the advantages of this type of product and learn about the tools needed to get involved in this activity. At its second edition, exhibitors at Live Ready-prepared and Ready-cooked Foods once again include leading companies in this segment (such as the restaurants Peixerot, in Vilanova i la Geltrú, and Mokiyya, in Sitges, and specialised firms such as Abelló Linde, a manufacturer of gases for food preservation), offering various show cooking events for professionals interested in the area.

Key facts

- **Spain** is among the European countries where **eating out is very common** – surpassed only by Greece and Portugal. Hotel and catering establishments in Spain employ close to a million and a half workers, with total production accounting for 7.07% of the country's GDP. (Source: Mercasa)
- In 2009, the **value of the ready-made meal market** in Spain topped 2.1 billion euros. This represents a 1.7% increase over the previous year. (Source: DBK)
- **The Spanish catering sector topped 3.23 billion euros in 2008**, reporting 6.6% growth over 2007. Group food service was the main driving force behind the catering sector last year. (Source: DBK)
- **Spanish households consumed 41 kilos of bread per person/year in 2008**. Households made up of adults and couples with older children are those which most consume this foodstuff. The product is found in 100% of households virtually year round. (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment)
- **Ice cream consumption in Spain** in 2008 was 298 million litres. Last year, each Spaniard consumed 6.5 litres of ice cream. In comparison with the rest of Europe, these consumption figures position us a little above the European average, which is 6.3 litres. (Source: Spanish Ice Cream Manufacturers' Association - AEFH in its Spanish acronym)

The number of companies at the show has increased 15% over the previous edition

The latest launches from the dairy products sector make an appearance at Interlact

The milk and dairy products show brings together the leading national and international firms from the sector in 5,600 m². To be specific, 250 companies are participating in this edition, 15% more than in 2008. Interlact, located in Pavilion 4, takes up a position between the new and the most traditional, as it stakes its claim in one of the spaces with the most innovations per square metre at the exhibition, demonstrating the sector's efforts in the area of R&D&I.

Interlact encompasses a wide variety of products, including yoghurts, cheeses, fresh desserts, milk drinks, butters, beverages, creams, and milks, among others. This is one of the most innovative sectors in the food and drinks industry, with the most diversified ranges of products.

The show dedicated to milk and dairy products places special emphasis on new product ranges such as functional foods and those with healthy properties for the consumer, which are slowly gaining adherents. These very products are the result of significant effort by companies in the area of innovation, and they are there to discover along the aisles of Interlact 2010. As the **chairman of Danone and Interlact, Javier Robles**, highlights, 'Today, innovation is the main route to gaining competitiveness and investing in R&D&I has become more necessary than ever.'

Firms such as **García Baquero, Lactalis, Forlasa, Quesos Frías, Teodoro García, Industrias Lácteas Asturianas, Hijos de Salvador Rodríguez, Gregorio Díaz-Miguel** and **Manso** exhibit their commitment to R&D&I in the dairy products sector at Interlact. Also noteworthy is the Italian presence at Interlact, with consortia for the promotion of products such as Parmigiano-Reggiano, formaggio Asiago, formaggio Pecorino Romano, Gorgonzola and Mozzarella di Bufala Campana. The German region of Bavaria is also represented in a very special way by its wide range of dairy products. In addition, large major companies such as **Danone, Grupo Leche Pascual** and **Clesa** are also taking part in Alimentaria at the Multiproducto show, where it is possible to discover the large selection of products they offer.

A benchmark sector

Around 100 manufacturers operate in Spain, predominantly small operators doing business at the regional level in the majority of cases. As a result, around half produce fewer than 1,000 tonnes of liquid milk. The supply side shows a significant degree of concentration. Thus, the top five operators in the Iberian market (Lactogal, Capsa, Leche Pascual, Ebro Puleva and Lactalis) together accounted for 68% of market share in 2008. Market opportunities, above all in the cheese industry, are created by the entry of multinationals, as well as important international buyers.

Key facts

- **Global milk consumption** reached 263 billion litres in 2009. This figure represents an increase in global consumption of around 1.3% over 2008, or to put it another way, an additional 4 billion litres. This figure increases to 284 billion

litres if soy milk and alternatives such as rice, nut and seed milks are included.
(Source: Tetra Pack)

- The **dairy dessert and yoghurt market** in seven of the major European Union economies in 2008 looked like this: France registered sales of 1.55 billion kg (-2%) and 3.83 billion euros (unchanged); Germany increased to 1.09 billion kg (+2%) and 2.84 billion euros (+2%); and Spain had a total of 982.3 million kg (+6%) and 2.13 billion euros (+6%). (Source: Datamonitor)
- In 2008, Spanish **consumption of dairy products** increased by 4.6% over the previous year. Overall figures give a total volume of 1.87 billion litres/kilos, with a value of 6.57 billion euros. Per capita consumption is 41.33 l/k, with per personal expenditure totalling 144.5 euros. (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment)
- 2008 **consumption in Spanish households** was as follows: milk drinks totalled 91,780.4 tonnes and 125.6 million euros; fermented milks reached 663,723.3 tonnes and 1.7 billion euros (with an average price of 2.56 euros, per capita consumption of 14.7 and expenditure per inhabitant of 37.8 euros). (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment)
- The **Iberian market – Spain and Portugal – for milk and butter** reached 3.87 billion euros in 2008. Especially noteworthy is growth in Spain, 10.5% in 2008, compared to 5.8% in the Portuguese market. For that year, per capita consumption came in at around 88 litres, somewhat lower in Spain (87 litres) than in Portugal (89.5). (Source: DBK)
- **Spaniards consumed 9.1 kgs of yoghurt per person/year**, according to 2009 figures. In addition, there has been a progressive increase in the consumption of fermented milks and those containing bifidus, reaching 5.5 kg per capita. (Source: DBK)
- **Cheese consumption** has increased in Spain in recent years. According to 2009 figures, the sector estimates that cheese consumption totals approximately **8 kg per person a year**. These figures are derived primarily from at home consumption and to a lesser extent, from consumption at restaurant and food service establishments. (Source: DBK)

Spain ranks fifth in production of sugar confectionery

Mundidulce focuses heavily on the impulse channel

Mundidulce is Alimentaria's sweets, biscuits and confectionery show: over 4,800 m2 dedicated to the sweetest products in the food and drink industry. The show promotes the impulse channel, where a significant number of purchases are made. Mundidulce enjoys the decided support of the sector and its major organisations, including FEAD – Spanish acronym for the Federation of Spanish Sweets Associations.

The world of sweets has a date with Alimentaria, one of the top showcases for the sector at the European level. **Mundidulce** presents the latest trends in the industry, which enjoys notable accomplishments in the area of innovation and technology, with an extensive and diversified range of product offerings.

Mundidulce is once again located in Pavilion 8.1, where it will share the space with Multiproducto – General food products show. This is at the request of the sector itself, allowing it to benefit from significant synergies.

New formats are increasingly more sustainable and attractive, designed especially for impulse buying, a sector which enjoys significant penetration among Spanish consumers, with 10% of the total spent on the household shopping basket. Close to 160 companies from the sweets and snacks sector – including leading firms such as **Chocolates Lacasa, Migueláñez, Churruca, Chocolates Torras, Simón Coll, San Carlo and the Jijona DO Control Board** gather in the 5,000 m2 of exhibition space occupied by Mundidulce 2010.

According to the latest figures available, the **sweets industry** generated almost 4.4 billion euros in turnover for 2008, representing 5.6% more than in 2007, with intra-community exports being the main drivers behind this positive performance. According to data from CAOBISCO, Spain ranks fifth in production of sugar confectionery, trailing other leading European Union producer countries such as Germany, the United Kingdom, Italy and France, according to FEAD (the Spanish acronym for the Federation of Spanish Sweets Associations).

The Rising Stars of Impulse Buying

The Rising Stars of Impulse Buying exhibition and competition, part of the Mundidulce show and organised by Alimentaria and FEAD, brings visitors the latest new products from the impulse channel. More than one hundred new items are exhibited with full details in 50 display cases which present the latest in sweets and snacks.

Additionally, Mundidulce features seminars on subjects of interest to the sector and a series of business meetings. The organisers will also send invitations to international buyers with the aim of helping companies in the area of international expansion.

Key facts

- In its last financial year, the **European confectionery market** reached 43.71 billion euros, with a 17.1% increase between 2003 and last year. The German market added 8.42 billion euros, while the French topped 5.26 billion. The

German market totalled 14.62 billion euros; the United Kingdom, 13.96 billion; France, 6.55 billion; Italy, 6.04 billion; the Netherlands, 2.47 billion and Portugal, 706.5 million euros. (Source: Euromonitor)

- Spanish households spend close to **200 euros a year** on sweet products, which account for 10% of the total household shopping basket, demonstrating the high degree of penetration for this category among Spanish consumers. (Source: FEAD (Spanish acronym for the Federation of Spanish Sweets Associations))
- There are fewer than 50 **manufacturers of chewing gum and sweets in Spain**, generating around 5,000 jobs. The level of concentration is very high and there is a significant presence of foreign capital. A quarter of the companies that manufacture and distribute chewing gum and sweets are based in Catalonia. The main method of retail distribution is the impulse channel, made up of thousands of kiosks, street stalls, specialist retailers, etc., which account for approximately 63% of total sales, while the remaining 37% of sales occur in the food and beverage channel. (Source: Mercasa)
- With regard to per capita consumption of **snack products in Spain**, in comparison with other European countries, data for Spain put it at 5.7 kilos a year per inhabitant. Spain leads the ranking in consumption of these products in the European Union, together with the Netherlands, where per capita consumption is 6.4 kg., and the United Kingdom, with 5.5 kg. per person a year. (Source: European Snacks Association - ESA)
- 50 companies operate in the Spanish snack sector, including manufacture of crisps, dried fruit and nuts and snacks. The **Spanish snack market** ranks fourth in Europe in consumption of snacks by value, with 1.05 billion euros, and volume, with 171,000 tonnes, behind the United Kingdom, Germany and France. (Source: DBK-Euromonitor)

Exports account for more than half of oil production in Spain

Spanish olive oil seeks greater international recognition at Olivaria

Olivaria is the show Alimentaria dedicates to what is considered 'liquid gold', allowing the main areas of production and designations of origin to promote and present their excellent olive oil products. Around one hundred companies are taking part in the olive oil and vegetable oils show, bringing together all the best of a sector in which Spain, although the world leader in exports, lays claim to a more prominent role.

The Alimentaria 2010 show dedicated to olive oils and vegetable oils returns stronger than ever. The country's olive oil industry is one of the great international powers. The **Olivaria** show is an accurate reflection of this, with close to 1,800 m² dedicated to one of the most highly valued elements of Spanish cuisine. An extensive range of items can be found in Pavilion 8.1, with high quality products prized around the world, generating brand value at the national level.

Olivaria 2010 also has space for new products, as the oil sector is committed to innovation, especially in flavours and formats. Consequently, the show presents everything from olive oils in spray form to flavours and aromas of all kinds. Currently, Spain has about twenty designations of origin. These range from the most veteran (such as Andalusia's Sierra Mágica and Sierra de Cazorla, and Siurana and Les Garrigues from Catalonia) to the latest (La Rioja, la Estepa and Madrid). There are also more than 1,000 brands of extra virgin olive oils with great quality and diversity.

For the **chairman of Borges and Olivaria, Josep Pont**, Alimentaria 'offers companies an exceptional chance to promote the latest products, while at the same time learning about trends in the sector.' In this regard, 'I believe it is a golden opportunity to get a real feel for the market,' states Pont.

Olivaria features noteworthy companies and co-operatives from around the country: **Oleícola Hojiblanca, Aceites del Sur-Coosur, Oleoestepa, the Montes de Toledo PDO, Aceites Urzante, Agrolés, Mallafré, Internacional Olivarera** and regional groups of participants from **Catalonia**, and especially the region of **Andalucía**, with 400 m² of exhibition space in which to present products from the entire autonomous community, the absolute national leader.

The importance of the Spanish oil sector

Spain leads the world in olive oil production, marketing and exports, with average trade of around 1,200,000 tonnes a year in recent campaigns, distributed 50-50 between the domestic and foreign markets. There are 2,500,000 hectares of olive groves, the largest area in the world. Spain also has the largest number of olive trees: 300 million. In addition, Spain accounts for 50% of European and 35% of global production, leading exports to more than 100 countries.

