

## SALÓN GOURMETS PRESENTS THE 39TH EDITION OF THE WORLD'S LEADING FOOD AND BEVERAGE FAIR

From 13 to 16 April, the world's leading quality food and beverage fair will hold its 39th edition at IFEMA Madrid. Salón Gourmets (SG) has presented this new event at the Ministry of Agriculture, Fisheries and Food (MAPA) to publicise the activities that will be organised as part of the fair.

The MAPA stand, under the #Alimentosdespaña brand, will not miss its annual appointment with the fair. its gastronomic space will promote quality national products and will once again feature the Wine Tunnel, which offers the chance to taste the country's best single-varietal wines, and the EVOO Tunnel, ideal for learning about the Designations of Origin and Protected Geographical Indications of this “liquid gold”.

One of Salón Gourmets' strongest commitments is the internationalisation of the agri-food sector, offering its exhibitors the Hosted Buyers Programme free of charge, a programme in collaboration with MAPA and ICEX, within the Spain Food Nation agreement, which puts SG exhibitors in contact with international buyers from five continents.

SG 2026 brings new additions to its programme of activities with the premiere of the IRUKI by Embajadores Grill Challenge, Burger Masters – National Gourmet Burger Championship by Arcecarne, Carbonara Challenge by Rummo and The Best Navarre Vegetable Stew: Reyno Gourmet Challenge; it also maintains its classics, such as GourmetQuesos, the Best Cheeses Spanish Cheeses Championship and the Best Iberian Montado.



**Madrid, 2 March 2026.**– On 2 March, Salón Gourmets (SG) presented the 39th edition of the World's leading International Fine Food and Beverage Fair, which will be held from 13 to 16 April 2026 at IFEMA Madrid. The event took place at the headquarters of the Ministry of Agriculture, Fisheries and Food (MAPA), one of SG's major allies, and was also attended by ICEX, Spain Export and Investment, another collaborator in this event.

The Secretary General for Agricultural Resources and Food Safety at MAPA, Ana Rodríguez Castaño, was responsible for opening the event. The presentation revealed the latest developments at the 39th Salón Gourmets, as well as the various

activities organised in collaboration with the Ministry of Agriculture, Fisheries and Food, such as the Wine and EVOO Tunnels and the gastronomic space at the #Alimentosdespaña stand. The actions carried out with ICEX Spain Export and Investment were also presented, such as the sponsorship of the 16th GourmetQuesos, Championship of the Best Cheeses in Spain, and a new edition of the Hosted Buyers Programme, within the framework of the Spain Food Nation agreement between MAPA and ICEX. The presentation featured speeches by José Miguel Herrero, Director General of Food at MAPA; María Naranjo Crespo, Director of the Agri-Food Industry at ICEX; and Francisco López-Bago, President of Grupo Gourmets.

#### #ALIMENTOSDESPAÑA, ESSENTIAL SPACE FOR SG

The World's leading International Fine Food and Beverage Fair is the epicentre of gourmet products, many of which are new to the market. With Estrella Galicia as the Official Beer and Cabreiroá as the Official Water, this year's Salón Gourmets will feature the Regional Government of Galicia as the Guest Community and Norway as the Country of Honour. Beyond the thousands of stands where visitors can discover the latest in the sector, each year SG has a series of themed areas that are very popular and well received by visitors. #Alimentosdespaña, the institutional promotion brand created by MAPA, will not miss its annual appointment with Salón Gourmets with a large stand covering more than 1,000 m<sup>2</sup>. It has a gastronomic space where visitors can enjoy show cooking, conferences and presentations featuring quality Spanish gastronomic products, in addition to the now traditional Wine Tunnel and EVOO Tunnel. All the products on display demonstrate their commitment to quality and the environment year after year, many of them covered by their respective quality labels: Designation of Origin (DO), Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) or Traditional Specialities Guaranteed (TSG).

As part of this MAPA space and a must-see, the Wine Tunnel, a unique and now traditional space—which this year reaches its 30th edition—offers the chance to taste the best single-varietal wines in the country, with 59 wine regions represented. To complete the wine experience, leading national wineries offer tastings where attendees can learn about the different methods of production and ageing of white, red, rosé and sparkling wines, as well as their particular characteristics and pairings. At the last edition of the Salon, visitors were able to enjoy 365 wines selected by experts from the Ministry of Agriculture together with the Tasting Committee of the Gourmets Group Wine Guide, belonging to 291 wineries with 22 grape varieties.

Another must-see in the MAPA area is the EVOO Tunnel, now in its 8th year, dedicated to the culture of Extra Virgin Olive Oil, where visitors can learn about and taste the different quality brands of Designations of Origin and Protected Geographical Indications. Attendees can learn about all aspects of each EVOO in the different areas of the space: the minority varieties area, with 40 EVOOs; the organic production area, with 25 EVOOs; and the space that houses our country's Designations of Origin and Protected Geographical Indications, with 32 EVOOs. In addition, attendees can taste the winners and finalists in the latest edition of the "Foods of Spain Awards", organised by the Ministry of Agriculture, Fisheries and Food.

