

International  
Fine Food  
& Beverages Fair

IFEMA  
Madrid



36

April,  
17 — 20  
2023

Madrid,  
Spain



ENGLISH  
VERSION



gastro\_digital



#SG23

SALÓN  
GOURMETS



International Fine Food and Beverages Fair, leader within the European gourmet industry and one of the most prestigious of the world in its kind.

With a history of 35 editions since 1987, ever-increasing figures and a distinctly trade oriented spirit, this professional event is aimed at national and international visitors from HORECA, Agri-food and beverage distribution and retail industries, specialised press and media.



# Welcome to Salon Gourmets,<sup>(SG)</sup> the leading European trade fair for delicatessen products.

2023 Forecast VS (\*Results 2022)

+100.000 (vs 80.421\*)

Trade visitors  
(+7,4% vs 2021)

+2.000 (vs 1.611\*)

Exhibitors  
(+4,1% vs 2021)

65.000 (45.636 m<sup>2</sup>\*)

Exhibition surface

5 Halls (vs 3 en 2022\*)



+12.000 (vs 10.443\*)

International buyers from

+70 (vs 65\*)

countries



Watch the  
35 SG video

Professional Visitors\*



Exhibitors\*



Exhibitors

92%

of the Exhibitors is planning to repeat their participation at the next edition of Salon Gourmets

89,5%

endorse Salon Gourmets

74,7%

is satisfied with the contacts made

71,1%

satisfied with the quality of the visitor

Distribution by subsectors

Wines

31%

Beverages

14%

Chocolate, Sweets, Honey & Jam

14%

Canned

14%

Oils

12%

Charcuterie

10%

Condiments & Sauces

10%

Convenience Foods

10%

Fresh Products

10%

Cheese and Dairy Products

7%

Smoked and Salted Products, Dried Fruits & Pickles

7%

Cereals, Rice, Pasta & Pulses

3%

Non Food

3%

\*Data validated by external audit.

The data indicates the percentage of exhibitors presenting products in the corresponding category.



## 2022 International Showcase

### Countries:

Argentina  
Algeria  
Austria  
Belgium  
Finland  
France  
Germany  
Greece  
Iran  
Italy  
Japan  
Mexico  
Netherlands  
Norway  
Poland  
Portugal  
Switzerland  
Turkey  
United Kingdom  
Ukraine



**+200** (vs 120)

International  
Buyers invited  
by SG  
(Hosted Buyers  
Program - HBP)

**+3.000** (vs 2.400)

Business Meetings  
(only HBP)

Expand your  
business worldwide

Meet international  
decision makers

An area of  
+1.000 m<sup>2</sup> for  
matchmaking  
meetings

Create your own  
agenda.



**ICEX**



## Testimonials

“Salon Gourmets explains the history of Spanish gastronomy at its most glorious moment. I believe that, by studying Salon Gourmets and Club Gourmets magazine, we can learn about the history of our country”.

——**Ferrán Adrià,**

elBullifoundation President

“35 years of Salon means that this experience has served to improve, to introduce something new every year and, of course, you can see the perfection that comes with time”.

——**Pedro Subijana,**

Akelarre Restaurant \*\*\* Michelin (San Sebastián)

“Salon Gourmets supports the profession, not only the chef, but the entire primary, secondary and tertiary sectors. It supports the economic engine that is gastronomy and the hospitality industry”.

——**Carme Ruscalleda,**

San Pau Restaurant \*\*\* Michelin - 2018 - (San Pol de Mar, Barcelona)

“I think it’s the connection between producers, cooking concepts, many concentrated ideas... and then you have the opportunity to access them during four days”.

——**Toño Pérez,**

Atrio Restaurant \*\*Michelin (Cáceres)

“It remains what it is, a very important meeting point for innovation, for knowing what’s going on, for keeping up to date”.

——**Elena Arzak,**

Arzak Restaurant \*\*\* Michelin (San Sebastián)

“It’s getting better and better, it’s getting more serious, people are enjoying it more, there are more companies to discover...”