Key facts

- Spain is not only the **world's leading producer of olive oil**, with average production of 800,000 tonnes a year, but it also exports an annual average of between 300,000 and 600,000 tonnes to more than one hundred countries around the world. (Source: Oleo)
- **2008 olive oil sales in Spain reached a volume** of 333.5 million kilos, with a value of 965 million euros. Of the total, sales of packaged oil reached 120 million kilos in volume and 465 million euros in value. (Source: Aoliva, the Spanish Olive Oil Exporters Association)
- **Exports account for more than half of oil production in Spain**, estimated at 1.23 billion kilos. Italy is the main destination for bulk oil exports, with 45.2%, a relatively low percentage if we consider that a decade ago it exceeded 80%. This drop is the result of market diversification efforts by Spanish companies, which are moving into increasingly more important countries such as United States and Japan. (Source: Aoliva, the Spanish Olive Oil Exporters Association)
- Between 2003 and 2008, **foreign sales for the sector increased in value by 47.4%**, from 1.24 billion euros to 1.83 billion. Additionally, Spain maintains its leading position in traditional markets such as Italy, France, Australia, United States, Portugal and the United Kingdom in terms of exports of bulk and packaged olive oil. Today, 15 of the top 50 recipient countries are in Asia, with the major markets being China, Japan, South Korea, the Philippines, India and Bahrain. (Source: Oleo)
- Spain is the main source of olive oil for Asian powers such as **China, South Korea and Bahrain**, supplanting Italy, its main competitor in the international market. (Source: Oleo)
- Olive oil consumption in the U.S.A., Australia, Brazil, Canada and Japan totals 391,000 tonnes. The **United States** is the world's leading non-producer market, with consumption of 251,000 tonnes. (Source: IOC - International Olive Council)
- According to a recent study which compares olive oil consumption in **France and the United Kingdom** with Spain, consumers in the first two countries are willing to pay a higher price for olive oil than Spanish shoppers. (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment)
- Sales of organic extra virgin olive oil in **Japan** increased 16.7% in 2008, compared with the previous year. (Source: CCAE - Spanish acronym for Agri-food Cooperatives Spain)

Innovation in the area of flavours distinguishes this edition of the show

The sector's most important firms are sure to make their date with Expobebidas

The most refreshing sector at Alimentaria 2010 is undoubtedly Expobebidas, the water, soft drinks, beer, must and cider show. 3,400 m2 in Pavilion 4 for a market which is diversifying its offerings by leaps and bounds, with new flavours and innovative formats. The show is a meeting place for the major brands in the Spanish and international drinks industry.

Water, soft drinks, beer, must and cider are the stars of **Expobebidas**, the Alimentaria 2010 show dedicated to this sector. A wide range of products in 3,400 m2 enable visitors to discover first-hand the latest launches from a sector which is constantly innovating in formats and new flavours. At this edition, manufacturers present their new ventures in isotonic and energy drinks, seeking to be more healthful (low in calories and caffeine, with antioxidants, vitamins, etc.). Non-carbonated soft drinks and different varieties of beer will also play an important role.

Expobebidas brings together top national and international brands such as **Damm, Grupo Vichy Catalán, Mahou-San Miguel, Coca-Cola, Heineken, Coors, Aguas de Fuensanta, Tampico, Magners, Cedevisa** and **Hijos de Rivera**.

New trends in beers

Breweries are presenting everything from classic varieties to the latest flavour trends. Non-alcoholic beers also receive significant attention, due to an increase in consumption for this type of beverage, especially in our country. In addition, Alimentaria includes small breweries moving up in the market, a segment which has been experiencing growth with so-called traditional beers.

The occasion is also ideal for the launch of curiosities such as **beer bread** – a combination of barley malt, spelt, wheat, raisins, yeast and beer, created by the firm San Miguel together with the Bakers' Association of Lleida.

A boom in waters

Waters have increasingly more weight in the market, especially due to heavy demand from the public for products which combine excellence and quality. It is no longer unusual to visit a restaurant and find a special water menu. Alimentaria echoes this boom in the world of water and a portion of the Expobebidas show is dedicated to this natural and healthy product *par excellence*.

Growth in isotonic and non-carbonated beverages

In its quest for expansion, one of the main routes taken by the drinks industry is to focus heavily on non-carbonated options, which have experienced significant growth in recent years. Expobebidas reflects the rise in production of these varieties, as well as isotonic drinks, with an increase of more than 8% in the past year. In fact, the sector has taken on great importance recently, as the Spanish Soft Drinks Association (Anfabra in its Spanish acronym) can attest to, with an industry that employs more than 30,000 people, directly or indirectly. Spain is home to around 70 manufacturers, which produce more than 5 billion litres of soft drinks a year.

Key facts

- In the area of **non-alcoholic drinks**, last year, Germany was the main European market, with 24.48 billion euros (+6%), followed by the United Kingdom, with 19.09 billion (+9%); Italy, with 12.37 billion (+7%); France, with 9.05 billion (+4%), Spain, with 8.34 billion (6%) and Poland, with 4.58 billion (+8%). (Source: Euromonitor)
- As regards foreign markets, **exports of Spanish juices and nectars** fell more than 9% in volume in 2008, to around 694 million kg. In contrast, their value increased by 2%, to €490 million. (Source: ICEX - Spanish acronym for the Spanish Institute for Foreign Trade)
- **Germany** continues to be the European country where the new flavoured and functional items have caught on the most. These experienced a 3.7% increase in Europe in 2008. (Source: Zenith International)
- For quite some time, Spanish **consumption of bottled water** has been growing at annual rates of 5% or 7%. The industry encompasses more than one hundred companies, lead by several multinationals, and around 4,500 people, employed either directly or indirectly, with turnover of 850 million euros. (Source: National Association of Packaged Water Companies - ANEABE in its Spanish acronym)
- **Europe leads the world in beer production**, with 427 million hectolitres a year, followed by China, with 393 million hectolitres, and the U.S.A. (234 million). Over the past three years, the number of breweries has increased by 25% in Europe, from 3,000 in 2006 to 3,733 in 2009. Additionally, the activity generates 2.5 million jobs throughout the continent. Europe exports 72 million hectolitres of beer, 17% of its production. (Source: The Brewers of Europe)
- **Spain is the number four producer of beer in the European Union** and tenth in the world, with 33.4 million hectolitres. The beer sector accounts for 0.5 percent of GDP in Spain and generates 7,400 direct jobs and more than 200,000 indirect ones. (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment / The Brewers of Spain)
- **Spanish beer exports** rose to 825,075 hectolitres. Spanish beer is exported to more than 60 countries. Italy, Guinea, the United Kingdom and Portugal are the main export destinations. In contrast, Spain imports beer primarily from Germany, the Netherlands, Belgium and the United Kingdom. In the past year, imports grew by 7%, to 3,081,337 hectolitres. (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment / The Brewers of Spain)

Spain, the world's number three manufacturer of fish and seafood preserves

Expoconser represents a first-rate global industry

Alimentaria's preserves and semi-preserves show is among those with the longest tradition at the exhibition. Participants include virtually the entire Spanish preserve industry and various international firms. A location in Pavilion 6, together with Interpesca – the fish and seafood, aquaculture and farmed fish products show – and Congelexpo – the frozen foods show – allows exhibitors and professional visitors to take advantage of significant synergies.

Alimentaria 2010 allocates 4,000 m2 to the preserves and semi-preserves sector at **Expoconser**. This Spanish industry is a true benchmark for the entire world, leading in production. For example, in the area of **fish and seafood preserves**, Spain is the world's number three manufacturer, behind only China and Thailand, with production which generates almost 1.3 billion euros.

The value of Spanish **preserve industry production** totalled 1.29 billion in 2008, 3.6% more than the previous year, achieving production of 347,390 tonnes – a 3.3% increase – according to figures from ANFACO (Spanish acronym for the Spanish National Preserve and Seafood Manufacturers Association). The sector's star product continue to be tuna, which is the main product produced by the fish, seafood and aquaculture preserves industry, representing 66% of the total. It is followed by sardines and mackerel preserves. The value of Galician preserves production represents 84% of the Spanish total.

The show includes different leading firms of the calibre of **Candido Miró, Conservas Garabilla, Conservas Dani, Riberebro, Alfonso García López** and **Frinsa**, among others.

Once again, **Expoconser** shares the stage in Pavilion 6 with **Interpesca** and **Congelexpo**. These three exhibition area are closely inter-related, with numerous synergies among them. Additionally, the educational conference presented as part of Interpesca includes various events related to the world of preserves and semi-preserves.

Key facts

- Spain is the world's number three manufacturer of **fish and seafood conserves**, behind only China and Thailand, with production totalling 347,930 tonnes (+3.3%) and close to 1.3 billion euros (+3.6%). The largest segment is made up of preserves of tuna and related species, which together account for 645.5% of the total in terms of volume and 51.7% of value. (Source: ANFACO - Spanish acronym for the Spanish National Preserve and Seafood Manufacturers Association)
- **Spain** sells most of its exports to the EU. This area accounts for 86% of foreign sales by both volume and value. (Source: ANFACO - Spanish acronym for the Spanish National Preserve and Seafood Manufacturers Association)
- **Spain** is also the **number three European producer of vegetable preserves** (behind France, with 791.1 million tins; and the Netherlands, with 422.5 million),

and number two in fruit preserves (behind only Greece). The top vegetable preserves are sweet corn (41.3%), peas (15.1%), beans (14.1%) and mixes (11.6%). (Source: IRI)**

- **Spain produces 75% of table olive crops in Europe.** 2009 production topped 440,000 tonnes. Of this amount, the Hojiblanca variety accounted for 190,000 tonnes and 140,000 were Manzanilla. In the other European countries, Greece had a total of 112,000 tonnes, followed by Italy with 80,000. (Source: Asemesa - Spanish acronym for the Association of Exporters and Manufacturers of Table Olives)

Spain ranks first in aquaculture production in the European Union

The boom in aquaculture in the spotlight at Interpesca

The fish and seafood, aquaculture and farmed fish products show is the ideal gathering for the sector's professionals. Interpesca also includes a variety of initiatives linked to the sea and its produce, led by the FROM (Spanish acronym for the Regulation and Organisation Fund for the Fish and Seafarm Product Market) Conference, organised by the Ministry of the Natural, Rural and Marine Environment

Interpesca dedicates 1,000 m2 to the world of the sea, including a wide variety of products from aquaculture and fish farming. The show is located in Pavilion 6 at Fira de Barcelona's Gran Vía venue, very close to the Congelexpo and Expoconser shows, which it is directly related to.

Autonomous communities such as Galicia, Andalusia and the Basque Country carry a lot of weight at Interpesca. At their respective stands, they offer a sampling of the best of their marine world. For example, the Galician stand features Anfaco (Spanish acronym for the Spanish National Preserve and Seafood Manufacturers Association), Bernardo Alfageme, Jealsa Rianxeira, Alimentos Javimar, Thenaisie Provoté, Pita Hermanos, Ignacio González Montes, Conservas Antonio Alonso, Conservas Daporta, Conservas de Cambados, Conservas del Noroeste, Conservas Hijos de Ramón Peña, Conservas Portomar, Costas y Miñan, Divimar Arousa, Herrero Marinesca Conservas, Hijos de Carlos Albo, Industrias Cerdeimar, Mar de Couso, Mariscos Gilmar, Mariscos Linamar, Mejillones Aspies, Navales Cerdeiras, Orbe, Pesciro, Portomuiños, Ramón Franco, Real Conservera Española, Recho Fresco, Rodríguez Pascual & Cia, San Antonio Alimentos del Mar, Vieira de Galicia and Riveira Peixe Fresco.

The show reflects the steady increase in aquaculture around the world, which serves to meet heavy global demand for this type of product. It should not be forgotten that, according to FAO data, 47% of the fish eaten around the world currently comes from aquaculture, while in 1970 this source represented barely 6%. **Spain ranks first in aquaculture production in the European Union**, with 290,937 tonnes and a value of 450 million, according to the Association of Marine Aquaculture Companies of Andalusia (ASEMA in its Spanish acronym).

Interpesca Conference

FROM, Spanish acronym for the Regulation and Organisation Fund for the Fish and Seafarm Product Market, is once again responsible for providing the entertainment and educational aspect of this show with the **Interpesca Conference**. With the aim of continuing its efforts to promote the sector, this organisation, part of the Ministry of Agriculture, Fisheries and Food, offers tastings, talks and demonstrations focusing on fish and seafood. The Interpesca Conference is the best way to fully explore the situation in the sector and constitutes irrefutable evidence of institutional support and confidence in this show.

Key facts

- **Spain ranks first in aquaculture production in the EU**, with 290,937 tonnes and a value of 450 million. Within Spain, Andalusia is the autonomous community

which produces the largest number of species. (Source: ASEMA - Spanish acronym for the Association of Marine Aquaculture Companies of Andalusia)

- In 2008, Spanish households consumed a total of 1.25 billion kilos of **fish and seafood products**, with a value of 8.92 billion euros. Annual consumption per inhabitant was 27.8 kilos, 1.3 kilos less than the previous year. (Source: ASEMA - Spanish acronym for the Association of Marine Aquaculture Companies of Andalusia)
- **Fish is found in 70% of households year round**, with an average of 1.20 kilos per person a month. Fish, both fresh and frozen, represents 56% of fishing industry volume, compared to 29.6% for seafood, fresh, frozen and cooked, and 14% for fish preserves. (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment)

Found in 9 out of every 10 Spanish households

Comfort, convenience and quality at Congelexpo

The frozen foods show, **Congelexpo**, presents an extensive selection of different product varieties, reflecting the rise of this type of item in our daily life. **Alimentaria 2010** dedicates 1,000 m² of Pavilion 6 to a sector which continues to grow year after year. This demonstrates the significant development of the frozen foods sector, to a large extent the result of new trends in consumption.

