



## Plenty of novelties

Salon Gourmets is the only event where all the trends and gastronomic novelties can be found. The 37th edition, which will have Estrella Galicia as its official beer, will feature more than **1,500 completely** innovative products that will mark the gastronomic pulse of the current year.

The more than **100,000 professionals** who will visit Europe's most exclusive International Fine Food and Beverages Fair will be able to discover in the **Innovation Area** the most surprising flavors, the most original packaging, versatile products or those that represent a breakthrough for both chefs and consumers. The **Organic Exhibition Area**, on the other hand, will showcase trends in sustainability, with organic products that exhibitors have just launched on the market.

The spacious showcases strategically display, with their business card, all the novelties presented by around **2,000 exhibitors** in this edition.

Yellowfin tuna with jalapeños, Asturian bean stew with chestnuts, sardines in salsa brava or with Carolina Reaper peppers (the hottest in the world), are just some of the most unique products, but they are not the only ones! because they will share space with Enrique Tomás ham nougat or Chupa Chups Strawberry & Cream nougat, which are sure to be present on more than one table next Christmas.

You can also find the first whiskey in the world that uses charred barrels with seaweed in its production and the first Spanish single malt, made with meltwater from Sierra Nevada (Granada). From the Caribbean comes CAB-RON rum, aged in sherry casks wrapped with oloroso aged dry, bourbon and pedro ximénez, gin cream with black truffle and cinnamon or a half gin half IPA beer, a distillate infused with hops.

Vegans have options such as plant-based cheeses, made with nuts and natural ferments, while the more environmentally conscious will find a mineral water in Europe's first compostable bottle made from plant-based materials such as starch, flax shells and sugar cane.

This selection is a small sample of the innovation that can be found, but the offer is so wide that it is best to be surprised by the variety of products at the 37th Salon Gourmets. We are waiting for you!

**#SG24**

**SALÓN  
GOURMETS**