

# TUTTOFOOD INTERNATIONAL FOOD EXHIBITION MILANO

5 | 8 MAY. 2025



FIERE di PARMA

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# KEYFACTS.2023

THE WORLD OF FOOD GATHERED IN MILAN

Thanks to Milan's strategic position and an extremely well-equipped venue, TUTTOFOOD is a perfect exhibition for the major players in the global food industry. The significant presence of international TPOs makes TUTTOFOOD the ideal alternative to the most famous European food events for professionals.

2.3k  
BRANDS

2.5k  
TOP BUYERS

83k  
PROFESSIONAL VISITORS

38%  
FROM ABROAD

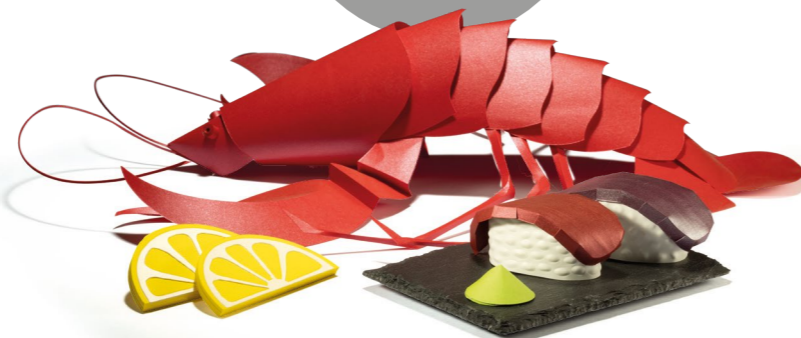


## POSTSHOWREPORT



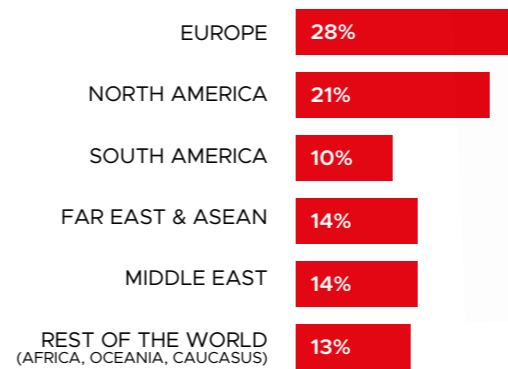
DATA COMING FROM CUSTOMER AND CLIENT ANALYSIS

VISITORS PROCEEDING FROM  
**132**  
COUNTRIES



## TOPBUYERLASTEDITIONMAY23

### MACRO-GEOGRAPHIES INVOLVED



### 83.000 VISITORS



## TOPBRANDINVOLVED

<b>EUROPE</b>	REWE INTERNATIONAL   MAGASIN DU NORD   GALERIES LAFAYETTE   PICARD   METRO AG   BIDFOOD NETHERLANDS   JUMBO SUPERMARKTEN   COMERCIAL CBG   MANOR AG   LEATHAMS
<b>NORTH AMERICA</b>	METRO INC   SUPERMARCHE PA   ATALANTA CORPORATION   CENTRAL MARKET   EUROPEAN IMPORTS - SYSCO   H-E-B   KEHE DISTRIBUTORS   HY-VEE   THE KROGER CO   ROUSES MARKET   SCHNUCK MARKETS   SPROUTS FARMERS MARKET   WAKEFERN   WALMART   WORLD MARKET
<b>SOUTH AMERICA</b>	CIA BEAL DE ALIMENTOS   GRUPO MUNDIAL MIX   GRUPO PEREIRA   REDE BRASIL   VERDEMAR   CORPORACION FAVORITA   H-E-B MEXICO   LA COMER   SORIANA   CHEDRAUI
<b>OCEANIA</b>	MERCATO   FARMLAND FOODS   MEDITERRANEAN FOODS SOUTH ISLAND LIMITED
<b>MIDDLE EAST</b>	SPINNEYS   ALI BIN ALI HOLDING   MAWARID FOOD COMPANY   TAMINI MARKETS   MIGROS TICARET   TRANSMED   CARREFOUR   EMIRATES FLIGHT CATERING   LULU GROUP INTERNATIONAL   SPINNEYS   TRUEBELL MARKETING&TRADING
<b>ASIA</b>	ANGLISS SHENZEN FOOD SERVICE   BEIJING HUALIAN BOUTIQUE SUPERMARKET   CITY SUPER   BRIGHT VIEW TRADING   CLASSIC FINE FOODS
<b>REST OF THE WORLD</b>	BRAVO SUPERMARKET   ASS-FOOD   OCEAN FRESH GROUP   RIALTO FOODS   SPAR   WOOLWORTHS   FOZZY COMMERCE   SILPO-FOOD   PIZZAEXPRESS   KYODO INTERNATIONAL   MONTE BUSSAN CORPORATION   GLOBAL PACIFIC VICTORY   GOURMET PARTNER   QRA   INDOGUNA   7-ELEVEN KOREA   GS RETAIL   SHINSEGAE FOOD   EMPORIUM CORPORATION   GOURMET'S PARTNER