Congelexpo acts as Alimentaria's great freezer, the place where it is possible to verify the significant growth of the sector, an accurate reflection of its ability to adapt to new consumption habits. Companies in the sector see innovation as one of the key elements which enable them to adapt to society's new needs. Better refrigeration systems, safer foods and shorter cooking times are factors which help a sector which includes a large selection of products. Frozen dough, pizzas, vegetables and a variety of products are revitalised at **Congelexpo 2010**.

Congelexpo 2010 features the participation of leading companies such as **Panike, Frigorífics Ferrer, Copesco & Sefrisa, Coneinn, Ice Cream Factory** and **Ingapan**, among others.

Congelexpo reflects the positive condition of the sector. In fact, the current economic situation is not affecting **frozen** products in Spain, rather this market is in very good health: last year it generated 300 million euros, with 2.8% growth, according to the MARM (Spanish acronym for the Ministry of the Natural, Rural and Marine Environment).

Key facts

- The Spanish spent a total of 3.64 billion euros on **frozen foods** in 2008, which represents a 1.44% increase over the previous year. This expenditure accounts for 5.8% of the household shopping basket, with an average of 230.54 euros per household a year. Additionally, Spaniards consume 17.5 kilos of frozen foods per person a year and include these products in their menu 2.4 times a week. (Source: TNS Worldpanel)
- **Found in 98.8% of households**, consumers choose frozen foods because they are a quick solution (56%), for their flavour (37%) and to use them as a base from which to prepare a meal (26%). (Source: TNS Worldpanel)
- **Fish and seafood** are the frozen products most consumed in Spanish households (40.3%), followed by vegetables and garden produce (23.2%), although other categories continue to gain ground each year. The autonomous communities which spend the most on frozen products are Catalonia (€260.60 household/year), Andalusia (€241.29) and Galicia (€240.92). (Source: TNS Worldpanel)

Vegefruit, the fresh fruits, vegetables and produce show, is incorporated into Alimentación Ecológica

Spain leads Europe in organic food production

The Alimentación Ecológica / Vegefruit show, occupying 1,400 m² in Pavilion 2, brings together the products which demonstrate the most respect for the environment, with special focus on ready-prepared and ready-cooked foods. In our country, this sector is experiencing a strong upward trend in terms of production and turnover and gaining adherents with every passing year. This is reflected in the significant involvement of the Ministry of the Natural, Rural and Marine Environment.

Today's consumers are showing themselves to be more aware of health and organic foods. Factors such as sustainability, ecology and the use of unprocessed products are the order of the day, giving the product added value. This is a booming sector which it is obvious has an increasingly larger presence on shop shelves. Of special note is the involvement of the Ministry of the Natural, Rural and Marine Environment, which comes to Alimentaria 2010 with a large pavilion, communicating our country's leadership in the organic foods industry at the European level.

Currently, Spain is experiencing a progressive increase in the consumption of foods considered 'bio', which have traditionally had a very strong presence in the majority of European countries. Strangely, while as regards consumption, Spain does not head the list, it does lead in terms of production. In fact, Spain is the number one European Union country in area devoted to organic production. The number of hectares in Spain increased 33% in 2008, to 1,317,751.

Catalonia and Andalusia, benchmarks for the organic foods industry

According to the latest Eurostat figures, the total number of vegetable-related organic product processors and manufacturers was 2,174 in 2008. Catalonia and Andalusia are especially noteworthy, with 459 and 384 industrial facilities involved in vegetable production, respectively. Animal product-related industries reached a total of 430.6 for fresh meat and 69 honey producers.

Integrating Vegefruit

The main change at Alimentaria 2010 is that Vegefruit has been incorporated into the Alimentación Ecológica show, providing all of the exhibition's professionals with the opportunity to take advantage of the numerous synergies between the two sectors. New consumption habits are also reflected at Vegefruit through ready-prepared and ready-cooked foods. Single-serving packages, prepared salads and washed, peeled and chopped fruits have recently made notable inroads into the market. They are highly prized by consumers, who are placing increasing greater value on qualities such as convenience and speed when it comes to purchasing a product.

Alimentaria 2010 echoes new trends in the sector with the so-called ready-prepared and ready-cooked food products. **Ready-prepared** – washed and chopped products – and **ready-cooked** – heat-treated, cooked, pasteurised and sterilised products which make up a prepared dish from various ingredients – are just some of the items in the spotlight at the Vegefruit show.

Key facts

- **Andalusia possesses 60% of the total area under organic production**, with 784,067 hectares. Also noteworthy is an increase in livestock activity. Organic livestock production includes a total of 3,813 operations, 25% more than in 2007. (Source: MARM - Spanish acronym for the Ministry of the Natural, Rural and Marine Environment)
- **Global consumption of organic products** moves 36.41 billion euros. More than 32 million hectares are dedicated to organic agriculture throughout the world, a figure which represents 0.8% of conventional agriculture. In terms of area, Oceania is the continent where this activity occupies the largest number of hectares, more than 12 million, followed by Europe, with 7.7 million hectares and Latin America, with an area of 6.4 million. (Source: The International Federation of Organic Agriculture Movements - IFOAM)
- Globally, the main crops farmed using **organic agriculture** methods are cereals, with 1.7 million hectares; followed by olives, with 402,152 hectares; horticulture, with 249,597; vineyards, with 121,286 hectares; and citrus fruits, with 50,514 hectares. (Source: The International Federation of Organic Agriculture Movements - IFOAM)
- In 2009, **Spanish exports of fresh fruits and garden produce** came in at 7.8 billion euros, despite maintaining turnover (+0.6%), with 9.4 million tonnes traded abroad. (Source: FEPEX - Spanish acronym for the Spanish Federation of Associations of Producers and Exporters of Fruits, Vegetables, Flowers and Live Plants)
- The **main European consumer** of ready-prepared foods is the **United Kingdom**, which has high sales due to a long-established culture of refrigerated, ready-to-eat products. For years, France was in second place, although Italy has equalled the French position in this market. Consumption in Spain has reached a total of 60% of Spanish households. (Source: Spanish Association of Washed, Ready-to-use Fruit and Vegetables)
- The volume of **ready-prepared fruits and vegetables marketed in Spain** ended 2009 with a 6.4% year-on-year increase, for a total of 66,699 tonnes sold. In terms of the destination of these products, 81% went to distribution and 19% to restaurants and food service. (Source: Spanish Association of Washed, Ready-to-use Fruit and Vegetables)

Asian representatives take on special importance at this edition

The International Pavilion dedicates 8,600 m2 to foreign exhibitor groups

Alimentaria 2010 demonstrates its most international side, dedicating all of Pavilion 1 at the Gran Vía venue to foreign exhibitors. 8,600 m2 are allocated to foreign promotion and facilitating trade relations among the professionals in attendance at the trade show. Korea, South Africa, Japan, Singapore and Vietnam are taking part for the first time with a group stand.

Increasing the range of offerings and expanding the number of countries represented could be seen as the main focus of the **International Pavilion**, which at this edition features new countries represented by national groups of exhibitors. According to the show's organisers, close to 450 companies from around the world are expected to participate in the International Pavilion, located in Pavilion 1 at Fira de Barcelona's Gran Vía venue

The event will not be missed by countries such as **Italy, France, Germany, the United Kingdom, Portugal, Ireland, Russia, Austria, Belgium, the Netherlands, Bulgaria, Croatia, Romania, Hungary, Poland, Turkey, Tunisia, Cyprus, South Africa, Argentina, Brazil, Colombia, Chile, Uruguay, Ecuador, Mexico and the United States**, among others. More than 75 countries are represented at the International Pavilion, demonstrating the spectacular growth experienced by the show in recent editions.

In this regard, the International Pavilion is enhanced by the **International Projects** which take place as part of Alimentaria, grouping together six regions: Western Europe, Central and Eastern Europe, Latin America, North America, Asia and the Middle East.

Growth of Asian representatives

At this edition, the Asian continent takes on special importance, as for the first time, the International Pavilion includes exhibitor groups from **Korea, Singapore and Iran**. This is in addition to **China, Indonesia, Thailand and India**, which strengthen their commitment to Alimentaria, repeating their attendance at the show.

Latin American Pavilion

This is a special, exclusive space for exhibiting and promoting agri-food products from Latin American companies, including Central America. This exhibition area is organised with the support of AECID (Spanish acronym for the Spanish Agency for International Co-operation) and features the participation of 40 exhibitor companies from a total of 10 exhibitor countries.

With the aim of energising the Latin American Pavilion, a culinary space has been organised, with talks on cutting-edge Spanish cuisine by the chef Sergio Fernández, culinary advisor for FIAB (Spanish acronym for the Spanish Food and Drink Industry Federation), instructor at the Madrid School of Hospitality and a regular guest on cooking programmes on various television channels.

5,600 m2 for exhibitor groups from the Spanish autonomous communities

The Autonomous Communities Pavilion hosts the most important Spanish regional exhibitor groups

The Spanish autonomous communities are represented at Alimentaria 2010. The Autonomous Communities Pavilion gathers the very best of the country's cuisine in the close to 5,600 m2 allocated by the show. Characterised by diversity and culinary excellence, the Spanish autonomous communities, represented by their respective exhibitor groups, will not miss their date with Alimentaria

The **Autonomous Communities Pavilion** offers a representative sample of the wealth of the Spanish food and drinks industry and its cuisine. Under the banner of this show, the autonomous community governments bring the best-known products of their region to their respective stands, grouping together small and mid-sized producers which take part in Alimentaria as a platform for foreign growth. Additionally, the various stands also feature different promotional activities.

Exploring the Autonomous Communities Pavilion allows visitors to take a complete tour of Spanish gastronomy and get an idea of the varied selection of products offered by the different autonomous communities. The presence of virtually every single community at Alimentaria 2010 is a reflection of the commitment of an entire country to a food and drinks industry which, despite the current situation, continues to be the key engine for the economy

Spain, land of designations of origin

The number of protected designations of origin (PDO) and protected geographical indications (PGI) has doubled in four years to over one hundred, with Spain ranking third in the world. This has been decisive in making Spanish cuisine one of the planet's most highly regarded.

The PDO and PGI market is made up of traditional products created using age-old processes. Certifying these designations of quality offers them the opportunity to occupy a prominent place in the most exclusive retail establishments around the world. In addition, this is the most obvious way to promote tourism to their places of origin, giving way to all manner of routes for wine, Iberian pork, oil, sweets, etc., gastronomy tours linked to the land of origin and above all, to the five senses.

The autonomous communities with the most indications of quality are Castile-Leon, Catalonia, Andalusia and Extremadura, which exceed the ten PDOs and IGPs recognised by the European Union. Products like Jamón de Huelva, Calanda peaches, Majorca *sobrassada* sausage, Palmero cheese, *quesucos* from Liébana, Manchego cheese, Soria butter, rice from the Delta de l'Ebre, Valencian citrus fruits, De la Vera paprika, Galician mussels, asparagus from Navarre, the beef of Sierra de Guadarrama, Idiazabal cheese and beef from the Basque Country are just some of the examples of the quality of the country's products.

The second edition of Premium once again brings together companies which concentrate on gourmet products and up-market cuisine

Culinary treasures have a place at Premium

Alimentaria, International Food and Drinks Exhibition, will once again feature the Premium space, an area which brings together a select group of producers of the very highest quality food and beverage specialities. These companies are noted for their excellence and their history speaks for them. They come to Alimentaria bringing their best products. Premium is the gathering place where the most epicurean palates can enjoy up-market products in an exclusive atmosphere.

Celebrating its emphasis on the gourmet, under this common theme, **Premium** brings together a selection of producers which focus especially on the haute cuisine, gourmet shop and restaurant segment. These exhibitors demonstrate a firm commitment to the prestige and quality of this area at Alimentaria, making it the centre of attention for buyers, opinion leaders and the trade press.

This space, now in its second edition, offers a splendid tour of the best in haute cuisine products. Although it will retain the essence of the last edition, this time around, Premium will feature some changes. The most important of these is its new location in the International Pavilion. The aim of this move is to use one of the areas most visited by foreign buyers to promote the international expansion of participating products.

Delicacies for the epicurean

Premium brings together a broad selection of products which are considered true culinary treasures. Celebrated smoked meats, excellent Iberian pork, extraordinary preserves, spices, caviar and other delicacies all have a date at Alimentaria 2010 to satisfy the most discerning palates.

Highlights from among the firms taking part in Premium include **Cárnicas Joselito**, which returns to the show with its internationally famous cured hams, the firm's signature product. Other exquisite products to be found at the show are up-market smoked meats from **Ahumados Domínguez**, which also returns to Premium; artisanal preserves from **Viuda de Cayo – La Catedral de Navarra**; desalted, cut cod from **Bacalao Giraldo**; the extensive catalogue of La Brújula delicatessen products from **Delgado Selección**; the refined Italian coffees of **Lavazza**; extra virgin olive oils from **Hacienda Queiles**; luxurious caviar from **Caspian Pearl** and cured ham from **La Selva**.

