

International
Fine Food
& Beverages Fair

IFEMA
Madrid Exhibition
Center
Juan Carlos I



34

June,
21 — 24
2021

Madrid,
Spain



SALON GOURMETS

gavira_dis



#34SG

ENGLISH
VERSION

Welcome to Salón Gourmets,^(SG) the leading European trade Fair for delicatessen products.



International Fair for Fine Food and Beverages, leader within the European Gourmet industry and one of the most prestigious of the world in its kind. With a history of 33 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, specialized press and media.



Results 2019

107.050

Trade Visitors (+18,7% vs 2018)

2.024

Exhibitors (+26,3% vs 2018)

61.257 m²

Exhibition surface (+19,4% vs 2018)



15.340

International buyers from

70

countries



[Watch the 33-SG video](#)



External audited data.

Professional Visitors

Activity

HORECA

49,70%

Retail
Distribution

20,4%

Agri-Food
Distribution

9,9%

Agri-Food
Industry

5,7%

Administration

2,5%

Press

1,7%

Others

10,10%

Job function

36,7%

Owner, President, CEO,
General Manager

24,9%

Purchasing Manager,
Sales - Marketing Manager,
Export Manager, Sales
Account

38,4%

Purchasing
Department, Sales
Representative, PR
-Communication,
Marketing & Sales
Department, Technical
Departments and others

Visitor's satisfaction

98,7%

of visitors is satisfied with
their visit





Exhibitors

91,8%

Is planning to repeat their participation at the next edition of Sal3n Gourmets

82,7%

Endorse Sal3n Gourmets

81,1%

Is satisfied with the contacts made

Exhibitors

Distribution by sectors

Wines

30,74%

Charcuterie

25,79%

Cereals, Rice, Pasta & Pulses

25,28%

Beverages

24,54%

Preserves

23,75%

Chocolate, Sweets, Honey & Jam

23,61%

Spices, Condiments & Sauces

22,23%

Dairy, Ovo Products & Cheese

21,57%

Smoked and Salted Products, Dried Fruits & Pickles

20,85%

Oils

19,79%

Convenience Foods

17,48%

Non food

14,25%

Fresh Products

13,88%

Pat3s & Foie-gras

13,19%



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

International Showcase

Origin

Argentina
Austria
Belgium
Canada
Chile
Colombia
Ecuador
France
Germany
Greece
Hungary
Indonesia
Iran
Italy
Japan
Latvia
Netherlands
Norway
Peru
Portugal
Russia
Spain
Switzerland
Thailand
USA
United Kingdom



Business Center

130

International Buyers invited by SG (Hosted Buyers Program)

+2.600

Business Meetings (only HBP)



- Expand your business worldwide.
- Meet international decision makers.
- Create your own agenda.
- An area of 1000 m² for match making.

I think the range of producers at the fair is fantastic.

— **Timothy Broderick**

Park & Shop Great Food Hall, Hong-Kong

It is the only fair in Europe within the Premium segment, that has been consolidating due to its great commercial activity.

— **TVE**

We are super happy, we have been visited by distributors, people from outside of Spain, restaurant owners...

— **Juan Vicente Casanova**

Espicy, Madrid

I have seen a wide variety of innovative and creative products, which are not currently on the market. The quality of the product is top notch and I am looking forward to launching them in the United Kingdom.

— **Adrian Boswell**

International Purchasing Director at Selfridges, London

We've been participating since decades. We are delighted, there is a lot of offer from new clients, so we will not miss it.

— **Paloma Oliva**

La Chinata, Palencia

This trade show is renowned internationally for its gourmet products.

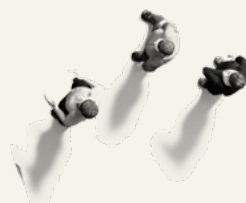
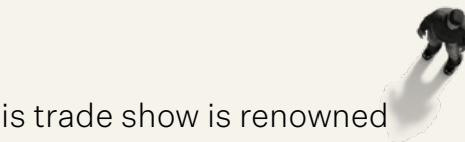
— **Ttiyaporno Boonsiriya**


Minister Counselor Embassy of Thailand, 'Country of Honor' 33 SG

It stands out for the magnitude it has acquired, the interest of its visitors and the number of exhibitors.

— **Pedro Subijana**

3* Michelin, Chef owner Restaurante Akelarre, San Sebastian





The Salón Gourmets, according to the companies, is worth while and it is clear to us that we must participate since we are selling.

—— **Isabel Elizalde**

Former Minister of Rural Development, Environment & Local Administration, Navarra

The Salon Gourmets is the European event exclusively focused on delicatessen products.

