



7—10  
Abril 2025

Ifema  
Madrid



ACCIÓN Y  
COMUNICACIÓN

## THE MOST GROUNDBREAKING PRODUCTS ARRIVE AT THE 38TH EDITION OF SALON GOURMETS

Europe's most exclusive Fine Food and Beverages Fair will be held at Ifema Madrid from 7 to 10 April and will bring together, in six halls, more than 50,000 exclusive products from all over the world; for four days, sector professionals will discover the latest trends, from organic production to innovation in haute cuisine.

The combination of artisan techniques and creativity will give rise to surprising products that redefine classic flavours; the 38th edition of Salon Gourmets (SG) will be the perfect opportunity to discover curious proposals, such as liquid spring salt, nuts flavoured with Manchego cheese, paprika from La Vera and wasabi, panettone nougat or tequeños stuffed with calçots (a type of nougat).

**Madrid, february 2025.-** The latest developments in the global agri-food sector will be on show in Madrid from 7 to 10 April. The 38th edition of Salón Gourmets (SG) **will bring together more than 50,000 products from all over the world, ready to surprise the more than 100,000 professional visitors expected for this event.** In total, more than 2,100 exhibitors will fill the six halls of Ifema Madrid -3, 4, 5, 6, 7 and 8- during these four days in which Madrid will be the centre of attention. In this edition, Generalitat Valenciana will be the guest community and, as last year, there will be a special tribute to Ukraine, which will have a space provided by the Organisation.

Europe's most exclusive Fine Food and Beverages Fair will showcase the latest gastronomic trends in its two main areas: the Innovation Area, where the latest products will be on display, and the Organic Exhibition Area, which focuses on organic production. It will also hold show cookings, tastings, championships and congresses, which form part of the 1,200 activities that will take place; the perfect showcase for products and producers.

### FOR CLASSICAL PALETES...

SG is one of the most eagerly awaited trade fairs in the sector and the ideal place to discover those products we thought were impossible. One of the exhibitors ready to captivate visitors with its portfolio of products is Sal de Manantial Ancestral, a company from Navarre, at the foot of the Urbasa and Andía mountains, where the source of its spring and the salt pans where the salt is extracted every year are located. They are unique for their origin, a sea fossilised 220 million years ago; for their location, at an altitude of 700 metres in a pre-Pyrenean area, and for their production process, which is 100% handmade. Four innovative products will be presented at Salón Gourmets: almonds with paprika from La Vera and spring salt, Manchego cheese and spring salt flavoured cashew nuts and wasabi and spring salt flavoured peanuts -all roasted by hand-, in addition to liquid spring salt, ideal for salads or for a uniform and perfect distribution of the salty touch in meals.





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The canning companies also continue to break the mould, for example, Conservas Asensio, which stands out for its own production of canned vegetables, sauces and ready-to-eat products of premium quality; one of the products it will be presenting at the fair is its white tuna with wakame seaweed and soy sauce, ideal for people who appreciate Asian flavours. Also in line with the growing trend towards Japanese culinary culture, the genuine Zallo brand -a family company with a history of almost 100 years in the sector and especially focused on the production of white tuna, Cantabrian anchovy and other quality fish- is also presenting its own Japanese-style white tuna, which stands out for its delicate texture and umami flavour; the best white tuna from the Cantabrian Sea seasoned with wakame seaweed, soy sauce and teriyaki sauce, among other ingredients.



### ... AND FOR THE MORE DARING

Olive gourmets cannot miss Caviaroli's creamy pickled green olive paste, ideal as an enhancer in professional cooking and to enrich sauces, stews, marinades and side dishes with a unique Mediterranean touch thanks to the characteristic salty touch of the appetizer olive. Caviaroli is a young family company, founded in 2011 in Catalonia and a leader in the production of innovative and high quality gastronomic products. In addition to this paste and its iconic oil caviar, the company also manufactures and markets Caviaroli Drops by Albert Adrià spherical olives and a line of green olive-based sauces. These products are ideal for adding a touch of innovation to any dish.



For those looking for a gourmet snack full of authenticity, nothing better than the baby squid stuffed with prawns and shrimps from Cabo de San Agustín, a company founded in 2018, specialising in obtaining the freshest fish and seafood from the Asturian coastline and transforming it into ready-to-eat products. Those with a sweet tooth also have their place at Salón Gourmets with extraordinary products such as marzipan figurines made with chocolate chips and panettone nougat -a fusion of the two star products of Christmas-, both from El Lobo's parent company, 1880 and Doña Jimena; Alfonso Torres' xoco xips, delicious chocolate-covered artisan crisps that blend sweet and savoury to perfection, and Bona Cuina Selecta's calçot-stuffed tequeños, a magical combination of two traditional recipes from different parts of the world.



In this 38th edition of Salón Gourmets there will also be room for novel packaging such as that presented by the extra virgin olive oil Agatha Ruiz de la Prada, from the Alicante company Señoríos de Relleu. This is a coupage of varieties native to the Valencian Community: Genovesa, Changlot Real, Manzanilla Vilallonga, Alfafara and Picual, the latter from Andalusia. The nose is medium-high green fruity, with aromas of tomato, freshly cut grass and in the mouth it has a medium bitterness and a high and persistent spiciness. It comes in a colourful 500 ml magenta and silver aluminium bottle, personalised by the designer Agatha Ruiz de la Prada for Señoríos de Relleu.





38

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