



37 Salon Gourmets closes with record figures

Figures speak for themselves, the 37th edition of the International Fine Food and Beverages Fair has once again consolidated its position as one of the most exclusive in Europe, not only because of the number of exhibitors taking part - 1,980 and 106.923 respectively - and the products on display, more than 50,000, but also because of the media coverage generated by the event.

- 1.980 exhibitors
- 106.923 professionals visitors
- + 50.000 products
- 231 mill € business volume direct & indirect

Onclusive, the company in charge of monitoring the media, has calculated in its audit an audience of 4,214,240,532, which translates into an economic valuation of the media repercussion of € 23,211,515 euros, an increase of 8% compared to the previous edition. Press, radio, television and internet appearances totalled 4,800, including articles, reports, television pieces, interviews and reviews. Meanwhile, the audience on social networks increased to 73,030,000.

- 1.151 accredited journalist
- 4.214.240.532 audience
- 23.211.515 € estimated media impact value

A must-attend annual event

Salon Gourmets is the meeting point for gastronomy, where exhibitors and visitors come together, at least once a year, to showcase their new products -1,300 new products launched on the market in the last year were on display- and to catch up on their relationships, as José Ángel Mozos García, general manager of Serpeska, explains "the most important thing is that it continues to be the point of reference where you can meet clients and friends" and María Urrutia Ybarra, marketing director of CVNE "this new edition is a reunion with clients and an opportunity to meet ones and to present novelties".

SALÓN GOURMETS



Five halls at Ifema Madrid packed with products, almost 63.000m², or in other words, 9 football pitches dedicated to gourmet products. More than 1,200 activities spread over the 8 stages -Gourmets Auditorium, Gourmets Aula, Gourmets Stage, Pizzas Stage, Gastronomía Solidaria Stage, Gourmets Plateau, Comunidad de Madrid Stage and MAPA / The Tastiest Country in the World Stage - and the stands in the 5 halls of the last edition. Everything was broadcast on Gourmets TV, the Salon Gourmets streaming channel, which had 20 cameras and 50 technicians and journalists who conducted more than 300 interviews, so that the viewer did not miss anything of what was happening.

There are plenty of reasons to be part of Salon Gourmets, the fair of the fine product as the maximum exponent that year after year surpasses itself, what will be the surprise in its next edition? The bar is set high...

From 7 to 10 April 2025

Ifema Madrid

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