

SALÓN GOURMETS

THE 37TH EDITION OF SALON GOURMETS, THE LEADING FINE FOOD AND BEVERAGE FAIR IN EUROPE, OPENS ITS DOORS

From today until next Thursday, April 25, Ifema Madrid hosts the 37th edition of Salon Gourmets, the largest showcase of high-end products and trends in the gastronomic sector, with an expected attendance of more than 100,000 professionals.

Its 65,000 m² distributed in five halls will host nearly 2,000 exhibitors, 55,000 products, including 1,328 new products, organic, vegan and gluten-free, and more than a thousand activities including competitions, tastings and show cookings.

Begoña García Bernal, Secretary of State for Agriculture and Food of the Ministry, María Inmaculada Sanz Otero, Deputy Mayor of Madrid City Council, and Karima Benyaich, Ambassador of the Kingdom of Morocco, today chaired the opening ceremony which was also attended by Francisco López Canís and Francisco López López-Bago, honorary president and president and CEO of Grupo Gourmets, respectively.



Madrid, April 22, 2024 - Salon Gourmets, the most exclusive Fine Food and Beverages Fair in Europe, returns to Ifema Madrid from April 22 to 25, with Estrella Galicia as the official beer and Cabreiroá as official water, to turn the capital, for four days, into the epicenter of world gastronomy. Last year alone SG had **116,257 visitors and generated more than € 236 million** in direct and indirect turnover. This year they expect to beat record figures.

Francisco López Canís and Francisco López López-Bago, honorary president and president and CEO of Grupo Gourmets, respectively, were in charge of welcoming the dozens of personalities who attended the inauguration. **Begoña García Bernal, Secretary of State for Agriculture and Food and María Inmaculada Sanz Otero, Deputy Mayor of Madrid City Council**, have made the opening speeches after which, the institutional delegation has toured the five halls that are part of this edition. "Thanks to Salon Gourmets for organizing this fair and for giving us such a powerful showcase to exhibit the Spanish agri-food sector demonstrating once again that in Spain we have exquisite products of high quality. We are the tastiest country in the world; we have 381 Differentiated

SALÓN GOURMETS

Quality Labels, 212 DO and PGI, 146 DO wines and 19 spirits with PGI and 4 agri-food products with a Traditional Specialty Guaranteed mention", explained Begoña García Bernal during her speech. Personalities related to agricultural and fishing production, as well as numerous ambassadors from different countries, including Karima Benyaich, ambassador of the Kingdom of Morocco, were also present at the official inauguration; the retinue toured the different stands of all the participating regions, as well as the thousands of exhibitors, both national and foreign, that are part of the 37th edition of Sal3n Gourmets.



FOUR DAYS, FIVE HALLS

Throughout the four days of SG, around 2,000 national and international exhibitors will present some 55,000 unique products and more than 1,000 activities will be held, including competitions, tastings and show cookings. The 65,000 m² of total area occupied this year by SG, which in this edition will have **Morocco as Country of Honor and Andalusia as Guest Community**, host the usual thematic areas of the event. Among the most popular and crowded are the **28th Wine Tunnel / MAPA, where you can taste the best single varietals of the country; the space the Best of the Gourmets Wine Guide (LMG), which brings together the wines with a rating equal to or higher than 90 points and that are part of the Honor Roll of the 39th Gourmets Wine Guide 2024; the 6th EVOO Tunnel / MAPA, dedicated to the culture of Extra Virgin Olive Oil; and the Cheese Tunnel, with the 100 finalists of GourmetQuesos. Also noteworthy are the Innovation Area, where you can find the latest market launches, and the Organic Exhibition Area, focused on organic products. The latter have great weight in this new edition with more than 200 products on display, among which can be found from wines, cheeses, meats, preserves, pastas, breads, oils, coffees and chocolates to curiosities such as a gin, Sikkim Limon Ecological, made with lemons from Murcia or YOI mineral water, which uses plant-based materials (starch, flax shells, sugar cane) to produce the first compostable water bottle in Europe.**

NEW PRODUCTS IN LINE WITH THE EMERGING TRENDS.

In terms of novelties, this edition **has curiosities for all tastes**. For those with a sweet tooth, a **dark chocolate with cecina from Le3n, from the firm El Arriero Maragato; the Enrique Tom3s ham nougat from Torrons Vicens, made from roasted almond praline and ham with chopped almonds; black truffle chocolates (Tuber melanosporum) from the Aragonese firm Manjares de la Tierra and even a black cocoa beer, Mayk's Hell Craft Beer, from Chocolates Maykhel. Other beverages worth discovering include Lact3e Siderit vodka, made from the fermentation of milk sugars; Currach whisky, the first in the world to use barrels carbonized with algae in its production; Liber Single Malt, the first Spanish single malt, made with water from the Sierra Nevada snowmelt in Granada or CAB-RON rum, aged in Jerez in oak casks filled with Oloroso Viejo Seco, Bourbon and Pedro Xim3nez and whose bottle, a pirate skull, bears the signature of the artist Jos3 Pi3ero, who specializes in designing tableware and glassware for Michelin stars such as Dabiz Mu3oz, the Roca brothers or Ferran Adri3.**

In this edition and in line with consumer trends, vegan and gluten-free products also have special relevance. Among the former, vegan cheeses stand out, made with nuts and natural ferments: **a Camembert type from the Alicante firm Mommus, which has twice been recognized as one of the ten best vegan cheeses in the world by the international platform Abillion, and Simply Blue from the Andalusian brand Nutty Artisan Foods, a plant-based alternative to Roquefort cheese, voted the World's Best Vegan Blue Cheese in 2022 and winner of a star in the Great Taste Award from the Guild of Fine Food in London. Gluten-free products include, among others, 3 Kilos Silver, the world's first carbon-filtered, vacuum-packed, gluten-free vodka, and Ra3 Cuadrada Blonde Ale, a**

SALÓN GOURMETS

gluten-free craft beer resulting from the efforts of two brothers, 4th generation of a family of bakers from El Barraco (Ávila), who in 2008 brewed Spain's first signature beer obtained from the maceration of malts and bread.

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

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NOTE: In order to attend Salón Gourmets, it will be necessary to present your ID card or identification document together with your press accreditation.