## POSTSHOWREPORT

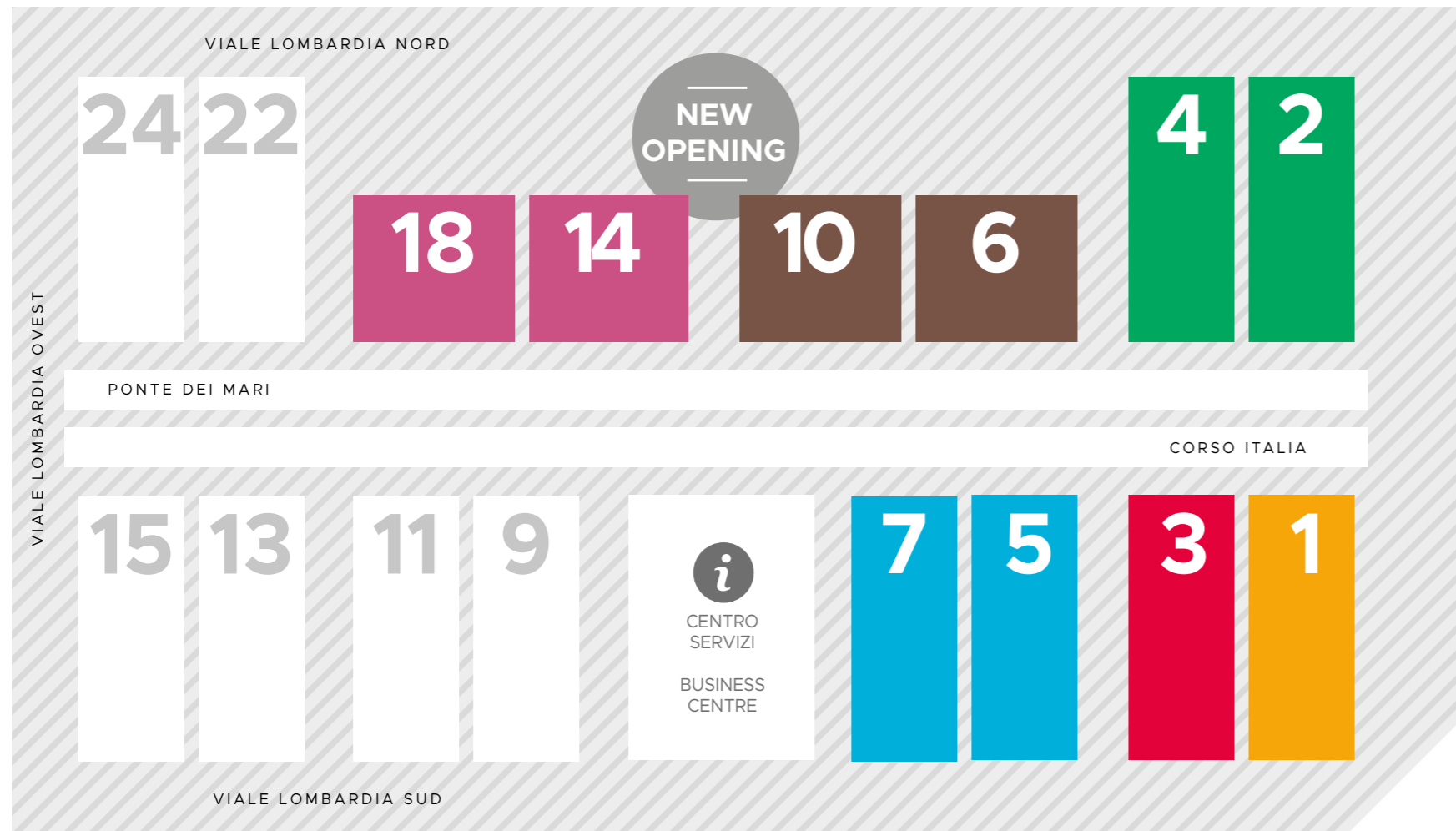


DATA COMING FROM CUSTOMER AND CLIENT ANALYSIS



# TUTTOFOOD.2025

THE NEW LAYOUT. THE BUYERS PROGRAM. THE COMMUNICATION STRATEGIES



DAIRY PRODUCTS

MEAT & CURED MEAT

CHILLED, DELI & FROZEN FOOD, FRUIT & VEGETABLES, SEAFOOD

GROCERY, OIL & CONDIMENTS

BAKERY, BEVERAGE, COFFEE, CONFECTIONARY & SNACKS

NATIONAL & TPO

## BUYERS PROGRAM

A global business opportunity

From May 5th to 8th, 2025, Milan turns into the main platform for professionals in the food community: TUTTOFOOD will host **thousands of carefully selected food buyers** to effectively respond to a unique and varied exhibition offering. The invitations to the event will be extended to major importers, distributors, and significant restaurant and food retail chains through a **customized activity that focuses on the target markets of each international pavilion**. The goal is to foster global participation. The city of Milan will enhance the effectiveness of the