Brands, manufacturers and consumers at the International Food Forum

The International Food Forum highlights the main attributes of brands

In line with the aims of Alimentaria 2010, the eighth edition of the International Food Forum spotlights brands, their values and attributes. The forum, which will be opened by Minister of the Natural, Rural and Marine Environment Elena Espinosa, includes the public presentation of the study 'What consumers of brands expect. The manufacturer's role as brand manager', prepared by the consulting firm Synovate. Praxis is handled by Instituto Internacional San Telmo, which will reveal the strategies of leading firms in the food and drinks industry.

What do consumers want? What do they ask of brands? What do brands give them? How do manufacturers respond to consumer demands? These are some of the key questions which the next edition of the International Food Forum will tackle when the conclusions of the study 'What consumers of brands expect. The manufacturer's role as brand manager' are revealed on 23 March.

The aim of the study is to effectively disseminate and communicate the values and attributes of food and drink brands, an asset of the company and society as a whole built up over long years of work, effort and good corporate management.

The study therefore identifies what brands' strengths are and consequently what strategies and messages they must communicate in order to make those value arguments more visible to the consumer. Highlights include safety, quality, trust, guarantees, progress, innovation, development, job and wealth creation, etc. 'We work to identify successful strategies for brands,' explains **Gerardo Fuksman, business development manager at Synovate**. 'Once the study has been concluded, we will understand what it is that the Spanish consumer expects and wants from food and beverage brands in order to define as precisely as possible what role manufacturers play as managers of these brands,' he states.

The bastions of brands

The International Food Forum lays out how consumers operate, cognitively and socially, and what kind of trends lie behind their thoughts and shopping habits. Fuksman acknowledges that in an environment like the present, price is important, but there is also a whole series of 'cultural determining factors' which make us opt for one brand or another when shopping. According to the expert, brands are 'inherent' to humans and satisfy 'anthropological' needs to belong to the group or community and for power, happiness, status and prestige, among others. 'Brands are a sign, communicating a synthesis of values, attributes and benefits, as well as identifying a product.'

Specialisation, an innovative nature – provided that this innovation offers value which resolves a need of the consumer, tradition – brands have the ability to appeal to the family and memory because they have accompanied the consumer for years, pleasure and differentiation are some of their main strengths.

In short, initiatives such as the International Food Forum and the Innoval show make this edition of Alimentaria a real festival of brands and the infinite benefits these provide

for the consumer, including 'making the world more comprehensible for us, Fuksman concludes.

Strategies and praxis with Instituto Internacional San Telmo

Instituto Internacional San Telmo, a business school dedicated to training top executives with locations in Malaga and Seville, plays a leading role in the more practical side of the International Food Forum.

Directly linked to the previous study, **José Antonio Boccherini, manager of the Agri-food Companies Department at Instituto Internacional San Telmo**, explores how today's leading companies are reacting in his presentation 'Manufacturers' strategies in the current environment'. He does so from a predominantly experiential point of view, at the same time proposing ideas for action based on praxis.

The International Food Forum enjoys the sponsorship of *Aral* magazine and Vichy Catalán.

PROGRAMME FOR THE 8TH INTERNATIONAL FOOD FORUM

10.45 a.m. Opening/Welcome

Elena Espinosa, Minister of the MARM (Spanish acronym for the Ministry of the Natural, Rural and Marine Environment)
Joaquim Llana, Catalan Minister of Agriculture, Food and Rural Action.
Josep Lluís Bonet, Chairman of Alimentaria and Chairman of Grupo Freixenet

11.15 a.m. *'What consumers of brands expect. The manufacturer's role as brand manager'*

Gerardo Fuksman, Business Development Manager at Synovate

12.00 a.m. Coffee Break

12.15 p.m. *'Manufacturers' strategies in the current environment'*

José Antonio Boccherini, Manager of the Agri-food Companies Department at Instituto Internacional San Telmo.

12.45 p.m. Round table discussion

Moderator: Jose M^a Bonmatí, Managing Director of AECOC (Spanish acronym for the Spanish Commercial Coding Association)
Josep Lluís Bonet, Chairman of Alimentaria and Chairman of Grupo Freixenet
Fernando Valdés, Managing Director of Campofrío
Juan Corrales, Managing Director of Conservas Garavilla

1.15 p.m. Closing

With leading scientists, specialists and gourmets

The International Conference on the Mediterranean Diet proclaims the socio-cultural and scientific value of this dietary model

The eighth edition of the International Conference on the Mediterranean Diet is a forum for debate and an event which promotes the benefits of this dietary model. The conference – organised together with the Mediterranean Diet Foundation – brings together more than 200 specialists from around the world on 24 and 25 March. Scientists, professionals, business owners and gourmets have a date with the Mediterranean diet at Alimentaria 2010.

Alimentaria 2010 will focus on the Mediterranean diet through the international conference on the subject, which will gauge the current position of this internationally recognised dietary model. Through a range of gatherings – round tables and master lectures – Alimentaria seeks to effectively publicise one of the healthiest eating habits known and one which has direct ties to Spanish culture.

Over 200 experts in nutrition, food safety, medicine, epidemiology, communication and nutrition policy from around the world come together to discuss the latest studies on this dietary model. This conference is organised in partnership with the Mediterranean Diet Foundation, a not-for-profit organisation of a strictly scientific and cultural nature whose main aim is to safeguard the Mediterranean Diet, promoting research and disseminating information about its benefits.

'The Mediterranean diet has become one of Alimentaria's main distinctive features, with shows exhibiting numerous products which are characteristic of the Mediterranean diet, emphasises **Francisco Sensat, president of the Association for the Advancement of the Mediterranean Diet**. In addition, according to Sensat, 'The fact that the trade show is held in Barcelona, a Mediterranean city *par excellence*, strengthens the connection between Alimentaria and this dietary model.'

The Mediterranean diet from every perspective

The talk which marks the start of the conference discusses the updated Mediterranean diet pyramid based on international consensus. It is presented by two noted experts: **Lluís Serra-Majem**, president of the Mediterranean Diet Foundation and professor of public health at the Universidad de Las Palmas, and **Elliot Berry**, expert in metabolism at the Hebrew University of Jerusalem.

Over the course of two days, the conference will offer various single-subject sessions dedicated to each one of the foods that made up the Mediterranean diet: olive oil, grains and bread, wine, dairy products, fruits and vegetables, nuts and fish.

The experts taking part include **Enrique Rojas**, president of the Foundation for Wine and Nutrition Research (FIVIN in its Spanish acronym); **Jordi Bort**, president of the Catalan Sommeliers' Association; **Luis Calabozo**, managing director of the National Dairy Industries Foundation; **Buenaventura Guamis**, director of the Special Centre for Food Technology Research at the Universitat Autònoma de Barcelona, and **Antonia Trichopoulou**, researcher at the University of Athens.

The conference conclusions will be presented by **Sandro Dernini**, of the Forum on Mediterranean Food Cultures; **Barbara Burlingame**, of the FAO; **Francisco**

Mombiela, from the International Centre for Advanced Mediterranean Agronomic Studies; **Morad Riffi**, from the Moroccan Ministry of Culture; and **Lluís Serra-Majem** and **Joan Reguant**, from the Mediterranean Diet Foundation.

The International Conference on the Mediterranean Diet is sponsored by **Vichy Catalán**.

PROGRAMME FOR THE 8TH INTERNATIONAL CONFERENCE ON THE MEDITERRANEAN DIET

Wednesday, 24 March

09.00 a.m. Registration and distribution of documentation

10.00 a.m. UPDATED MEDITERRANEAN DIET PYRAMID: INTERNATIONAL CONSENSUS

Eliot Berry. The Hebrew University of Jerusalem
Lluís Serra-Majem. Mediterranean Diet Foundation

10.45 a.m. Official Opening

11.00 a.m. Mediterranean break

11.30 a.m. Session 1: OLIVE OIL

Moderator: Álvaro González-Coloma. Patrimonio Comunal Olivarero Foundation
Desiderio Vaquerizo. Department of Art History, Archaeology and Music, Univ. de Córdoba
Francisco Núñez de Prado. Núñez de Prado C.B
Eduard Escrich. Department of Cellular Biology, Physiology and Immunology Universitat Autònoma de Barcelona

1.00 p.m. Visit to the poster exhibition

1.15-3.15 p.m. First practical course on dietary interviews and basic anthropometry in practice.

Lucía Bultó. Centro de asesoramiento en dietética y nutrición, D-N
M^a Antonia Lizarraga, Universitat de Barcelona.

1.30 p.m. Lunch break

3.15 p.m. Session 2: GRAINS AND BREAD

Moderator: Lluís Serra-Majem. Mediterranean Diet Foundation
Juan Cruz Cruz. Department of Philosophy, Universidad de Navarra
Xavier Barriga. Turrís Bakery
Ángel Gil Hernández. Nutrition and Food Technology Institute, Univ. de Granada

4.30 p.m. Mediterranean break

4.45 p.m. Session 3: WINE

Moderator: Domingo Valiente. Foundation for Wine and Nutrition Research
Enrique Rojas. Foundation for Wine and Nutrition Research
Jordi Bort. Spanish Sommeliers' Association
Guzmán Ortuño. Anatomical Pathology Department. Faculty of Medicine. Reina Sofía University Hospital, Murcia.

6.00 p.m. Oral presentation of the best three written forms of communication (posters) for the conference

6.30 p.m. Wine tasting

Thursday, 25 March

9.30 a.m. Session 4: DAIRY PRODUCTS

Moderator: José Antonio Mateos. Danone SA
Pedro Valentín Gamazo. National Dairy Industries Foundation
Buenaventura Guamis. Universitat Autònoma de Barcelona
Francisco Guarner Aguilar. Digestive System Department, Valle de Hebron University Hospital, Barcelona

10.45 a.m. Mediterranean break

11.00 a.m. Session 5: FRUITS AND VEGETABLES

Moderator: Antonia Trichopoulou. University of Athens
Josep Faura. Central Fruits and Vegetables Market, Mercabarna
Miguel Ángel Martínez. Department of Preventative Medicine and Public Health, Universidad de Navarra

12.00 p.m. Session 6: FISH

Moderator: Isabel Hernández. Regulation and Organisation Fund for the Fish and Seafarm Product Market: FROM in its Spanish acronym
Leandro Serra. Fish Wholesalers of Barcelona
Ramón Segura. Department of Physiology, Faculty of Medicine, Universitat de Barcelona

1.00 p.m. Lunch break

1.15-3.15 p.m. First practical course on dietary interviews and basic anthropometry in practice.

Lucía Bultó. Centro de asesoramiento en dietética y nutrición, D-N
M^a Antonia Lizarraga, Universitat de Barcelona.

3.15 p.m. Session 7: NUTS

Moderator: Denis Lairon. University of the Mediterranean, Aix-Marseille II
Jordi Salas. Human Nutrition Unit, Rovira i Virgili University
Emili Ros. Lipids Unit, Clínic Hospital, Barcelona

4.00 p.m. Mediterranean break

4.15 p.m. CONCLUSIONS

'The Mediterranean diet: a sustainable resource for the entire Mediterranean'

Moderator: F. Xavier Medina. Food Systems, Culture and Society Area, Universitat Oberta de Catalunya
Sandro Dernini. Forum on Mediterranean Food Cultures
Barbara Burlingame. FAO
Francisco Mombiela. International Centre for Advanced Mediterranean Agronomic Studies, CIHEAM in its French acronym

'The Mediterranean diet: an ancient heritage to pass on to future generations'

Moderator: Isabel Bombal. Ministry of the Natural, Rural and Marine Environment
Morad Riffi. Ministry of Culture, Morocco
Lluís Serra-Majem. Mediterranean Diet Foundation
Joan Reguant. Mediterranean Diet Foundation

5.30 p.m. CLOSING

Lluís Serra Majem, President of the Mediterranean Diet Foundation
Francisco Sensat, President of the Association for the Advancement of the Mediterranean Diet

The twelfth edition of the awards will be held at Alimentaria 2010

The Best Pack Awards recognise creativity and design, serving the industry

In the more than two decades since their creation, the Best Pack Awards continue to recognise the food and drinks industry's most innovative creations, those that stand out due to their ground-breaking nature. The awards are organised by Alimentaria Exhibitions and Ediciones y Estudios – publisher of magazines such as *IPMark*, *Distribución y Actualidad*, and *Restauración News*.

The aim of the **Best Pack Awards** is to reward creative efforts in the field of food and drinks marketing. These awards – which will reach their twelfth edition in 2010 – are presented to the best advertising and promotional campaigns in the Spanish food and drinks industry

The Best Pack Awards cover several aspects of advertising communication: Pack, Spot, Promo, Graphic, Media and Interactive. Gold, silver and bronze prizes are awarded in each of these six categories to the three best originals. The jury also has the option of awarding a grand prize to any work whose special characteristics may so merit. The jury for the awards is made up of noted communication, marketing and design professionals.

New launches and the most novel packaging have a date at Alimentaria 2010. Additionally, all the products submitted for consideration will be exhibited at the show in an area exclusively dedicated to the Best Pack Awards.