#### ICEX, BOOSTING THE INTERNATIONALISATION OF SG

One of Salón Gourmets strongest commitments is the internationalisation of the agri-food sector. To this end, it offers its exhibitors the Hosted Buyers Programme free of charge, a programme in collaboration with MAPA and ICEX, within the Spain Food Nation agreement, which puts SG exhibitors in contact with international buyers from five continents. This service, at no additional cost, allows them to schedule meetings with like-minded buyers, choosing the day and time that suits them best. During the four days of the event, the organisation offers an exclusive space for these meetings, the Business Centre.

ICEX also supports quality products. The Cheese Tunnel, which it sponsors, showcases and offers tastings of the country's finest cheeses. Cheese experts guide visitors through long tables displaying the finalists' cheeses from the 16th edition of GourmetQuesos, Spain's Best Cheese Championship 2026. This competition includes the

“Cheese from Spain Awards” category, promoted by ICEX, which aims to support Spanish producers with export capacity.

#### THE 39TH EDITION OF SALÓN GOURMETS ARRIVES WITH NEW FEATURES

This year, Salón Gourmets adds to its already established programme of competitions and activities the 1st Grill Competition IRUKI by Embajadores, a true gastronomic show centred on premium beef; the Burger Masters – National Gourmet Burger Championship by Arcecarne, a competition dedicated to the culture of quality hamburgers; the Carbonara Challenge by Rummo; The Best Navarre Vegetable Stew: Reyno Gourmet Challenge; Tacomanía – Canary Islands Avocado PGI Mexican Taco Championship, where six participants will test their creativity to prepare the best Mexican taco, with Canary Island Avocado with Protected Geographical Indication (PGI) as the main ingredient; 'Volcanic Gastronomy: Discover the flavour of the Canary Islands', where for the second consecutive year the Canary Islands Government will showcase the islands' gastronomic products and treasures, and Aragon Day, under the brand “Aragon, True Flavour”, where the regional government will showcase the authenticity, sustainability and distinctive quality of its products with activities and show cookings throughout the day. Among the new features are changes to some of its well-known competitions, such as the 16th Gourmet Quesos, The Best Spanish Cheeses Championship 2026, which brings together more than 900 samples submitted to the competition; the Best Iberian Montado by Arturo Sánchez and Berkel 2026, which will be held in two sessions and the finalists will have to choose between making a cold or hot version; the 2nd Gazpachuelos Gourmet by Sabor a Málaga Championship, which this year comes in two versions, traditional and creative; the 5th Gourmet Pizza Spanish Championship, with its ten categories, as well as the vertical tasting by Bodegas Ramírez de Ganuza (DOCa Rioja), where attendees will discover its most emblematic wines, and by the French Albert Bichot, who will delight us with their Burgundy gems.

In addition, Salón Gourmets will once again feature its usual and renowned exhibition and professional experience areas, such as the 30th Wine Tunnel / MAPA, the 8th EVOO Tunnel / MAPA and the #Alimentosdespaña space at the #alimentosdespaña stand of the MAPA, the 32nd Innovation Area, the 13th Gallery of the Fair, the 6th Organic Exhibition Area, the Cheese Tunnel, the Gourmet Cheese Area, and, in addition to hosting the Guía Vinos Gourmets Awards, the Revista Club de Gourmets Awards, the Salón Gourmets Awards and the Liga del '100 Awards.

Consolidated as the world's largest showcase for gourmet products, Salón Gourmets has maintained steady growth since its inception, becoming an essential event for the agri-food sector. The last edition brought together more than 2,000 exhibitors and more than 50,000 select products from around the world, and hosted more than 1,000 activities aimed at professionals. For the 39th SG, these figures are expected to be consolidated: it is estimated that more than 55,000 products will be presented, more than 1,500 of which will be new products; more than 110,000 professional visitors will attend the fair; more than 15,000 foreign buyers will attend the event, of which 250 are buyers expressly invited by the Organisation to the MAPA-ICEX Business Centre, and a turnover in excess of 250 million euros will be generated.

#### A PARTICULARLY SIGNIFICANT YEAR FOR GRUPO GOURMETS

The 39th edition of Salón Gourmets is also being held in a particularly significant year for the Gourmets Group, which will celebrate its 50th anniversary in 2026. Created in 1976 by Francisco López Canis, winner of the National Gastronomy Award, the GG celebrates half a century of commitment to the dissemination, promotion and defence of gastronomy and quality products, a trajectory that is reflected in the consolidation and constant growth of its emblematic fair. Thus, following the excellent results of the 38th edition—with 2,097 exhibitors and more than 117,000 professional visitors, an exhibition area of 72,000 m<sup>2</sup> and a turnover of more than 313 million euros—Salón Gourmets 2026 plans to strengthen its position as the major European meeting point for the gourmet sector.

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