

SALÓN GOURMETS

SALON GOURMETS MORE INTERNATIONAL THAN EVER: TODAY THE PROTAGONIST IS NEW BRUNSWICK, DELICIOUSLY CANADIAN

Until tomorrow, Thursday, April 25, Ifema Madrid hosts the 37th edition of Salón Gourmets, the largest showcase of high-end products and trends in the gastronomic sector, with an expected attendance of more than 100,000 professionals

The Canadian province of New Brunswick has showcased the richness of its coasts and seafood products through various show cookings and activities at this important fair



Madrid, April 24, 2024 - Salón Gourmets, the most exclusive fine food and beverages fair in Europe, has returned to Ifema Madrid more international than ever. Today, on the third day of this 37th edition, one of the protagonists has been the Canadian province of New Brunswick that has showcased the richness of its coasts and **seafood products** through different **show cookings** by the brand New Brunswick: Deliciously Canadian, administered by the Department of Agriculture, Aquaculture and Fisheries of New Brunswick. The brand promotes the Canadian province's main seafood and agri-food products in international markets, raising awareness of their great potential and richness.

Some of the activities were conducted by famed chef and influencer Dennis Prescott, well-known presenter of Restaurants on the Edge on Netflix and History Channel's The Food That Built America, who has shown the versatility of products such as **lobster**, caught in virgin Atlantic waters and whose export represents more than half of the world's supply of frozen lobster. Other delicatessen such as **snow crab, Atlantic salmon, herring, oysters or sweet-tasting cold water shrimp** have been present in chef Prescott's creations. In addition to these proposals, he has also created

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delicious **live recipes with other Canadian products** such as apples, wild and red cranberries or maple syrup, a standard-bearer of the country's gastronomy.

HOSTED BUYERS PROGRAM AND INTERNATIONAL PRESENCE

Salón Gourmets, the largest annual event in the gastronomy sector, is, above all, **a space for establishing commercial alliances and promoting exports** in a key sector of the Spanish economy. **One of its most powerful tools for this purpose is the Business Center**, a meeting point of a strictly commercial nature in collaboration with ICEX - Spain Exports and Investments, where exhibitors can hold business meetings with international buyers from the five continents and work on their internationalization thanks to the **Hosted Buyers Program (HBP)**. This is another step forward in facilitating the internationalization and expansion of exhibitor companies' business by offering this free service. **This year 250 buyers from 59 countries have attended holding more than 5,000 meetings.**

INTERNATIONAL VOCATION

Salón Gourmets has, since its inception, a strong international accent. Therefore, it has the Kingdom of Morocco as **Country of Honor**, our southern neighbor, which, throughout the four days of SG, is organizing tastings and show cookings around their dishes and typical gastronomic products. Among them is the Halal Show Cooking, an activity that will take place on Thursday 25 from 11:30 am to 1:30 pm in the Plató Gourmets (Hall 3) by chef Noé Badih, chef and owner of the restaurant La Perla Azul in Cordoba, and his sister, Hajar Badih.

Also present at this edition **are products of various nationalities brought by national and international exhibitors from Andorra, Argentina, Austria, Belgium, Canada, China and the Chinese administrative region of Hong Kong, Costa Rica, Croatia, Denmark, USA, Finland, France, Greece, Hungary, Iran, Italy, Japan, Mexico, Peru, Portugal, Switzerland, Thailand and Ukraine**, which has a space provided by the Organization, as well as thirteen foreign journalists who have come through Turespaña from Germany, Belgium, China, Denmark, Finland, France, Italy, Mexico, Norway and Sweden.

More information about Salón Gourmets: <https://www.gourmets.net/salon-gourmets>

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