An exceptional jury

The jury for the awards is made up of noted communication, marketing and design professionals. Companies such as Coca-Cola, Bicentury, and Damm; and advertising agencies such as Doubleyou, Schackleton, ABM, Supperstudio, MKN Comunicación, Brain Ventures and Publicis Healthcare Communications, will be represented on the jury charged with evaluating the best work.

The 'Night of the Best'

The main event for the Best Pack Awards is held during Alimentaria: 'The Night of the Best', bringing together over 300 communication, creative and design professionals. The awards are presented to all the winners for the eleventh edition of the Best Pack Awards at this dinner.

The Barcelona International Gastronomy Conference gathers together 40 Michelin stars

Live experiences set the standard at BCNVanguardia

BCNVanguardia marks its fourth edition as an internationally established gastronomy conference. Monday, 22 March to Wednesday, 24 March, the Restaurama show will host this event, with the central theme of experience. Restaurama and its technical secretary at BCNVanguardia, *Grup gsr – produccions de gastronomia* have designed a radically new concept for 2010: 'Experience', based on total interactivity and interaction.

Three days of frenetic activity in which 1,200 restaurant and food service professionals discover the latest trends gaining a foothold in the most acclaimed kitchens on the international culinary scene, presented by around 50 speakers, all leading prestigious chefs and gastronomy experts. The brilliance of the almost 40 Michelin stars garnered by Spanish chefs Ferran Adrià, Martín Berasategui, Joan Roca, Carme Ruscalleda, Pedro Subijana, Juan Mari Arzak, Quique Dacosta, Sergi Arola, Josep Barahona, Nacho Manzano, Santiago Guerrero, Carles Gaig, Fermí Puig, Dani García, Ramon Freixa, Alberto Herráiz, Carles Tejedor, Nandu Jubany, Oriol y Jordi Rovira and Marcelo Tejedor is complemented by the importance of other well-known talents in Spanish cuisine enjoying success around the world, including José Andrés, Javier and Sergio Torres, Albert Raurich and Belarmino Iglesias. The most exotic touch is provided by Hideki Matsuhisa – creator of Shunka, Ferran Adrià's favourite Japanese restaurant in Barcelona – and a touch of sweetness is supplied by chocolatier Enric Rovira and patissier Christian Escribà.

The conference management has an exceptional technical committee to tackle this new challenge: José Andrés, Albert Castellón, Oriol Castro, Quique Dacosta, Dani García, Fermí Puig, Joan Roca and Roser Torras.

In addition, a new feature at this edition is the BCNVanguardia Village, where the main sponsors of this activity are located: Alaska Seafood, Coca Cola, Cabreiroá, García Casademont, Guzmán Gastronomía, Moritz, Silestone and Unilever.

The programme for BCNVanguardia, dedicated to restaurant concepts for the 21st century, covers highly topical issues in gastronomy today:

Spaniards around the world

These are Spanish chefs who have set up shop abroad, as well as those who have decided to open up second business lines in other countries. All of them have made an undeniable contribution – and continue to do so – to raising Spanish cuisine to the highest possible level.

BCNVanguardia features José Andrés (*Jaleo Rest., Washington D.C.*), the best known 'Made in Spain' chef in the U.S.A.; Belarmino Iglesias (*Figueira Rubaiyat Rest., São Paulo*), who offers Spanish-style cooking in Brazil; and Sergi Arola (*Sergi Arola Gastro Rest., Madrid; Arola Penha Longa Rest., Sintra*), who uses advanced culinary concepts in Spain and Portugal.

Also in attendance are Alberto Herráiz (*El Fogón Rest., Paris*), who has succeeded in bringing the most traditional Spanish cuisine to the heart of France; Martín Berasategui (*Martín Berasategui Rest.*), who has just opened a restaurant in Shanghai

(China); **Josep Barahona** (*Bikini Rest., Tokyo*), who promoted exporting the concept of Spanish *tapas* to Japan; as well as **Nacho Manzano** and **Santiago Guerrero**, responsible for bringing a bit of Asturias to the culinary scene in the United Kingdom.

Presentation of the new Harvard and Alicia Foundation project: Science and Cooking course

BCNVanguardia is the setting of the public presentation of the new *Science and Cooking* course at the prestigious Harvard University. Beginning 7 September 2010, Catalan cuisine will be in the sights of the best scientists at Harvard, who will explain the science behind the culinary creations of six Catalan chefs, the Asturian José Ramón Andrés – a long-time resident of the United States – and another five American chefs.

This new project will allow Catalan cuisine to make a grand entrance at this well-known university. The stage at BCNVanguardia plays host to the main figures behind this initiative: **Ferran Adrià** (*El Bulli Rest., Roses*), **Otger Campàs** (*Harvard University, Cambridge, U.S.A.*), **Pere Castells** (*Alicia Foundation, Sant Fruitós de Bages*), **Toni Massanés** (*Alicia Foundation, Sant Fruitós de Bages*) and **Dave Weitz** (*Harvard University, Cambridge, U.S.A.*).

Also in attendance are other chefs who will be teaching at Harvard University starting in September: **José Andrés** (*Jaleo Rest., Washington D.C.*), **Nandu Jubany** (*Can Jubany, Calldetenes*), **Joan Roca** (*El Celler de Can Roca Rest., Girona*), **Enric Rovira** (*Xocolates Enric Rovira, Barcelona*), **Carme Ruscalleda** (*Sant Pau Rest., Sant Pol*) and **Carles Tejedor** (*Via Veneto Rest., Barcelona*).

Sustainability

Sustainability is the future. And for this reason, some of its representatives in the culinary world reveal the secrets of how a business can stand on its own without outside help or using up existing resources.

Some of its main exponents have come to BCNVanguardia to explain how they have achieved 'sustainable cooking': **Jordi** and **Oriol Rovira** (*Els Casals Rest., Sagàs*), champions of sustainable self-supply in the restaurant world; **Roberto Ruíz** (*El Frontón Rest., Tolosa*), proponent of using local and organic products as opposed to imports; and the brothers **Javier** and **Sergio Torres** (*Dos Cielos Rest., Barcelona; Eñe Rest., São Paulo*), two Spaniards who are committed to the sustainability of their businesses in Spain and Brazil. In addition, the **Parmigiano Reggiano Control Board** offers its innovative perspective, surprising the audience with a dramatised sensory tasting.

New business models

In times like the present, only the most prepared and those who have developed the best business model survive. These are restaurateurs who have managed to implement an innovative concept in the cooking world, which has led them to enjoy the bittersweet taste of success in difficult times.

BCNVanguardia offers the entrepreneurial point of view, presenting by representatives of the business world, including **María Reig** (*Reig Capital Group, Andorra*), who discusses different restaurant and food service concepts at major luxury hotels; and **Rosa María Esteve** and **Tomás Tarruella** (*Grupo Tragaluz, Barcelona*), who offer their views on the perfect urban restaurant based on their experience with *Grupo Tragaluz*.

In addition, chefs of the stature of **Fermí Puig** (*Petit Comitè Rest., Barcelona*), **Carles Gaig** (*Porta Gaig Rest., Barcelona Airport*) and **Josep María and Ramón Freixa** (*Freixa Tradició Rest.*) tell the story of their search for new settings for tradition; while **Albert Raurich** (*Dos Palillos Rest., Barcelona*) explains how to adapt to the delicate line between respect and fusion in the *Japanese-Spanish* concept for his *tapas*.

Not to be left out are representatives of the 'bistronomics' model (high quality bistros at affordable prices), including **Rafa Peña** (*Gresca Rest., Barcelona*), the trio made up of **Santi Rebés, Fidel Puig and Cristina Torralba** (*Embat Rest., Barcelona*), and lastly, the quartet composed of **Chema Alpuente, Sergi Ferrer, Didac Moltó and Jaime Tejedor** (*Libentia Rest., Barcelona*).

Innovation and marketing

In a sector in which virtually everything has already been invented, restaurant owners have to use innovation to offer surprises in order to survive. **Ferran Adrià** (*El Bulli Rest., Roses*), master of R&D&I, talks about the relationship between innovation and cooking, together with international marketing expert **John Grant** (*former co-founder of St. Luke's and brand strategies consultant, London*).

The importance of the product

The pure product, the raw material, is one of the secrets behind the high quality of Spanish cuisine, known and admired throughout the world. Some of the most noted Spanish restaurateurs explain the importance of choosing the best of each type of food so that the final result has the best possible quality. **Juan Mari and Elena Arzak** (*Arzak Rest., San Sebastián*), **Nandu Jubany** (*Can Jubany Rest., Calldetenes*) and **Dani García** (*Calima Rest., Marbella*) are three geniuses in the kitchen from three of the Spanish regions with the greatest culinary wealth.

Also in attendance are **Carme Ruscalleda** (*Sant Pau Rest., Tokyo and Sant Pol*), who succeeded in winning over such discerning palates as the Japanese through an exquisite 'Made in Spain' handling of the product and **Hideki Matsuhisa** (*Shunka and Koy Shunka Rest., Barcelona*), a Japanese chef who represents the evolution of Japanese-Mediterranean cuisine. The touch of sweetness is provided by **Christian Escribà** (*Escribà Patisserie, Barcelona*), a pastry wizard who proposes a fusion of two culinary temptations: chocolate and wine.

The routes of haute cuisine

Leading representatives of haute cuisine could not fail to attend this new edition of BCNVanguardia. This year's main course is **an homage to the Roca family** (*El Cellar de Can Roca Rest.*), for years synonymous with talent, hard work and the most haute cuisine. Joan (the chef), Josep (the sommelier), Jordi (the patissier) and their parents are spotlighted at BCNVanguardia, receiving an affectionate recognition of their professional career.

Ferran Adrià, considered by many the best chef in history; **Oriol Castro**, one of the sous chefs at *El Bulli*; **Joan Roca** (*El Cellar de Can Roca Rest., Girona*), who has just joined the three Michelin stars club; **Carme Ruscalleda** (*Sant Pau Rest., Tokyo and Sant Pol*), the woman with the most stars in the world; and three-star holder **Pedro Subijana** (*Akelarre Rest., San Sebastián*) take the stage to offer demonstrations of how to cook with few ingredients. There is a space dedicated to development and hard work. **Marcelo Tejedor** (*Casa Marcelo Rest., Santiago de Compostela*), **Quique Dacosta** (*Quique Dacosta Rest., Denia*) and **Martín Berasategui** (*Martín Berasategui Rest., San Sebastián*) explain how to go from having one Michelin star to three.

MONDAY, 22 MARCH

Moderator: Pau Arenós

Presentation

- 11.00 a.m.-11.30 a.m. **Experience, a new multi-sensory concept**
Fermí Puig - Drolma Rest. (Barcelona)*
Spokesperson for the BCNVanguardia '10 Technical Committee
- 11.30 a.m.-12.15 p.m. **María Reig – Chairperson, Reig Capital Group (Andorra)**
Food service concepts at major luxury hotels
Business model, marketing
- 12.15 p.m.-1.00 p.m. **Carme Ruscalleda – Sant Pau Rest. (Tokyo)**, Sant Pau Rest. (Sant Pol)*****
Spain and Japan: the identity of the product
Spaniards around the world, product
- 1.00 p.m.-1.45 p.m. **Christian Escribà – Escribà Patisserie (Barcelona)**
The pleasure of the senses: chocolate, wine and live music
Product
- 1.45 p.m.–2.00 p.m. **Homage to a family: the Rocas - El Cellar de Can Roca Rest. (Girona)*****
Introduction: Salvador García Arbós
Haute cuisine
- Moderator: Toni Massanés**
- 4.30 p.m.-4.45 p.m. **Official opening**
Elena Espinosa, Minister of the Natural, Rural and Marine Environment
Introduction to the concept 'Spaniards around the world'
Joaquim Llana, Catalan Minister of Agriculture, Food and Rural Action
Sustainability Policies
- 4.45 p.m.-5.15 p.m. **José Andrés – Minibar Rest. by José Andrés (Washington), Bazaar by José Andrés (Los Angeles)**
Spanish products and their impact in the U.S.A.
Spaniards around the world, product
- 5.15 p.m.-6.00 p.m. **Harvard University – Alicia Foundation Science and Cooking course**
Otger Campàs – Harvard University (Cambridge)
Pere Castells – Alicia Foundation (Sant Fruitós de Bages)
Toni Massanés – Alicia Foundation (Sant Fruitós de Bages)
David Weitz – Harvard University (Cambridge)
- Ferran Adrià – El Bulli Rest. (Roses)*****
José Andrés – Jaleo Rest. (Washington)
Nando Jubany – Can Jubany Rest. (Calldetenes)*
Joan Roca – El Cellar de Can Roca Rest. (Girona)***
Enric Rovira – Xocolates Enric Rovira (Barcelona)
Carme Ruscalleda – Sant Pau Rest. (Sant Pol)***
Carles Tejedor – Via Veneto Rest. (Barcelona)*
Spaniards around the world, product, haute cuisine
- 6.00 p.m.-6.30 p.m. **Hideki Matsuhisa – Shunka and Koi Shunka (Barcelona)**
The evolution of Japanese-Mediterranean cuisine
Business model, haute cuisine
- 6.30 p.m.-7.30 p.m. **Ferran Adrià – El Bulli Rest. (Roses)*****
John Grant - former co-founder St. Luke's and brand strategies consultant (London)
New model for innovation
Presenter: David Riu – Manager, Business and Technology Dept., BES La Salle
Innovation, marketing