——**Mario Sandoval,**

Coque Restaurant \*\* Michelin (Madrid)

“I can’t conceive gastronomy without Gourmets. I can’t conceive today’s gastronomy, nor any other; nor the bases neither the pillars of gastronomy without Gourmets”.

——**Íñigo Pérez,**

Urrechu & Zalacain Restaurants (Madrid)

“I think we should be grateful for the effort made, for its commitment to the national product and to the promotion of gastronomy and chefs; and, therefore, I believe that it is a reference group in this country”.

——**Pedro Larumbe,**

Larumbe Group (Madrid)

“We are very, very happy to be here. It’s an excellent fair. The hospitality’s been amazing, the staff is really great and, obviously, seeing all these amazing products has been really exciting for us”.

——**Maria Roemer,**

Senior Business Development Manager,  
De Medici (United States of America)

“Always to discover new things, new products, new producers... See trends, but also see what happens in the delicatessen world”.

——**Daniel Rietdorf,**

CEO, Manger Trouvé, (Germany)

“From our blunt perspective, the quality of products in Salon Gourmets is so high, it is amazing”.

——**Andrew Gray,**

Owner, Raw Materials (Australia)

“The fair itself is organised for us, for buyers, in just perfect conditions. Everything is taken care of, and the meetings are very nice, and you can go taste the products, so I really find it very, very useful for us”.

——**Margarita Kromiene,**

Chief of Retail Assortment Management,  
Mineraliniai Vandenys (Lithuania)

“The organisation of the Business Center is really great. Everyone is really coordinating, helping me out with every need I need”.

——**Audrey Kwan,**

Purchasing Director, Spain Gourmet Canada  
(Canada)

“Meetings are efficient, they have made good matches I feel like so far, so I have had great meetings that I would not have otherwise found from myself, so I am very pleased”.

——**Kay Michaels**

Purchasing Director, Regalis Foods (United States of America)

“International expansion has begun with the first agreements signed at Salon Gourmets, with confirmed entry into the French and Italian markets”.

——**Conservas Leonardo,**

Launch of a new gourmet brand.  
Source: The Financial Food

Do you  
want to be  
part of the  
36 SG?

Participate with your own stand or with the ones provided by the Organisation, which include everything you need to exhibit. Share with us your space and branding requirements.

As an exhibitor, and free of charge, you can additionally benefit from our:

Media Impact

50.922.788

TV, Radio & Press

834.661.074

Internet & Social Media

840.966.819

Media Impact

9.652.693 €

Social Media Impact

Data 35 edition.



Source: Onclusive (Kantar Media)

## Business Center\*

Meet the international buyers that we have specifically selected and invited. (\*for stands above 9 m<sup>2</sup>).

## Innovation Area & Organic Exhibition Area

Highlight your new and organic products within the showcase that brings together the latest innovations of the industry and enter the competition for the Salón Gourmets Awards.

## Communication

Through Grupo Gourmets media (Club de Gourmets Magazine, GourmetsTV, Social Media, Newsletters, Catalogue, gourmets.net website and our Official App).

## Sponsorships

Advertising

## Show Cookings

Presentations

## Conferences

ADDITIONALLY

Optimise  
your brand  
presence by  
requesting info of:

36 Salon Gourmets

## Technical Data

ORGANISED BY

Grupo Gourmets  
(Progourmet, S.A.)  
T (+34) 915 489 651  
[www.gourmets.net/salon](http://www.gourmets.net/salon)

Exhibitor's Services  
[infosalon@gourmets.net](mailto:infosalon@gourmets.net)

