



## Salon Gourmets rewards gastronomic innovation

The most awaited moment of the year for professionals in the gastronomic sector has arrived: the 12th Salon Gourmets Awards, that reward the creativity of the producers who participate in the SG.

The 37th edition will once again feature the Innovation Area, one of the largest displays of innovative quality products in the world. In 2024 we reach the 30th edition of this space for exhibitors in which, free of charge, they present their novelties (they have started their commercialization from April 2023) and this year will have more than 1,500 brand-new delicatessen foods and beverages in their showcases. Every year this area arouses special interest among the media and visitors.

The Jury of experts will be formed by David Martín Martín, director of institutional relations of Carrefour Spain; Íñigo Pérez, chef and founder of Grupo Urrechú; José Luis Yzuel, president of FEHR (Spanish Hospitality Federation); María Naranjo, director of the Agri-Food Industry of ICEX, Spain Export and Investment; Pedro Larumbe, chef and founder of Grupo Larumbe; Purificación González Camacho, deputy director general of Food Promotion of MAPA and Veronica Puente, international director of FIAB (Spanish Federation of Food and Beverage Industry).

Among all the products exhibited, the Jury will choose those that have stood out in the following categories:

- **Innovation:** That which represents a breakthrough for the sector.
- **Presentation:** The most aesthetic, functional, recyclable or biodegradable.
- **Versatility:** The one that enriches the gastronomic heritage thanks to its multiple applications.
- **Best Organic Product:** The most nutritionally complete organic food or beverage.

During the morning of Tuesday, April 23, the jury will choose the three best in each category and finally on **Thursday, April 25 at 11:00 a.m.** the prizes will be awarded to the winners.

**#SG24**