

TUTTOFOOD INTERNATIONAL FOOD EXHIBITION **MILANO** MAY 5 | 8 MAGGIO. 2025

TUTTOFOOD MILAN 2025: THE EVENT OF SUSTAINABILITY AND CONSCIOUS CONSUMPTION

The international food and beverage fair, scheduled for May 5th- 8th 2025 in Milan, has brought together U.S. market players in New York to present its new global format.

New York, June 26th, 2024 - TUTTOFOOD Milan's tour among the planet's major food hubs is going on. The major global food event, organized by Fiere di Parma starting with the next edition was officially presented on Monday night at the Standard Hotel in New York, on the end of the second day of the Summer Fancy Food. To introduce themes and contents of the next edition to the top operators of the American market, Fiere di Parma's staff chose "The Italian Aperitivo!" a well-established itinerant networking format, developed in collaboration with Agenzia ICE, that has accompanied the global promotion of the event over the past year.

It was attended by more than 220 operators, including buyers, representatives of foreign Trade Promotion Organizations and companies, as well as prestigious food journalists and several Italian correspondents in New York. Among the institutional guests of this penultimate date of the roadshow (which will close in Paris in October), there were the President of the Emilia-Romagna Region and newly elected to the EU Parliament, Stefano Bonaccini and the Councillor for Agriculture, Alessio Mammi, to emphasize two aspects: first, the central role that Fiere di Parma plays in the promotion of Italian exports, and second, the affirmation of Italy itself as a European and world leader in the promotion of new models of consumption. The event benefited from the collaboration of the ALMA International School of Italian Cuisine and the Emilia-Romagna Region.

"New York is a crucial landmark of our roadshow," recalled **Riccardo Caravita, Food & Beverage Brand Manager of Fiere di Parma**. "The United States, in fact, represents a privileged channel for so many Food & Beverage commodities arriving from Italy and the entire European Union; they are, therefore, a very dynamic laboratory - and all to be explored - for GI products as well as for all those companies capable of interpreting food trends with an eye on sustainable consumption and socially responsible behaviour. TUTTOFOOD Milan, in its renewed global guise, aims to gather all these starting points and transform them into concrete opportunities for international exhibitors, enabling them to open a pathway to new target markets: what makes the difference is the expertise we bring to each fair, selecting thousands of extremely qualified top buyers from all over the world. These professionals," **Caravita** concludes, "will find at TUTTOFOOD 2025 tens of thousands of

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products capable of crossing consumption trends and becoming standard bearers of a true European food model on global markets."

TUTTOFOOD 2025 will maintain the special bond with the city of Milan, that will be clear already walking around the pavilions of the fair, and then will expand to all the most iconic places of the city, thanks to a rich calendar of activities and experiences that will be developed in a "FuoriSalone" key. Also: the new global characterization of the fair and the opening of two new pavilions dedicated to food from the World, make TUTTOFOOD the main candidate to pick up the legacy of values and that distinctly European dimension that Expo 2015 had left as An heritage to the city of Milan. For four days, therefore, all the major national and international players in the food sector will convene in the Milanese capital. The real challenge of TUTTOFOOD is precisely to characterize itself as a global and permanent table on the hot topics of the food industry of the future: among them, the new consumption trends, the principles of environmental, social and economic responsibility of food production and the boost of the companies toward more conscious and sustainable consumption behaviours.

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