Buyers Program not only through its enormous geographical and logistical potential but also by providing additional networking opportunities, including off-show activities, guided tours to cutting-edge retail and dining establishments, as well as plants. Special attention will also be given to the **national retail and Food Service circuit**: a tailored hospitality program will be designed for the protagonists of the Italian scene.

## COMMUNICATION STRATEGIES

An international communication platform

TUTTOFOOD thrives on an **omni-channel communication ecosystem** that operates in an integrated manner on three levels:

### INSTITUTIONAL

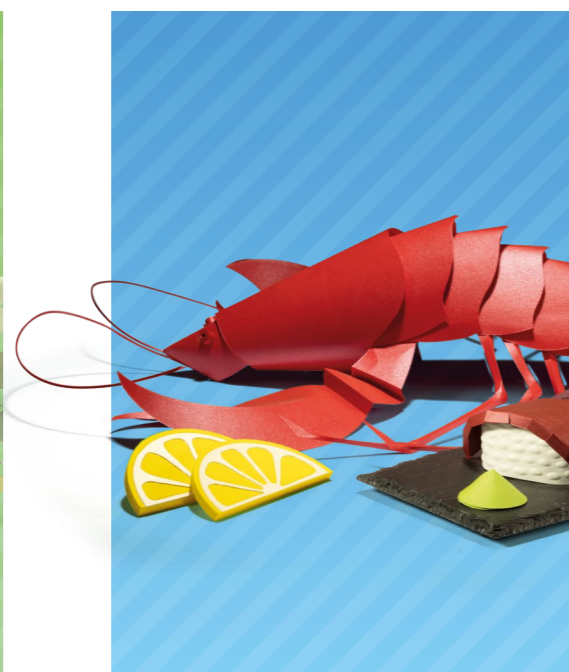
The brand's presence is distributed and harmonized across multiple platforms and channels to ensure a **consistent international awareness**.

### CONTENT

TUTTOFOOD conveys consistently diverse messages to **various professionally profiled audiences**, identified vertically across different product categories.