—— **La Sexta TV**

Premium Gastronomy is on the rise, the quality product, today, is setting the trend; gastronomy is culture.

—— **TVE 24 H**

It is very impressive to see the huge attendance. You can detect high commercial activity!

—— **Marta Higuera**

Former President of MercaMadrid & Former Deputy Mayor of the City Council of Madrid

The outcome of the fair is very good and getting better with each edition and for us it is vital to promote new products.

—— **Ana Martínez**

Sales Director at Ahumados Nordfish

This Salón is very useful for us, it is a great advantage.

—— **Naoto Watanabe**

Executive Director at TOHO, Japan

**Do you
want to be
part of the
34 SG?**

Participate with your own stand or with the ones provided by the Organization, 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

72.368.000

TV, Radio & Press

946.643.200

Internet y Social Media

948.233.200

Social Media Impact

9.833.796 €

Economic Impact Value



Source : Kantar Media

Business Center*

Meet the international buyers that we have specifically selected and invited.*(For stands above 6m²)



**Innovation Area &
Organic Exhibition Area**

Highlight your products within the showcase that brings together the latest innovations of the industry and enter the competition for the Gourmet Salon Awards.



Communication

Promote your participation with the support of Grupo Gourmets (Club de Gourmets Magazine, GourmetsTV, Social Media, Newsletters, Catalogue, gourmets.net website and our Official App).

Optimize
your Brand
Presence by booking:

Sponsorships

Show Cookings

Advertising

Tasting rooms

Conferences

Application for Admission

34 SALÓN GOURMETS

Mon 21, Tue 22, Wed 23
10 am-7 pm

Thu 24
10 am-5 pm

June
2021



Internal
Regulations

Exhibiting Company Data

Brand name for Catalogue:

Address:

City:

State:

Post Code:

Country:

Phone:

www.

e-mail:

Billing Data (if different from above)

Company:

Address:

City:

State:

Post Code:

Country:

VAT:

Contacts

Regular contact

Administration

Communication

Name:

Last Name:

e-mail:

Mobile:

Position:

Space Request

Registration Fee* – 55 € / m² 55 € x m² = €

Space Only Rental Fee – 241 € / m² 241 € x m² = €

Fitted Stand** (from 9m² on) – 85 € / m² White Black Beech € x m² = €

Official Design Stand** (from 12m² on) – 165 € / m²

Corners*** € x m² = €

1 corner – 24,1 € / m² (2 sides open)

2 corners – 48,2 € / m² (3 sides open)

(* Includes: administration fees, processing and pre-reservation. Attach bank payment receipt. No allocations will be offered until the payment of the Registration Fee has been satisfied. (** See equipment in Internal Regulations. (***) Corners will be assigned based on a minimum of m² booked and needs of the Organisers.

Other exhibiting options

The Gallery**** – 1.750 € / unit units = €

Wine Lounge**** – 2.750 € / unit

The Best Wines of the Gourmets Wine Guide**** – 2.400 € / unit

Subtotal = €

10% VAT = €

Total = €

(****) See specific conditions of each model.

NOTE: A minimum of participants is required for this areas.

I have read and agree to all stipulations and annexes of the [Internal Regulations](#).

Full name

Date

Signature and Company stamp

To be returned, signed and scanned to: infosalon@gourmets.net

PROGOURMET, S.A. C/ Aniceto Marinas, 92. 28008 Madrid, Spain. Tel: +34 915 489 651 Fax +34 915 487 133.

This form is an Admission's Request and does not allow you to exhibit at Salón Gourmets. All Requests will be submitted to the Committee, the only one responsible for its definitive acceptance without any obligation to justify their decision.