TUESDAY, 23 MARCH

Moderator: Salvador García Arbós

- | | |
|---------------------------------|--|
| 10.30 a.m.-11.00 a.m. | <p>Roberto Ruíz – Frontón Rest. (Tolosa)
When local becomes global</p> <p style="text-align: right;"><i>Product, sustainability</i></p> |
| 11.00 a.m.-11.30 a.m. | <p>Alberto Herráiz – El Fogón Rest. (Paris)*
Rice exports and traditional Spanish classics</p> <p style="text-align: right;"><i>Spaniards around the world, product</i></p> |
| 11.30 a.m.-12.15 p.m. | <p>Fermí Puig - Petit Comité Rest. (Barcelona)
Carles Gaig – Porta Gaig Rest. (Barcelona)
Ramon and Josep M^a Freixa – Freixa Tradició Rest. (Barcelona)*
Round table discussion: New settings for tradition</p> <p style="text-align: right;"><i>Business model, product</i></p> |
| 12.15 p.m.-12.45 p.m. | <p>Albert Raurich – Dos Palillos Rest. (Barcelona and Berlin)
Asian <i>tapas</i>: between respect and fusion</p> <p style="text-align: right;"><i>Business model, Spaniards around the world</i></p> |
| 12.45 p.m.-1.15 p.m. | <p>Belarmino Iglesias – Figueira Rubaiyat Rest. (São Paulo)
Business success through a stellar product</p> <p style="text-align: right;"><i>Spaniards around the world, business model, product</i></p> |
| 1.15 p.m.-2.00 p.m. | <p>Joan Roca – El Cellar de Can Roca Rest. (Girona)***
Cutting-edge cuisine transferred to catering</p> <p style="text-align: right;"><i>Business model, haute cuisine</i></p> |
| Moderator: Tana Collados | |
| 4.30 p.m.-5.00 p.m. | <p>Sergi Arola – Sergi Arola Gastro Rest. (Madrid)**, Arola Penha Longa (Sintra)
Spain and Portugal: international management of advanced culinary concepts</p> <p style="text-align: right;"><i>Spaniards around the world, business model, product</i></p> |
| 5.00 p.m.-5.30 p.m. | <p>Javier and Sergio Torres – Dos Cielos Rest. (Barcelona), Eñe (São Paulo)
Spain and Brazil: strictly seasonal cosmopolitanism</p> <p style="text-align: right;"><i>Spaniards around the world, product, sustainability, haute cuisine</i></p> |
| 5.30 p.m.-6.15 p.m. | <p>Oriol Castro – El Bulli Rest. (Roses)***
El Bulli 2009</p> <p style="text-align: right;"><i>Haute cuisine</i></p> |
| 6.15 p.m.-7.00 p.m. | <p>Pedro Subijana – Akelare Rest. (San Sebastian)***
Cooking with few ingredients</p> <p style="text-align: right;"><i>Haute cuisine</i></p> |

WEDNESDAY, 24 MARCH

Moderator: Cristina Jolonch

10.30 a.m.-11.00 a.m.

Oriol and Jordi Rovira – Els Casals Rest. and Country House (Sagàs)*

Sustainable and organic self-supply

Product, sustainability, ecology

11.00 a.m.-11.45 a.m.

Rafa Peña – Gresca Rest. (Barcelona)

Fidel Puig, Santi Rebés and Cristina Torralba – Embat Rest. (Barcelona)

Chema Alpuente, Sergi Ferrer, Didac Moltó and Jaime Tejedor – Libentia Rest. (Barcelona)

Barcelona's 'bistronomics': affordable restaurants and food service

Business model

11.45 a.m.-12.15 p.m.

Rosa Maria Esteve and Tomás Tarruella - Grupo Tragaluz (Barcelona)*

In search of the perfect urban restaurant

Marketing, business model

12.15 p.m.-12.30 p.m.

Angela Barusi – Parmigiano Reggiano Consortium

A dramatised sensory tasting

Sustainability and product

12.30 p.m.-2.00 p.m.

Marcelo Tejedor – Casa Marcelo Rest. (Santiago de Compostela)*

Quique Dacosta – Quique Dacosta Rest. (Dènia)**

Martín Berasategui – Martín Berasategui Rest. (San Sebastian)***

Strategies for achieving and optimising a presence in major lists and guides

Haute cuisine, marketing

Moderator: Xavier Agulló

4.30 p.m.-5.00 p.m.

Nacho Manzano and Santiago Guerrero – Iberica Food & Culture (London), Casa

Marcial (Arriondas)**

A bit of Asturias in Great Britain

Spaniards around the world, business model, product

5.00 p.m.-5.30 p.m.

Josep Barahona – L'Estudi Rest. (Tokyo)**

A pioneer of Spanish cuisine in Japan

Spaniards around the world, business model, product

5.30 p.m.-7.00 p.m.

Spanish cuisine: the great international benchmark

Nando Jubany – Can Jubany Rest. (Calldetenes)*

The new tradition

Dani García – Calima Rest. (Marbella)*

The evolution

Arzak's: Juan Mari and Elena Arzak – Arzak Rest. (San Sebastian)***

The legend

Haute cuisine

Vinorum; Spain, Land of Iberian Cured Meats; and Spain, Land of Oils together

Taste & Flavours of Spain presents the best of Spanish cuisine in a single space

Alimentaria 2010 presents the debut of a new area to promote the best of Spanish cuisine among visitors to the trade show, raising awareness of participating companies and encouraging visitor participation. Under the name Taste & Flavours of Spain, this initiative gathers three of the trade show's most noteworthy activities in the lobby area of Pavilion 3 at the Gran Vía venue: Vinorum; Spain, Land of Iberian Cured Meats; and Spain, Land of Oils.

In this new area, created in collaboration with Food Consulting, visitors can sample *tapas* made with Iberian pork and paired with oils, which are in turn combined with a dozen different wines and cavas.

The different areas at Taste & Flavours of Spain

Taste & Flavours of Spain is made up of four different areas:

- **Ibérico en Compañía Restaurant** This area is designed to allow visitors to sample a varied selection of pairings featuring the star products of Taste & Flavours of Spain: Iberian pork, olive oil and wine. It operates as a restaurant and offers a high-quality option for those wishing to enjoy first-rate raw materials, paired by professionals and accompanied by their respective explanations.
- **Spanish Wine Tasting Bar:** This is a space for individual tasting for the sector's professionals. Visitors can sample products in a relaxed fashion, choosing from among some 100 Spanish wines, each accompanied by a fact sheet with its organoleptic details.
- **Seminar and Workshop Area:** One of the focal points of Taste & Flavours of Spain is learning. The tasting areas are complemented by this space, which offers seminars and workshops on wine, olive oil and Iberian pork, presented by national and international experts.
- **Gourmet Oil Tasting Bar:** This tasting area is comprised of some 60 different varieties of virgin olive oil from all over Spain. Although included in the Taste & Flavours of Spain project, the Gourmet Oil Tasting Bar is located in the Olivaria show.

The British expert John Radford, author of dozens of books and guides on Spanish wines, offers a master lecture

Vinorum 2010 debuts a tasting bar with more than 100 wines

Vinorum, Intervin's highly successful activity, completes and expands its varied range of offerings by joining the new Taste & Flavours of Spain project. The main new feature is the Spanish Wine Tasting Bar, where it is possible to sample more than 100 different wines. The educational area offers talks by international experts such as Britain's John Radford.

Vinorum offers wine lovers a space for reflection and learning centred on the culture of wine, with tasting and pairing areas. A new feature at this edition of Vinorum is the Spanish Wine Tasting Bar, a space offering more than 100 red, white and rosé wines for tasting. The wines presented are accompanied by a bilingual (Spanish/English) organoleptic fact sheet, providing information about the characteristics of the wine. A ticket which allows the holder to sample various wines is required to access this space.

Additionally, including Vinorum in the new Taste & Flavours of Spain project allows exhibitors and professional visitors to enjoy various combinations of wines with other raw materials of the highest quality. The Ibérico en Compañía Restaurant offers a dozen exquisite *tapas* featuring Iberian pork, paired with various oils and wines, providing a complete culinary experience. The combinations are designed by experts and accompanied by their respective explanations.

John Radford, Lluís Bassat and Carlos Falcó are among the stars on the programme

Vinorum's promotional area offers a complete programme of educational and informational activities, including guided tastings of designations of origin and vertical tastings, as well as master lectures from leading international experts and sommeliers. The British guru **John Radford**, author of dozens of books, guides and an atlas on gastronomy and Spanish wines, is one of the stars of the programme. He is presenting the master lecture *How to improve international awareness of Spanish wines*.

Other Vinorum participants include the well-known publicist **Lluís Bassat**, with a talk on the importance of product packaging, and **Carlos Falcó**, chairman of Marqués de Griñón, together with food critic **Victor de la Serna**, offers a wine tasting, for which a fee will be charged.

Another noteworthy talk, this time presented by **Martina Obregón**, international marketing manager for Freixenet, is entitled *The value of brands: research, added value, guarantees, safety and image*. For their part, the sommeliers **Roger Viusà** and **Lluís Manel Barba** present a *Tasting of wines with high marks*, allowing participants to discover some of the most prized wines on the market.

Tim Harris, promoter of Iberian pork in the U.S.A., is one of the experts invited

Spain, Land of Iberian Cured Meats combines pairings and tastings with topical debates on the sector

Following on from the positive response to Spain, Land of Iberian Cured Meats, which debuted at the last edition, Alimentaria 2010 reinforces its commitment to Iberian pork, an icon of Spanish cuisine considered one of the world's best gourmet products. Samplings and pairings are combined with seminars on current issues in the meat sector, featuring international experts such as the guru Tim Harris, member of the Spain-U.S. Chamber of Commerce in New York and a driving force behind bringing Iberian pork to the U.S.A.

Pork products are an essential part of Spain's gastronomy and identity. The country leads the world in production and consumption of cured ham. Products from the Iberian pig and the meadowland stand out for their extraordinary quality and the method of production they represent, linked to a unique ecosystem.

This year, Spain, Land of Iberian Cured Meats, the major new feature at the previous edition of the Intercarn show, reinforces its offerings by joining the new Taste & Flavours of Spain project. Combining Iberian pork with wines and oils, the other stars of the project, allows visitors to enjoy unique creations.

At the Ibérico en Compañía Restaurant, they can sample a dozen exquisite *tapas* which use Iberian pork as their main ingredient. These include Iberian pork and poultry cannelloni with Mahón cheese, a creamy Iberian jawbone dish, bellota DO Iberian cured ham with coca bread or acorn-fed Iberian pork tenderloin medallion with apple compote. These *tapas* are paired with various oils and wines, for a complete culinary experience. The combinations are designed by experts and accompanied by their respective explanations.

The most international face of Iberian pork

In addition to tastings, Spain, Land of Iberian Cured Meats features seminars on current issues. Of the experts taking part, one of the most noteworthy is **Tim Harris**, member of the Spain-U.S. Chamber of Commerce in New York and driving force behind bringing Iberian pork to a North American audience. In 2004, he implemented the idea of offering his customers the option of reserving Iberian pork 'for the future' in exchange for a deposit. Harris is offering the lecture *Selling Spanish ham in the U.S.A.: local values, global tools*.

Miguel Ullibarri, who works with Food Consulting and is an expert in international marketing for food and beverage products, discusses new types of consumers and distribution models in the meat sector in his lecture *New hams for new times*. Another noteworthy lecture is offered by **Jacinto Arnau**, head of the Food Engineering and Processing Unit at IRTA (Catalan acronym for the Agri-Food Research and Technology Institute), entitled *Innovation and quality: perfectly salted hams*, in which he presents the results of a research project aimed at reducing and controlling the sodium content of cured hams.

Up to 60 different varieties of gourmet extra virgin oil can be sampled at Olivaria

Spain, Land of Oils allows visits to sample the best Spanish varieties

Spain, Land of Oils offers visitors to Alimentaria 2010 a culinary tour of one of the Spanish products most prized abroad: olive oil. At this edition, the activity is included in the new Taste & Flavours of Spain project, while maintaining its close ties to Olivaria, where there is a bar for sampling up to 60 different varieties of gourmet extra virgin specialities. In addition, there are master lectures planned, presented by experts from the sector such as Brígida Jiménez, director of the Cabra Agricultural Research and Training Centre.

Spain, Land of Oils, which reaches its fourth edition this year, is conceived as a project involving culture, innovation and reflection centred on olive oil. It offers the opportunity to discover, distinguish and appreciate the nuances of the broad spectrum of oils found in Spain. At this edition, Spain, Land of Oils will be part of the new Taste & Flavours of Spain project. This will make it possible to enjoy synergies and pairings with the other two stars of Spanish cuisine: Iberian pork and wine.