### EVENTS AND NETWORKING

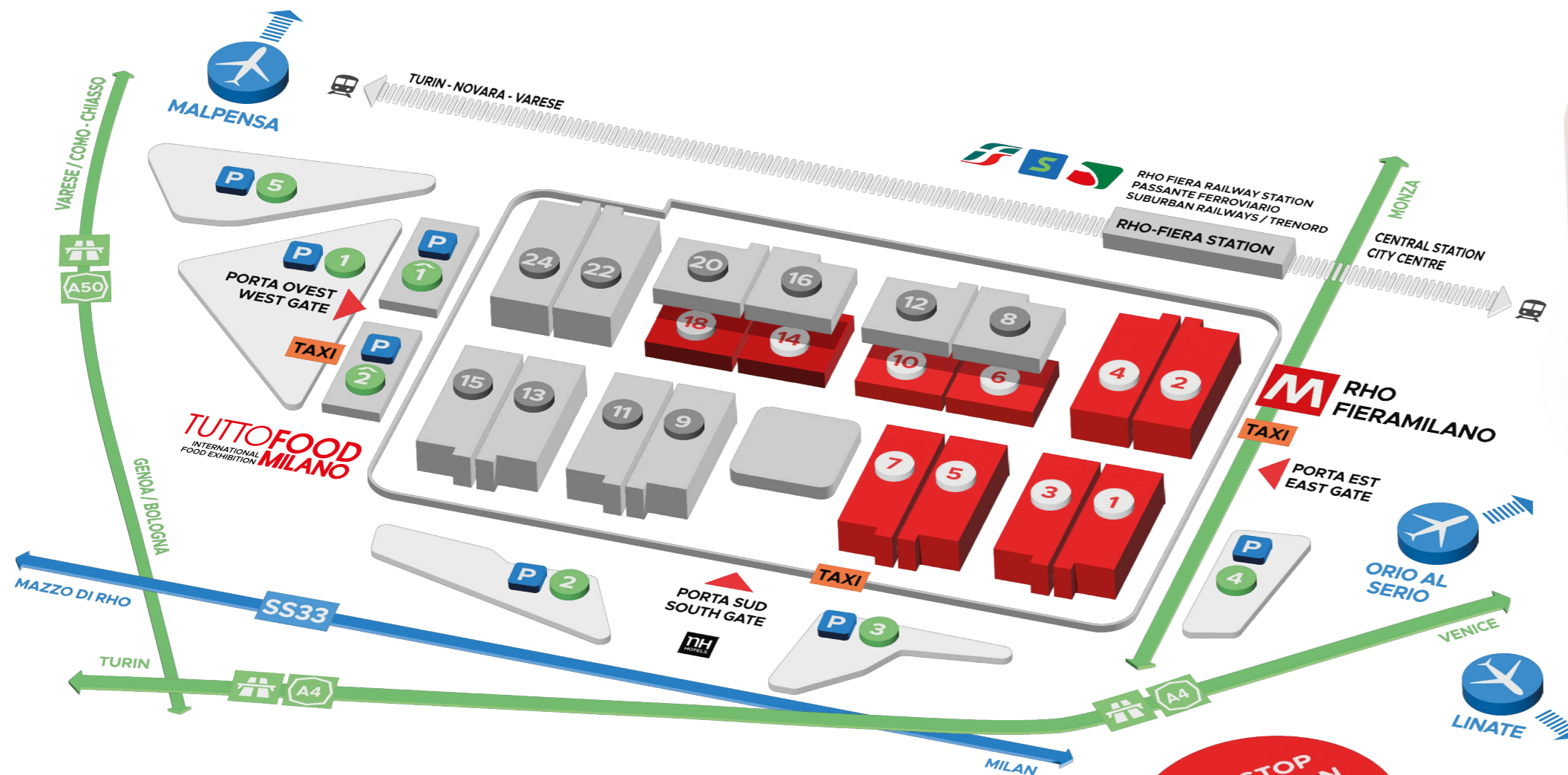
Thanks to its **roadshows planned throughout the year**, TUTTOFOOD aims to connect with major private and institutional players in various target markets. These networking events facilitate the development of effective and lasting partnerships, destined to become genuine business opportunities for those experiencing the trade show, whether as visitors or exhibitors.



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 X TuttoFood Milano

# DISCOVER TUTTOFOOD



## OFF-SHOW EVENTS 2025 MILANO

Milan welcomes  
Tuttofood's off-show

The 2025 edition of TUTTOFOOD pursues the goal of bringing the food experience outside the exhibition, with the full involvement of the splendid city of Milan. This takes place through the **federation under a single comprehensive program of all the food-themed events organized downtown** concurrently with the exhibition, thanks to the collaboration with exhibitors, Out of Home entrepreneurs, not to mention public bodies and associations. Thus, the most iconic locations in the city become venues for **networking, training and showcase events** that celebrate the importance of the value of food. Brands can take advantage of this opportunity to present themselves to a professional audience in different and pervasive forms of communication, enhancing their presence at the exhibition and therefore attracting **new buyers and businesses** interested in what they offer.

