

SALÓN GOURMETS 2026: CRADLE OF GASTRONOMIC INNOVATION THROUGH HIGH-QUALITY PRODUCTS

The world's leading Fine Food and Beverage Fair will celebrate its 39th edition from April 13 to 16 at IFEMA Madrid. Professionals from every corner of the globe will visit Salón Gourmets (SG) to discover the latest trends in the agri-food sector, from organic production to the most innovative proposals in haute cuisine.

This year, SG will showcase more than 55,000 products and over 1,500 new releases. The fusion of artisanal tradition and creativity will give rise to unique creations: from tuna preserves with hints of pesto or salsa brava, to a nougat inspired by the traditional *roscón de Reyes*, and even a chorizo made from pumpkin.



Madrid, March 2026.— Less than a month remains before the 39th edition of the world's leading Fine Food and Beverage Fair kicks off. From April 13 to 16, Madrid will become the global capital of the agri-food sector and the finest showcase for premium products. Salón Gourmets (SG) is an unmissable event for all professionals in the industry, capturing the attention and expectations of those seeking innovation, quality, and new gastronomic experiences. Experts from every corner of the globe will travel to IFEMA Madrid to discover the latest developments in the market. This year, more than 55,000 products and over 1,500 new releases are expected to be presented; more than 110,000 professionals are anticipated to attend, along with over 15,000 international buyers.

The 39th edition of Salón Gourmets also takes place in a particularly significant year for Grupo Gourmets, which in 2026 celebrates the 50th anniversary of its founding. Consolidated as the world's largest showcase for gourmet products, SG will feature Estrella Galicia as the Official Beer and Cabreiroá as the Official Water; in addition, Galicia will be the Guest Region and Norway the Country of Honour. The product will take center stage, surrounded by a wide program of competitions, activities, and themed areas designed to highlight market trends. Each participating brand will aim to surprise, innovate, and push the boundaries of gastronomic creativity, always under the banner of excellence.

NEW PRODUCTS, NEW CHALLENGES...

SG will showcase the latest gastronomic trends in its two flagship areas: the Innovation Area and the Organic Exhibition Area, both of which enjoy great popularity. The Innovation Area, celebrating its 32nd edition this year, focuses on products that have just entered the market. It is a benchmark space for trends and advancements in the sector, whether in product development, presentation, quality, or production technology. For this reason, since 2011 the Salón Gourmets Awards have been selected from among these products: the Innovation Award, the Presentation Award, and the Best Organic Product Award.

Among the most innovative brands is the cannery La Curiosa, originating from the Ría de Arousa, which combines respect for tradition with a curiosity to bring new ideas to a very classic sector. The result is products such as light tuna belly fillets in green curry or pesto, as well as their small sardines in *salsa brava*.



Torrans Vicens, a family-owned company with a long turrón-making tradition, once again offers options to captivate lovers of this classic sweet. The brand, a true benchmark in the sector for successfully making turrón a year-round product, presents its “Cromatismo” turrón with orange praline by Jordi Roca, inspired by the dessert *Cromatisme* from *El Celler de Can Roca*—a fusion of chocolate, orange caramel, carrot sponge cake, and pecan nuts. Another of its creations, this time in collaboration with chef Ángel León, is its fried almond turrón, which combines lightly salted fried almonds with dark chocolate, delivering an intense, crunchy treat full of nuances.



Be Matcha, a brand specializing in high-quality organic Japanese and Chinese matcha tea, is another exhibitor that will showcase one of its most surprising creations: premium matcha with collagen and natural chocolate, ideal for functional beverages. Be Matcha works directly with producers certified under the European organic standard. Its portfolio includes ceremonial, premium, and culinary matcha, as well as functional innovations such as matcha with collagen and natural flavors. Its goal is to bring authentic Chinese-Japanese matcha to European consumers through sustainable, healthy, and high-quality products.



Saffron, one of the culinary jewels of our country, is also making its way into the agri-food sector in a rather unconventional manner. ESIR COMPAN, a Spanish company involved in the food industry for years, has created saffron-infused coffee and beer. For the most discerning palates looking to add a touch of distinction to salads, fish, meats, or desserts, the exhibitor La Montaña Aliños will be an ideal ally; among its offerings are gin-tonic, cinnamon, and *horchata* dressings, all crafted with a vinegar base, made artisanally and without added preservatives or colorants. Meanwhile, the traditional Madrid-based brand Zarro has found the perfect balance between freshness and tradition with its grapefruit vermouth, which surprises both with its pink hue and the aroma of this citrus fruit.



.... IN CONTRAST TO THE MOST NATURAL PRODUCTS

In parallel with the most disruptive innovation, Salón Gourmets dedicates a key space to sustainability. The 6th edition of the Organic Area brings together proposals that carry the European Union's certification and logo, guaranteeing compliance with strict organic production standards..



Among the exhibitors is Yermal, an organic organization dedicated to the cultivation, selection, packaging, and marketing of aromatic plants, following a 100% organic process. Extra virgin olive oil (EVOO) has long been one of the great ambassadors of this natural movement, with a wide portfolio of brands committed to preserving this millenary tradition. One standout is 12MIL Royales and its early-harvest organic EVOO, made from the Royal de Cazorla variety (D.O. Sierra de Cazorla). Another ancestral tradition is salt-making, a craft championed by Dama Blanca. Its virgin sea salt, fleur de sel, and fleur de sel flakes are unique, produced in limited quantities and harvested by hand in the Bahía de Cádiz Natural Park—certified as organic production by the EU.



In the dairy sector, Santa Gadea stands out with its yogurt, kefir, and goat cheeses; it has the largest organic goat herd in Spain. Spiga Negra uses only organic grains from the surrounding area, reviving ancient wheat varieties that had fallen out of use. To demonstrate that a cured sausage can also be organic and not of animal origin, Calabizo presents the first 100% plant-based pumpkin chorizo. It is inspired by an ancestral recipe for “Galician pumpkin chorizo,” transformed into the first vegetable-based, smoked, and cured sausage.