Technical Data

ORGANIZED BY

Grupo Gourmets
(Progourmet S.A.)
T (+34) 915 489 651
gourmets.net/salon

Exhibitor's Services
infosalon@gourmets.net

WHEN

34 Salón Gourmets 2021

June Monday 21
10:00 am–7:00 pm

June Tuesday 22
10:00 am–7:00 pm

June Wednesday 23
10:00 am–7:00 pm

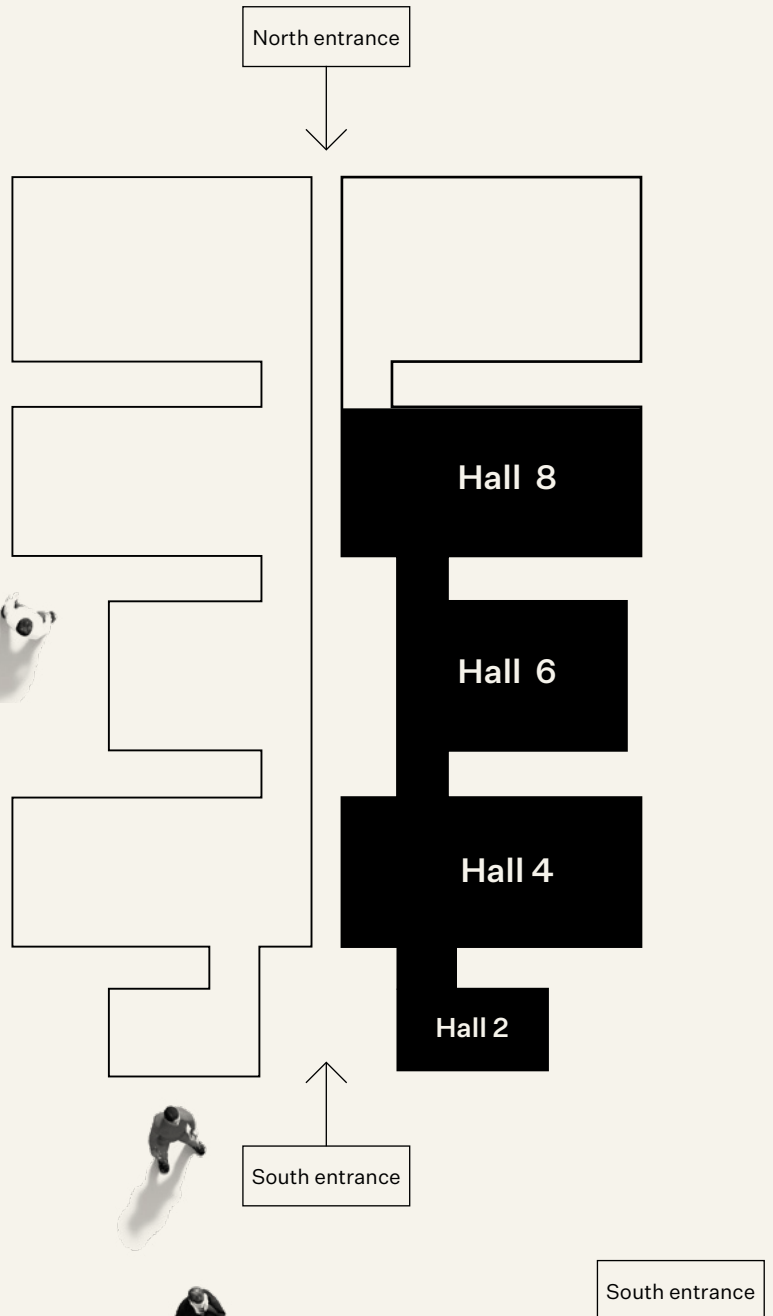
June Thursday 24
10:00 am–5:00 pm

WHERE

IFEMA
Madrid Exhibition Center
Av. Partenon, 5
28042 Madrid
Spain



[Watch the 33-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

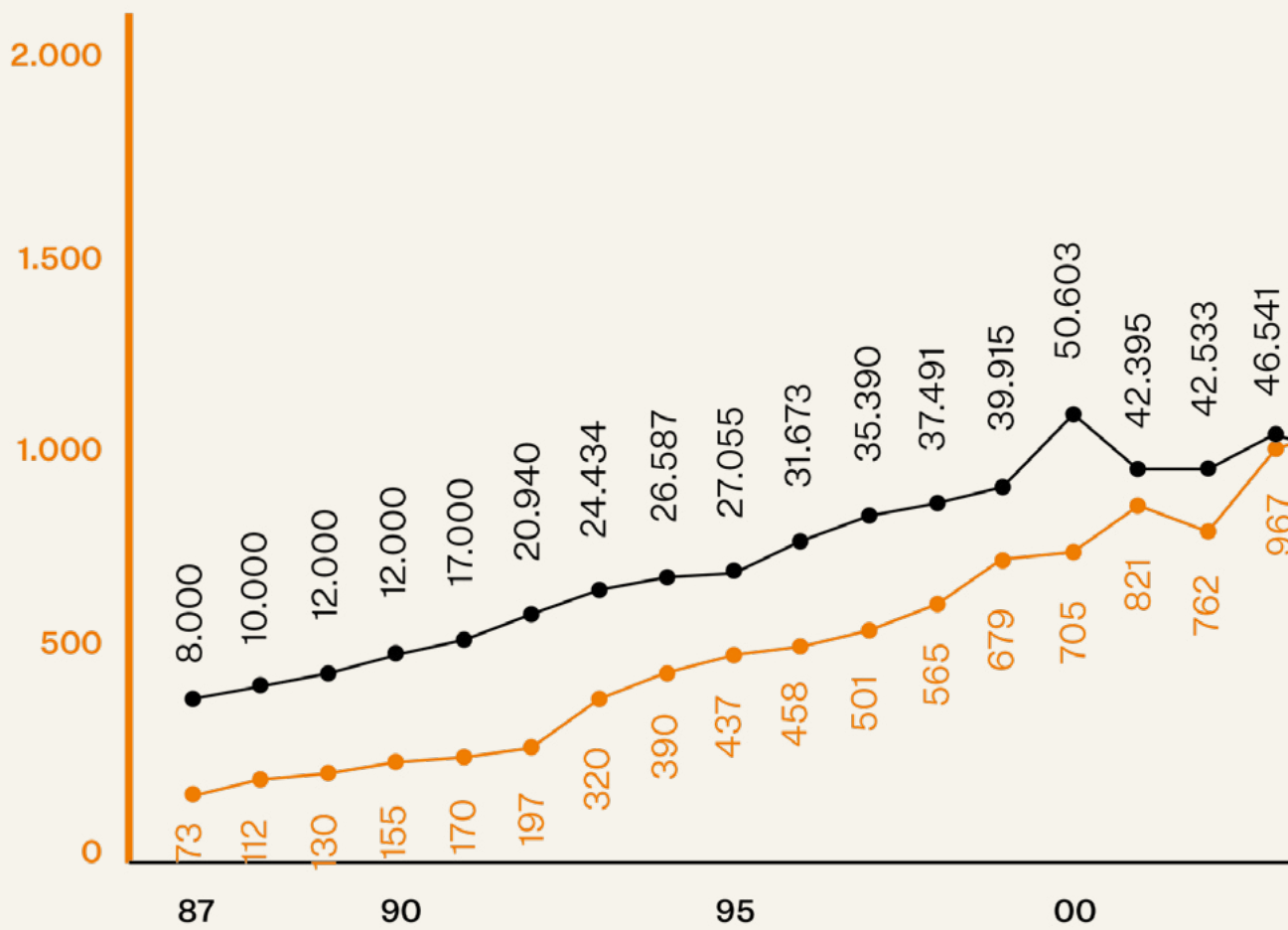
Exhibitor's calendar

Registration	Complete the Application Form. The Organizers will contact you and assign you a reservation number (mandatory for allocation).	
Payments	Registration fee	By submitting application
	1st Payment due	January 15, 2021
	2nd Payment due	March 19, 2021
	Booking of monographic spaces	Payment in full with the application form
Services	Booking and payment of Services and/or additional Equipment, Delivery of the technical project for the Free Design Stand. Delivery of logos for the graphics for the Official Design - Fitted - Gallery - Pizza Gallery stands.	Until May 7, 2021
Catalogue	Printed version	Until May 21, 2021
Innovation Area	New Products Exhibition Area (free of charge)	Until May 21, 2021