WHEN

36 Salon  
Gourmets  
2023

Monday, April 17  
10:00 am–7:00 pm

Tuesday, April 18  
10:00 am–7:00 pm

Wednesday, April 19  
10:00 am–7:00 pm

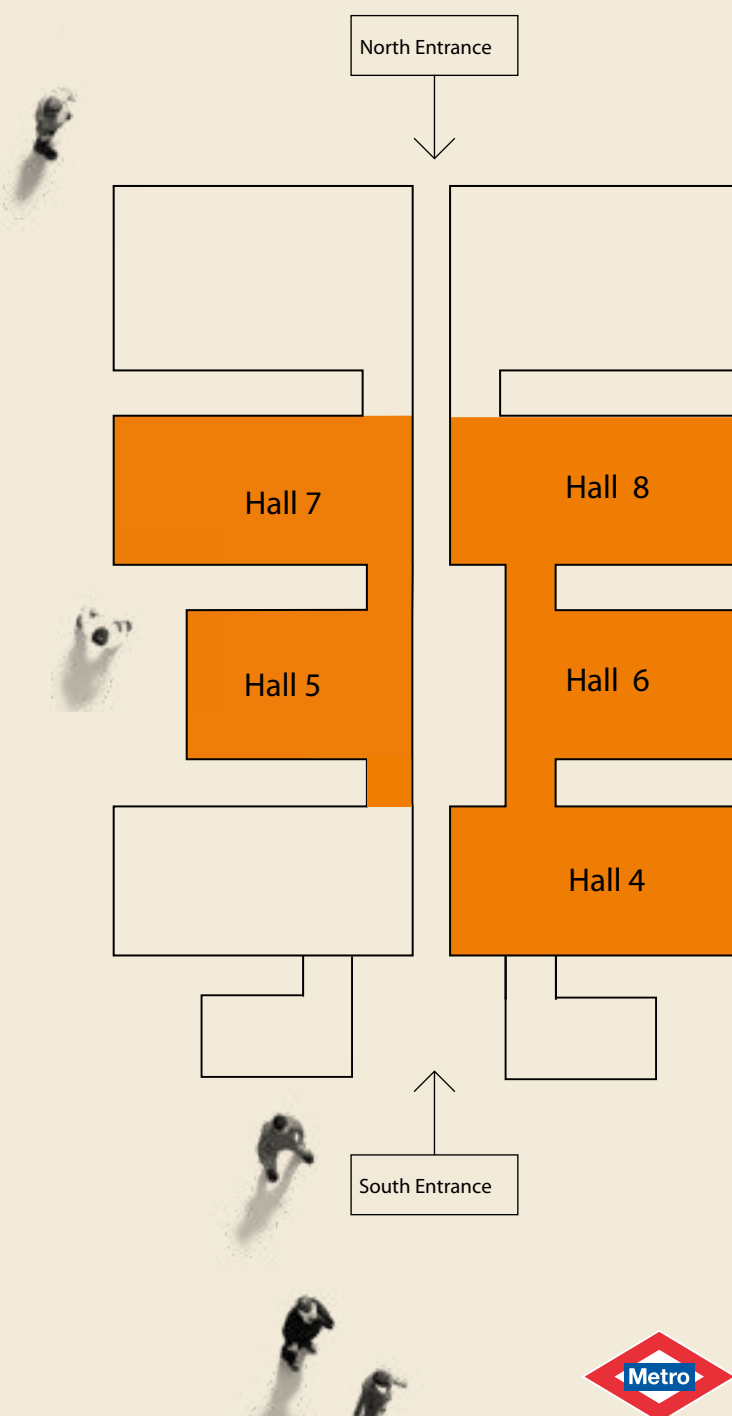
Thursday, April 20  
10:00 am–5:00 pm

WHERE

IFEMA MADRID  
EXHIBITION CENTER  
Av. Partenon, 5  
28042 Madrid  
Spain



Watch the  
35 SG video



Airport Adolfo Suárez  
Madrid-Barajas L8 / 13 min

Plaza de Castilla L9-L8 / 29 min

Plaza de España L10-L8 / 30 min

Nuevos Ministerios L8 / 19 min

36 Salon Gourmets

## Sponsors

Organisers / Media partner

Grupo  
Gourmets



CLUB  
DE  
GOURMETS

Sponsors



OFFICIAL BEER



OFFICIAL WATER



CASTILLA Y LEÓN



CAFÉ OFICIAL



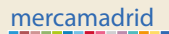
Co-Sponsors



Collaborators



ICEX



Alimarket



SG cooperates with



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