

THE 39TH EDITION OF SALÓN GOURMETS, THE GLOBAL SHOWCASE FOR QUALITY PRODUCTS, PRESENTS ITS NEW PRODUCTS

From 13 to 16 April at IFEMA Madrid, the leading Quality Food and Drink Fair will hold its 39th edition

With the launch of the Parrilla Challenge by Iruki, Burger Masters – National Gourmet Burger Championship by Arcecarne and the Carbonara Challenge by Rummo, the fair is expanding its programme of activities and introducing new competitive formats that celebrate fire, meat and contemporary culinary culture



Madrid, January 2026.— The new year is here, and with it comes the countdown to the latest edition of Salón Gourmets, the world's leading trade fair for quality food and drink. From 13 to 16 April, this major industry event will once again transform Madrid into the epicentre of gastronomy, bringing together producers, distributors, chefs, influencers and buyers from Spain and abroad at IFEMA Madrid. Established as the world's largest showcase for gourmet products, Salón Gourmets has maintained sustained growth since its first edition, making it an essential event for the agri-food sector. The last edition brought together over 2,000 exhibitors and more than 50,000 select products from around the world, and hosted over 1,000 activities aimed at the trade.

NEW CULINARY CHALLENGES: FIRE, BURGERS AND CARBONARA

True to its innovative spirit, Salón Gourmets will launch three new initiatives in 2026, adding to its already established programme of competitions and activities. The first of these, taking place on Thursday 16 April, is the Parrilla Challenge by Iruki, a competition that pays tribute to the ancient art of fire through a culinary spectacle. A dynamic and visually striking format that will bring together some of the country's finest grill chefs, where technique, produce and creativity will take centre stage, promoted by Iruki, pioneers in the marketing of beef with production facilities in Astigarraga, Vitoria and Madrid. The second is Burger Masters – National Gourmet Burger Championship by Arcecarne, a competition dedicated to the culture of quality burgers.

In addition to these new developments, there is the Carbonara Challenge by Rummo, which will hold its first edition centred on one of the great icons of Italian cuisine. This competition will put the skills of chefs specialising in pasta carbonara to the test, using the Mezzi Rigatoni variety, with a panel of professional judges assessing technique, texture and balance of flavours, in tribute to the tradition and excellence of Rummo pasta.

THE GREAT CLASSICS THAT SHAPE THE INDUSTRY'S CALENDAR

These new challenges join the most eagerly anticipated championships and competitions on the professional gastronomic calendar. At this 39th edition, Salón Gourmets will host, amongst others, the 32nd Ham Carving Competition / Dehesa de Extremadura; the 31st Spanish Sommelier Championship – Tierra de Sabor; the 18th Spanish Oyster Shucking Championship – Écailleurs / Sorlut / Grupo Gourmets; and the 16th GourmetQuesos, Championship of the Best Cheeses in Spain 2026, with the support of ICEX. Estrella Galicia, Official Beer, will organise the 12th Estrella Galicia Beer Pouring Championship and its famous XChef Challenges by Cervezas 1906. Other flagship competitions will also take place, such as the 15th Panizo National Cocktail Competition; the 9th National Competition 'In Search of the Best Cachopo made with Asturian Beef PGI'; the 7th El Encinar de Humienta / Grupo Gourmets National Art of Slicing Championship; the 5th Spanish Gourmet Pizza Championship; the 4th Master Pinchos Gourmets #productoriojano; the 3rd Best Iberian Tapas in Spanish Gastronomy by Arturo Sánchez and Berkel; and the 2nd Gourmet Gazpachuelos Championship by Sabor a Málaga.

The new edition will once again feature its usual, well-established exhibition and professional experience zones, such as the 32nd Innovation Area, the 30th Wine Tunnel/MAPA, the 13th Exhibition Gallery, the 8th EVOO Tunnel / MAPA, the 6th Organic Exhibition Area, the 5th Pizza Gallery, the Cheese Tunnel, the GourmetCheeses Area and the # AlimentosdeEspaña/MAPA, as well as hosting the presentation of the Guía Vinos Gourmets Awards, the Revista Club de Gourmets Awards, the Salón Gourmets Awards and the second edition of the Liga del '100 Awards.

A PARTICULARLY SIGNIFICANT YEAR FOR GRUPO GOURMETS

The 39th edition of Salón Gourmets is also taking place in a particularly significant year for the Gourmets Group, which will mark the 50th anniversary of its founding in 2026. Founded in 1976 by Francisco López Canis, winner of the National Gastronomy Award, the group is celebrating half a century of commitment to the dissemination, promotion and defence of gastronomy and quality produce, a track record reflected in the consolidation and constant growth of its flagship fair. Thus, following the excellent results of the 38th edition—with 2,097 exhibitors and over 117,000 trade visitors, an exhibition area of 72,000 m² and a turnover exceeding 300 million euros—Salón Gourmets 2026 expects to once again surpass its own figures and reinforce its position as the leading European meeting point for the gourmet sector.

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