	New Products remittance to SG (C/ Aniceto Marinas, 92. 28008 Madrid - Spain)	From May 24 to 28, 2021
	New Products removal from 5:00 pm to 6:00 pm (The products not collected within this period, may not be claimed and the Organization is exempt of any responsibility)	June 24, 2021
Organic Exhibition Area	Organic Products Exhibition Area (free of charge).	Until May 21, 2021
	Organic Products remittance to SG (C/ Aniceto Marinas, 92. 28008 Madrid - España)	From May 24 to 28, 2021
	Organic Product removal from 5:00 pm to 6:00 pm (The products not collected within this period, may not be claimed and the Organization is exempt of any responsibility)	June 24, 2021
Business Center (BC)	Business Center Registration	From April 26 to May 9, 2021
	Meetings request	From May 17 to 31, 2021
	BC Agendas reception	From June 7, 2021
Assembly	Free Design assembly from 8:30 am to 9:00 pm	From June 17 to 20, 2021
	Hand key stands Delivery (except for free desing stands). From 12:00 am onwards	June 20, 2021
Disassembly	Friday from 8:30 am to 9:30 pm and Saturday from 8:30 am to 2:00 pm	From June 25 to 26, 2021
Goods	Goods reception from 8:30 am to 10:00 am	From June 21 to 24, 2021
	Mandatory goods removal, from 5:00 pm to 9:30 pm	Thursday June 24, 2021