### HOW TO GET FIERAMILANO

#### UNDERGROUND

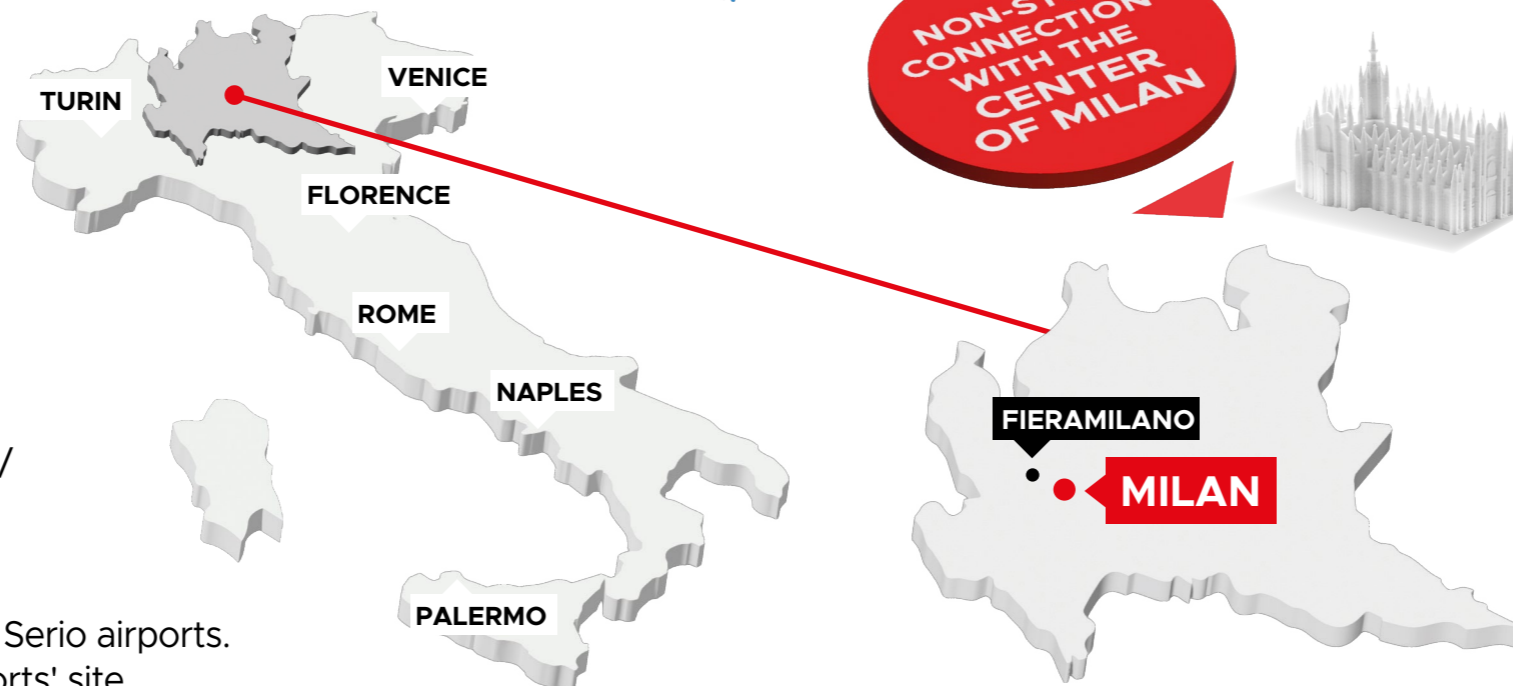
Tube ATM Red Line  
trains headed to M1 Rho-Fieramilano

#### TRAIN

High speed / Regional / Fast Regional /  
Trenord S5/S6/S11 - Rho Fiera Station

#### AIRPORT

Bus from Linate, Malpensa and Orio al Serio airports.  
**More info:** visit Milan or Bergamo airports' site





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INTERNATIONAL  
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**5|8MAY.2025**

**11|14MAY.2026**