One of the main attractions of Spain, Land of Oils is the Gourmet Oil Tasting Bar, located in the Olivaria show. This is a space for individual tasting, in which the oils are presented for tasting accompanied by a bilingual (Spanish and English) fact sheet with their organoleptic qualities.

Here it is possible to sample some 60 different varieties of gourmet extra virgin oils from every Spanish designation of origin. Also available for tasting are oils from the winning brands at the Best Spanish Extra Virgin Olive Oil Awards for the 2008-2009 Vintage, presented by the Ministry of the Natural, Rural and Marine Environment.

What do Spanish consumers know about oil?

In addition to the tastings, Spain, Land of Oils offers an extensive programme of talks, giving visitors to Alimentaria 2010 an excellent opportunity to explore the world of oil and its producers from every aspect.

Noteworthy among the experts taking part is **Brígida Jiménez**, director of the Cabra Agricultural Research and Training Centre (Cordoba). Jiménez offers the talk *Spaniards and Virgin Olive Oil: What do we know, what do we appreciate, what do we want?*, in which she presents the results of a study carried out over the past three years on the level of recognition of olive oil quality by different segments of Spanish consumers.

Another of the notable speakers is oil expert **Santiago Botas**, who presents the talk *Minority Report: Local olive oil varieties of Spain*.

PDO, IGP and organic cheeses and professional groups are in the spotlight in 2010

Spain, Land of 100 Cheeses presents a complete 'Who's Who' of the country's varieties of cheese

Spain, Land of 100 Cheeses is one of Alimentaria's longest established activities. At this edition, as part of the Interlact show, the activity takes an in-depth look at the sector, with a comprehensive overview of Spanish cheeses, grouped under the four most important concepts: protected designations of origin (PDO), protected geographical indications (PGI), organic cheese and professional groups. This activity is once again headed by expert cheese maker Enric Canut, with the collaboration of the National Cheese Manufacturers' Association (ANFAQUE in its Spanish acronym). It offers professionals the opportunity to sample more than one hundred varieties of cheese, 140 different cheeses, to be exact.

Spain, Land of 100 Cheeses presents cheeses which are basically traditional, in a sector where artisanship and industrial production lead a harmonious coexistence. Professionals who visit Interlact have the opportunity to sample different types of cheese, which can also be paired with wines, breads and crudités.

The project emerged in 1996 under the supervision of the expert cheese maker Enric Canut with the aim of presenting the country's cheese-making history through an exhibition and sampling of local varieties. Fourteen years later, this activity continues to bring the offerings of Spain's rich cheese market to companies and distributors.

At this edition, the exhibition, made up of more than one hundred varieties, is organised around four central themes, providing a true 'Who's who' of the world of Spanish cheese.

- **PDO:** Twenty-six protected designations of origin from all over Spain, including all three types of milk and their combinations, as well as virtually all of the country's great cheese families. Cheeses such as *Casín*, *Gamonedo* and *Idiazábal* can be found at Alimentaria 2010.
- **IGP:** Protected geographical indications and some quality and guarantee marks which include other traditional cheeses, or specific cheeses such as *Garrotxa* or the brands *Arribes de Salamanca*, *Queso de oveja churra*, *Queso de Teruel*, and the black label on *Idiazábal de pastor* (Artzai-Gazta).
- **Organic cheeses:** Cheeses registered with any of the organic agricultural control boards (CRAES in the Spanish acronym) at the autonomous community or national level. This is one of the growth areas for Spanish agribusiness today. Varieties such as *Ovín*, *La Cabra Verde* and *Fuentillezgos* are among those available for sampling.
- **Groups:** Professional groups for Spanish cheese makers, primarily at the regional and autonomous community level, but also the country's major associations. Offerings such as 22 Asturian artisan cheeses, cheeses of Liébana, the extensive selection of Catalan artisan cheeses, and new blue and red rind cheeses are there to discover at Spain, Land of 100 Cheeses.

Enric Canut, Spain's top cheese expert

Enric Canut is the coordinator of Spain, Land of 100 Cheeses. An agricultural technical engineer specialising in dairy cattle and artisanal cheeses, he is considered the great specialist in Spanish cheeses. With more than 30 years' experience publicising and promoting the most traditional and artisanal cheeses, he has published various works on Spain's wealth of cheeses.

New exhibition space

In addition to the traditional information and sampling area, which exceeds 400 m² at this edition, for the first time, Spain, Land of 100 Cheeses includes an exhibition space where the producers and cheese-making groups taking part can present their offerings. There is also an additional exclusive space for presentations, talks and meetings for firms interested in engaging in one of these activities.

In 2010, Spain, Land of 100 Cheeses is sponsored by major companies like **Coca-Cola, Moritz and Renault.**

Presentation of the Foods of Spain Award for Best Cheese of 2009

On Monday, 22 March at 5.30 p.m., the official presentation of the Foods of Spain Award for Best Cheese of 2009 and the Best Cheeses Awards for 2009 will be held as part of Spain, Land of 100 Cheeses. These are presented by the Ministry of the Natural, Rural and Marine Environment in recognition of the country's most noteworthy cheese varieties, with the aim of contributing to raising awareness and the position of Spanish products in the cheese market.

Minister of the Natural, Rural and Marine Environment Elena Espinosa will attend the presentation of the Foods of Spain Award for Best Cheese of 2009, awarded to Quesería Catadoiro from Vilalba (Lugo), and the winners of the different categories of the Best Spanish Cheeses Award for 2009: Quesería Artesana La Vall, S.L. from Ontinyent-Valencia (Green Cheeses), Alimentos Ruta Xacobeá from O Pino-Corunna (Soft-paste Cheeses), Quesos Lominchar, S.L. from Corral de Almaguer-Toledo (Pressed-paste Sheep Cheeses), Quesería Catadoiro from Vilalba-Lugo (Pressed-paste Cow Cheeses), Grupo Ganaderos de Fuerteventura, S.L. from Pto. del Rosario-Fuerteventura (Pressed-paste Goat Cheeses), Lácteas García Baquero, S.A. from Alcázar de San Juan-Ciudad Real (Pressed-paste Mixed-milk Cheeses), Francisco Javier Campo Campo from Tresviso-Cantabria (Blue Cheeses), Angelika Schaub-La cabra verde from Arcos de la Frontera-Cadiz (Organic Cheeses) and Productos Lácteos Los Valles, S.L. from Esposa (Valle de Aisa)-Huesca (Other Cheeses).

After eighteen months touring the entire country and seven semi-finals

Restaurama 2010 hosts the final of the 3rd Chef of the Year Competition

Seven up-and-coming representatives of Spanish cuisine compete to be crowned Chef of the Year. Restaurama 2010 is the venue for the final to be held 25 March, when the winners of the various semi-finals which have taken place all over Spain have their chance to become the victor in the 3rd Chef of the Year Competition (CCA in its Spanish acronym). This contest is the first of its kind in Spain, organised by Grupo Caterdata with the support of Alimentaria.

Alimentaria 2010's Restaurama show hosts the final of the 3rd Chef of the Year Competition, the culmination of an activity which has visited seven Spanish cities over the past year and a half. The participants have presented creations based on originality and affordable menus. A jury of the very highest level, headed by chef Martín Berasategui, who has garnered six Michelin stars at his three establishments, is responsible for assessing the innovation, technique, taste and presentation of the six finalists' menus.

The competition is an exceptional showcase for discovering young talents on the national culinary scene, as well as an unbeatable promotional platform for its participants. The winner of the CCA will take over from predecessors Jordi Cruz and Beatriz Sotelo, whose restaurants were honoured with their own Michelin stars shortly after these young chefs had their triumph. According to Cruz, in charge of l'Angle Restaurant in Sant Fruitós de Bages (Barcelona) and current vice-president of the CCA jury, 'My participation in the competition, in addition to being a fantastic experience, was the showcase that gave me a big boost.' For her part, Beatriz Sotelo, who heads A Estación Restaurant in Cambre (Corunna) and continues to work with the CCA, highlights that, 'Winning the final in 2008 has opened a lot of doors for me, both in Spain and abroad.'

First prize comes with a 12,000-euro award. The second and third place winners receive 6,000 and 3,000 euros, respectively, with 1,000 euros for 4th to 7th places.

The finalists

Over these many months, almost a thousand chefs submitted their proposals to the organisers. 70 were chosen to compete live at the various semi-finals (10 chefs per semi-final), and in the end, seven take their chances in Barcelona at the final: for Catalonia, Aragon and the Balearic Islands, **Víctor Ibáñez** from La Venta Restaurant in Barcelona; for Valencia and Murcia, **José Carlos Fuentes** from Hostería Palacete Rural La Seda in Santomera (Murcia); for Asturias, Cantabria and Galicia, **Luis Veira** from Alborada Restaurant in Corunna; for Madrid and Castile-La Mancha, **Diego Castroviejo** from La Taberna del Alabardero (Madrid); for Castile-Leon, **José Ignacio Rojo** from La Galería de Quintanadueñas (Burgos); for the Basque Country, Navarre and La Rioja, **Sergio Bastard** from Sierra de Loquiz Restaurant (Navarre); and for Andalusia, Extremadura, the Canary Islands, Ceuta and Melilla, **Víctor Trochi** from Skina Restaurant (Marbella, Malaga).

With their different styles, strategies and specialities, the candidates have prepared exhaustively for a hard-fought final in which they all stress the extremely high quality of their rivals and the renown offered by this competition at an event such as Alimentaria, which represents an international benchmark. Three of the finalists are taking part as competitors in the CCA for the first time: José Carlos Fuentes, who has a solid background, having training with Carme Rusalleda; Luis Veira, with extensive experience at some of the best restaurants in Spain; and Sergio Bastard, president of Slow Food Navarra.

The other four finalists have already taken part in the competition, including José Ignacio Rojo, an enthusiastic champion of the cuisine of Burgos and participant in many competitions, and Diego Castroviejo, who has spent the past few months at the head of La Taberna del Alabardero in Seattle. The special determination of Víctor Ibáñez is noteworthy. He is a true example of perseverance, having taken part in three editions, as has Víctor Trochi, kitchen manager at Skina, an establishment which obtained its first Michelin star in 2009.

With the guarantee of Grupo Caterdata

The CCA is a bi-annual event for cooking professionals from all over Spain. The aim of the competition is to lend prestige to the profession and recognise the country's best chef. The CCA is organised by **Grupo Caterdata** and its main sponsor is Alimentaria, with a firm commitment to launching up-and-coming representatives of contemporary cuisine. The competition also enjoys the support of leading companies in the food and drinks industry, such as **Unilever, Makro, Enodis, Fripan, Font Vella, Codorniu, Viña Pomal, La Masía and Prochef.**

The jury

A jury of the very highest level, headed by chef Martín Berasategui, who has garnered six Michelin stars at his three establishments, is responsible for assessing the innovation, technique, taste and presentation of the six finalists' menus. Jordi Cruz, first place winner at the first edition of the CCA and currently the holder of one Michelin star for his work at L'Angle Restaurant, is vice-president of the jury. The other great chefs who will evaluate the contestants' proposals are the German chef Dieter Müller and the Spaniards Quique Dacosta and Mey Hofmann, with three, two and one Michelin stars to their name, respectively. The jury is completed by José Carlos Capel, journalist and food critic; Alfonso Salido, president of the Chefs' Club of Catalonia; and Pepe Salmerón, professor at the CDT in Murcia.

Thirty exhibitors present the latest from a sector with great potential at Restaurama

Live Ready-prepared and Ready-cooked Foods demonstrates the advantages of the foods of the future

Restaurama - International eating out show - dedicates some 500 m2 to the latest in products and machinery related to ready-prepared and ready-cooked foods. Through live demonstrations, professionals from the HORECA channel can discover the advantages offered by this type of product, which has flooded into the best known kitchens on the international culinary scene. They are certain to be the stars of the cooking of the future, both at home and in restaurants and food service.

A selection of manufacturers of ready-prepared and ready-cooked food products intended especially to supply the HORECA channel presents new products in a specific area within the Restaurama show. Additionally, each day there will be a demonstration of examples of regenerating ready-cooked foods with the aim of presenting a varied menu in under nine minutes.

When customers go to a restaurant, they seek appetizing, quick, well-presented food at the lowest price possible. 'Ready-prepared and ready-cooked foods offer restaurateurs significant benefits, making it possible to lower production and preparation costs, offer more service options at all times and get the very most out of the raw materials, which don't spoil in the cold store,' emphasises **Fernando Abadía, member of the Restaurama committee and manager of Ilpra Systems España.**

Ready-prepared and ready-cooked foods are playing an increasingly more important role in haute cuisine, as they make it easier to prepare in advance and preserve foods without sacrificing quality, leaving them to await the finishing touches from the chef. 'In fact, the French chefs with Michelin stars who produce creative cuisine were the first to use vacuum packing techniques,' explains Abadía. In addition, changes in family structure and a reduction in the time spent on cooking also work in favour of this type of food becoming more widespread in the home.

In Spain, there are already more than 120 manufacturers and suppliers of ready-cooked foods, 25% of which are represented at the trade show. Exhibitors include restaurants such as Peixerot, in Vilanova i la Geltrú, and Mokiyya, in Sitges, and specialised firms like Abelló Linde, which manufactures gases for food preservation.