1987-2019

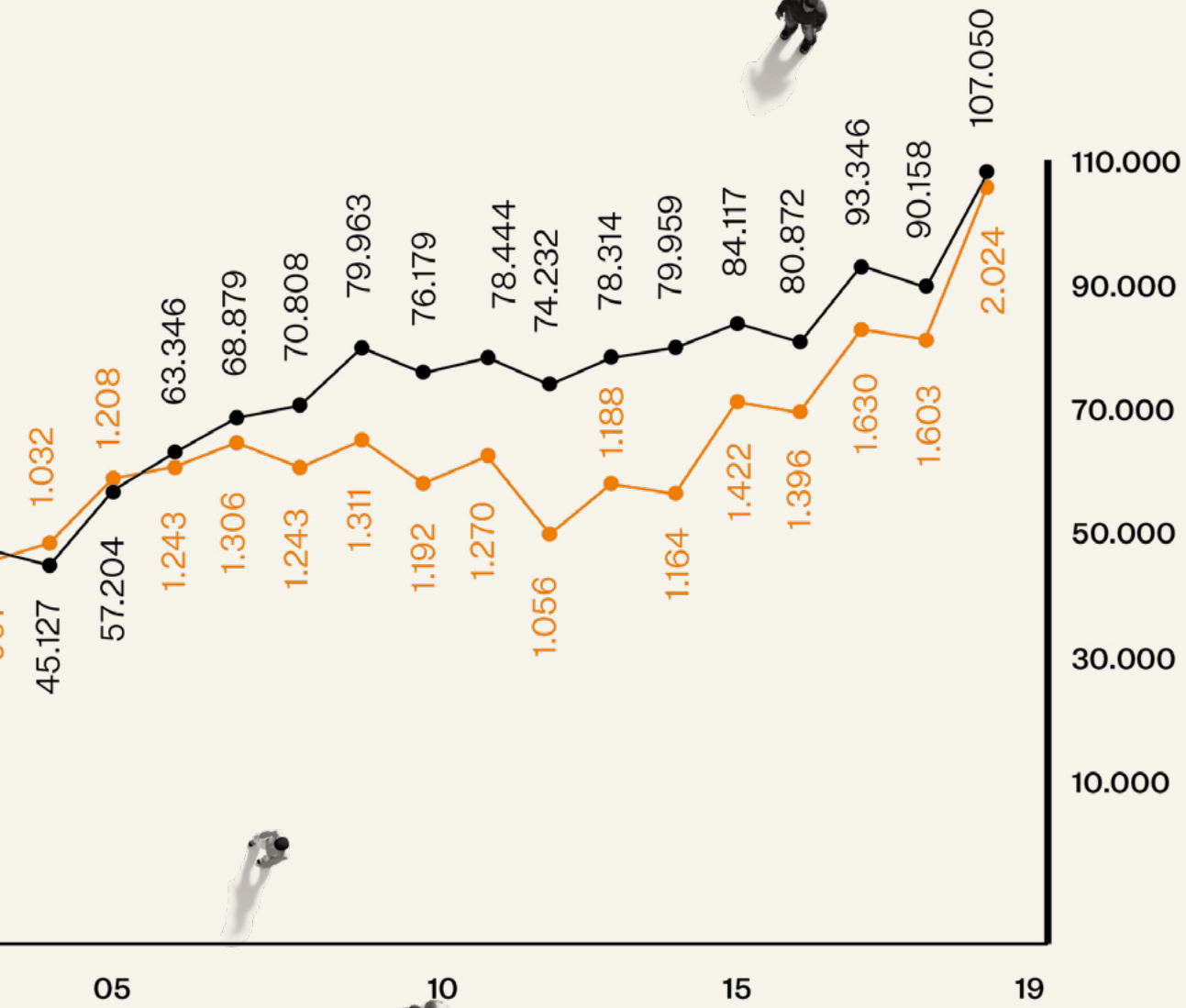
- Visitors
- Exhibitors





See video ▶

40 Anniversary
Grupo Gourmets



Sponsors

Organizer / Media partner

Grupo
Gourmets



CLUB DE
GOURMETS

Main Sponsors



Official Beer



Official Water

Sponsors



CASTILLA Y LEÓN

#alimentosdespaña



INVITED REGION



DANIEL SORLUT
OSTRAS



Canada



Co-Sponsors

Protos



Partners



SG Collaborates with



ORGANIZED BY

Grupo Gourmets

(Progourmet S.A.)
T (+34) 915 489 651
gourmets.net/salon

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↙
(+) Watch the
33 SG video