Food groups

The so-called group IV, or ready-prepared, foods have been cleaned and divided into portions. They are preserved using vacuum or atmosphere technology which makes them last longer than usual and have not been heat treated. Ready-cooked foods, group V, include heat-treated foods which are ready to heat, eat or assemble. Depending on the technology used to preserve them, they can keep for several days or months.

And there is already talk of a group VI, which are based on combining pieces of foods compacted using algae and proteins. In Spain, this type of product has come in the form of surimi elvers and surimi in the fish sector and nuggets in the meat sector. However, new technologies make it possible to research new applications.

One of the most innovative projects being implemented in this area in Spain consists of making use of the fish which is left unsold at market auctions: a machine makes it possible to separate the bones and skin from the fish and by processing the resulting product using alginates, a block of compressed fish meat without bones or skin is obtained. This is grilled, breaded or fried or used as filling for lasagne and pastries. Some of these products can be sampled at Alimentaria 2010.

Innovation and added value

Ready-prepared and ready-cooked foods are food sub-sectors in which innovation is a major component. Proof of this is the never-ending selection of products which can already be found on the market. This includes such unique items as paella kits, sushi, pre-roasted suckling pig, steamed mussels, *escudella* stew, *maragato* stew, *trinxat* cabbage and potato cake from Cerdanya, *churro* fritters to be regenerated in the microwave, cooked octopus, carpaccio and fresh fruit in gelatine.

Because of their high added value, these products are shaping up to be engines which will drive the economic recovery of the sector in the short and medium term. It is possible to observe a significant commitment to these products in the growth rates for ready-prepared vegetables, garden produce and fruits in 2008: a 5% increase in Spain. For its part, the increase in ready-cooked foods was over 7%.

Alimentaria renews its support for the Banc dels Aliments Foundation and features the participation of Cuina Justa

Alimentaria 2010 focuses on socially-committed initiatives

At its eighteenth edition, Alimentaria once again shows its most socially-committed side and its firm commitment to recovering the show's surplus food and drinks, inviting the Banc dels Aliments Foundation to take part, as it did for the first time in 2008. In addition, Cuina Justa, a non-profit-making sustainable socially-committed company connected to the Cassià Just Foundation, is taking part as an exhibitor for the first time.

The aim is to repeat this success and even improve on the positive results of the collaboration between Fundació Banc dels Aliments and Alimentaria at the last edition of the trade show – with 9,650 kg of food recovered, 112 partner companies and 76 volunteers who made it possible for the products to reach their destination in an efficient manner. The two organisations are joining forces to raise awareness among participating firms of the benefits of donating their surplus products and preventing food products which are perfectly suitable for consumption from going to waste. In addition to being a socially-committed gesture, this action results in lower stand break-down costs for exhibitors. Another of the main aims of the cooperation between Alimentaria and Banc dels Aliments is to make use of surplus food for social purposes not only during the trade show, but also by establishing an ongoing relationship throughout the entire year.

The Banc dels Aliments Foundation is a non-profit-making organisation which has been working since 1987 to recover all those foods which are not saleable but still suitable for consumption, taking charge of distributing them to the people who most need them. The foundation operates in the province of Barcelona, although in the rest of Spain there are another 50 food banks.

The current economic situation is creating a significant rise in society's need for food. As a result, the Banc dels Aliments warehouse in the Zona Franca area of Barcelona is being emptied increasingly more rapidly. The organisers of Alimentaria 2010, aware of this need, are offering up all the show's resources to alleviate this situation, starting with its information and logistics network. For this reason, during the five days of the exhibition, any Alimentaria exhibitors wanting to help by donating surplus food can visit the foundation's space in the **Multiproducto show**, located in **Pavilion 8.0 – stand C10**. Alimentaria has also made several storage areas located throughout the pavilions available to Banc dels Aliments in order to facilitate collection of the products from start to finish of the show.

The participation of Cuina Justa

Among the exhibitors in the Live Ready-prepared and Ready-cooked Foods space is **Cuina Justa**, a non-profit-making sustainable socially-committed company which has been preparing meals for group food service since 1994. The majority of its employees have some sort of disability. With ties to the Cassià Just Foundation, this company works to integrate people with special mental and social impairments into society and the working world. Cuina Justa currently employs 200 workers, has 10 off-site kitchens in Catalonia and more than 100 clients, serving around 4,000 meals a day.

The show's Organising Committee

Leading authorities from manufacturing, distribution, trade and institutions define the Alimentaria model

Alimentaria's sector-based structure is supported by specialisation and individualised management of each one of the sectors that make up the show. In order to make them as professional and competitive as possible, Alimentaria Exhibitions works in partnership with an organising committee made up of respected leaders from manufacturing, trade and distribution, as well as the institutions which form part of the framework of the Spanish food and drink industry.

Without a doubt, Alimentaria's success is sustained by its great professionalism, significant knowledge of the sector and the experience gained over its long history. In this regard, the role of the committee, together with the organisers, is unquestionable.

The level of mutual comprehension and communication between Alimentaria Exhibitions and the Alimentaria Organising Committee, and the involvement and consensus of the parties, result in an internationally influential trade show which attracts brands – 4,000 companies – and is highly innovative in its approach.

ALIMENTARIA 2010 ORGANISING COMMITTEE

CHAIRMAN

José Luis Bonet Ferrer - Chairman, Freixenet, S.A.

VICE-CHAIRMEN

José Arcas Romeu - Former Chairman, Nestlé España, S.A. - **Chairman, Innoval**

Ignacio Ferrero Jordi - Managing Director, Nutrexpa, S.A. - **Communication and Protocol**

Jorge Jordana Buttica de Pozas - General Secretary, FIAB (Spanish acronym for the Spanish Food and Drink Industry Federation) - **International Projects**

MEMBERS

Cesar Bardají Vivancos - Managing Director, Panrico, S.A. - **Chairman, Multiproducto**

José María Bonmatí Pérez - Managing Director, AECOC (Spanish acronym for the Spanish Commercial Coding Association) - **Distribution**

Pere Camprubí Nieto - Expansion Manager, Fira de Barcelona

Silvio Elías Marimón - **Chairman, Organic Food Show**

Juan José Guibelalde Iñurritegui - Board Member and Deputy Chairman, Grupo Campofrío - **Chairman, Intercarn**

José Carlos Lacasa Echevarría - Chairman, FIAB (Spanish acronym for the Spanish Food and Drink Industry Federation) Promotional Committee - **Head of the International Area for the Alimentaria Organising Committee - Chairman, Mundidulce**

Juan Ignacio Lladó Hädinger - Managing Director, Hochland Española, S.A. - **Asia Project**

Antonio Llorens Tubau - Chairman and Managing Director, Serunió - **Chairman, Restaurama**

Jesús S. Pérez Díaz - Managing Director, Aguas de Fuensanta, S.A. - Chairman, FIAB (Spanish acronym for the Spanish Food and Drink Industry Federation) - **Chairman, Expobebidas**

Josep Pont Amenós - Chairman, Aceites Borges Pont, S.A. - **Chairman, Olivaria**

Javier Robles González - Chairman, Danone, S.A. - **Chairman, Interlact**

Jaime Rodríguez Bertiz - Managing Director, Euromadi - **Distribution**

Francisco Sensat Alemany - President, Association for the Advancement of the Mediterranean Diet

Juan M^a Torres Riera - Vice-chairman, Bodegas Miguel Torres, S.A. - **Chairman, Intervin**

Juan M. Vieites Baptista de Sousa - General Secretary, ANFACO (Spanish acronym for the Spanish National Preserve and Seafood Manufacturers Association) – CECOPECA - **Chairman, Interpesca / Expoconser / Congelexpo**

Montserrat Gil de Bernabé - Managing Director, Mercabarna - **Chairwoman, Vegefruit**

Francisco Carrió Campañá - Managing Director, Alimentaria Exhibitions, S.A.

J. Antonio Valls Vidal - Director, Alimentaria - Deputy Managing Director, Alimentaria Exhibitions, S.A.

Both Fira de Barcelona and Reed Exhibitions hold a 50% stake in the company

Alimentaria Exhibitions manages over 150,000 net m2 of exhibition space with 5,000 international exhibitors and 200,000 buyers

The main Alimentaria Exhibitions headline trade shows are Alimentaria, Barcelona Degusta and Bta. - Barcelona food technology, in Barcelona; Alimentaria & Horexpo-Lisboa, in Portugal; Alimentaria México, in Mexico City; and Alimentaria Mercosur, in Argentina.

Alimentaria Exhibitions – a joint venture between Fira de Barcelona and Reed Exhibitions Iberia – is a market leader for food and beverage trade shows in the countries where it operates, managing more than 150,000 net m2 of exhibition space, with 5,000 international food and beverage manufacturing, trade and equipment and technology exhibitors, attracting around 200,000 professionals from these sectors.

At the core of the expansion planned by Alimentaria Exhibitions for its trade show brands is its main trade show – Alimentaria – and the gradual expansion of related specialised shows, as has happened in Barcelona: manufactured final product on one side (Alimentaria), technology and machinery on the other (Bta.), with special attention paid to the sectors with the greatest impact in each market.

The Spanish model has been well received in Latin America, where Alimentaria establishes partnerships, working with very influential local partners in the sector. This creates industrial and commercial synergies which help to strengthen international trade at each of the exhibitions.

Alimentaria

Alimentaria, International Food and Drinks Exhibition, is one of the top three trade shows for this sector in Europe. Almost 4,000 companies – 1,200 of them international – from 75 countries, leaders in food and beverage manufacturing and distribution, come to Barcelona to meet the close to 130,000 international buyers from 155 countries who visit the show. Alimentaria is holding its 18th edition **22-26 March 2010** at **Fira de Barcelona** (Gran Vía Venue). Alimentaria occupies 94,500 m2 of exhibition and activities space divided into 15 different shows, optimising visits and business for professionals

Bta. -Barcelona food technology-

Bta. -Barcelona food technology- is the most important food and beverage technology trade show in Spain. It is held in the Catalan capital every three years. Through three dedicated areas – Tecnocárnica, Ingretecnó and Tecnoalimentaria – the show presents professional visitors with the full range of technology, machinery and intermediate products required by the food and beverage industry. **11-15 May 2009**, the Bta. show returned to the modern facilities at **Fira de Barcelona's Gran Vía venue**. The 11th edition of the show featured a significant change: **Bta.** was held together with **Hispack – International Packaging Exhibition**, creating the largest international business platform for the packaging and food and beverage technology sector. The **Hispack & Bta. project** brought together a total of 70,000 m2, 3,000 companies and 55,000 buyers.

Alimentaria & Horexpo-Lisboa

Alimentaria & Horexpo-Lisboa is the latest trade fair to be launched by Alimentaria Exhibitions. The aim of this project is to act as the largest business platform in Portugal for the food and drinks, distribution, and hotel and catering industries. While held jointly, each show will maintain its own distinct personality and enable companies to take advantage of significant synergies. Organised jointly by Alimentaria Exhibitions and Feira Internacional de Lisboa (FIL), **Alimentaria Lisboa** – International Food Exhibition – is the undisputed leader among Portuguese trade shows, ranking fourth in the sector in Europe. For its part, **Horexpo** – International Hotel, Catering and Vending Exhibition – has already established itself as an important benchmark for one of the sectors with the greatest prospects for the future. **Alimentaria & Horexpo-Lisboa** will be held **27-30 March 2011** at the FIL venue.

Alimentaria México

Alimentaria México, the Food and Beverages Exhibition, has become an excellent gathering of the sector's international professionals and a benchmark for the Latin American and North American markets. The trade fair, which is held each year in the Mexican capital, returns **1-3 June 2010**, organised jointly by Alimentaria Exhibitions and E.J. Krause. Close to 450 exhibitor companies and 12,000 of the sector's professionals take part in this annual event. Alimentaria México supplements its exhibition space with a busy schedule of professional activities: the Distribution and Logistics Seminar, TENDENCIAS – Mexican Gastronomy Conference, Innoval Pavilion, Nutrition Seminars, National Sommelier Competition, wine tastings, and more.

Alimentaria Mercosur & Restaurama

Alimentaria Mercosur & Restaurama is held annually at La Rural Fairground in Buenos Aires (Argentina), since 2007. The event represents a step forward in the brand's international expansion strategy, gaining a stronger foothold on in Latin America, a natural market for Alimentaria. Nowadays, the positioning is in study with a view to the future, before the existing situation in the South American country.

Barcelona Degusta

Alimentaria Exhibitions presents a show dedicated to gastronomy and aimed at the general public, an unprecedented event in Spain. **Barcelona Degusta, Food and Beverage Exhibition for Consumers**, brings products and everything related to food and beverages to lovers of cooking and good health. The show was held **6-9 March 2009** at Fira de Barcelona's Montjuïc venue. At its third edition, it attracted 500 exhibitors and close to 42,000 visitors, who were able to discover everything about eating: high quality products to sample or purchase, a culinary bookshop, master classes with leading experts and today's top chefs, educational sessions and a wide variety of kitchen equipment.