

SALÓN GOURMETS 2026: THE KEY AREAS OF THE LARGEST INTERNATIONAL GASTRONOMIC SHOWCASE

Beyond the exhibition stands, Salón Gourmets (SG) organises its offering into themed areas designed to drive innovation, promote distinctive quality and foster internationalisation, establishing itself as a key platform for the agri-food business

The Innovation Area and Organic Exhibition Area serve as a barometer for new market trends; with over 1,000 new launches and certified organic products, these areas are the key venue for understanding the direction in which the sector is evolving

The #Alimentosdespaña MAPA El País Más Rico del Mundo space and its themed tunnels highlight the excellence of our country's agri-food products; the Wine Tunnel, the EVOO Tunnel and the Cheese Tunnel —sponsored by ICEX— consolidate their role as tools for promoting and positioning national PDOs, PGIs and TSGs

Hosted Buyers Program, the programme, run in partnership with ICEX and MAPA, which strengthens the trade fair's export focus and facilitates one-to-one meetings between exhibitors and international buyers from across the five continents



Madrid, February 26.— The 39th Salón Gourmets, the world's leading trade fair for quality food and drink, which will take place from 13 to 16 April, will feature the most prominent brands in the global agri-food sector, forming part of the world's largest showcase of quality products. The scale of this fair is confirmed by last year's figures: in 2025, it brought together more than 2,000 exhibitors with over 55,000 select products from around the world, and hosted more than 1,000 activities aimed at trade visitors. Visitors regard this event as a benchmark for discovering the latest market developments, as well as an unmissable business opportunity.

One of Salón Gourmets' (SG) key priorities is the internationalisation of the agri-food sector. To this end, it offers its exhibitors the Hosted Buyers Programme free of charge; this initiative, run in collaboration with ICEX and MAPA as part of the Spain Food Nation agreement, connects SG exhibitors with international buyers from across five continents. Exhibiting companies interested in exporting can make use of this service, at no extra cost, which allows them to schedule meetings with relevant buyers, choosing the day and time that suits them best and organising their schedule in a personalised manner. Throughout the four days of the event, the organisers provide an exclusive space for these meetings, the Business Centre, which features private meeting rooms and a free translation and interpreting service.

In this context, Salón Gourmets establishes itself as a genuine gateway to the Spanish market for international exports, acting as a platform connecting global producers with the national trade sector. The presence of strategic buyers from Spain, Europe and Latin America reinforces its international dimension and its ability to generate real business opportunities, facilitate commercial agreements and open up new distribution channels in key markets. SG is not just a product showcase, but a strategic hub where supply, demand and gastronomic innovation converge on a global scale.

ESSENTIAL SPACES AT SG

The world's leading International Quality Food and Beverages Fair is the hub for gourmet products, many of which are new to the market and eager to showcase their qualities and unique characteristics to the public. Brands such as La Catedral de Navarra and Maison Huchin will be present at the SG; Tomates de autor, dedicated to the production and marketing of exclusive tomato varieties; Biotuna, specialising in bluefin tuna; the coffee company Segafredo-Massimo Zanetti Beverage Iberia; Genuine Coconut, specialists in coconut products; Berlin Packaging, which offers a range of packaging for the food industry; Vitium Pistachios, which processes, selects and markets pistachios in accordance with rigorous quality controls; and Les Verges Boiron, which serves the fruit sector.

In addition to the thousands of stands, SG features a number of themed areas each year that are hugely popular and well-received by visitors. With a particular focus on new products, one such area is the Innovation Area, which is celebrating its 32nd edition this year. It is a spacious and impressive area showcasing the latest innovations in quality food and drink; each brand provides a product sample, a description sheet, as well as the exhibitor to whom it belongs and the location of their stand in the exhibition hall. Another of these areas is the 6th Organic Exhibition Area, focused on the promotion and launch of organic products. All products on display must bear the European Union certificate and logo guaranteeing compliance with organic farming standards.

Created by the Ministry of Agriculture, Fisheries and Food (MAPA), #Alimentosdespaña is once again taking part in its annual event at Salón Gourmets through 'The Richest Country in the World'; featuring cooking demonstrations, talks and presentations to promote the high-quality products of Spanish cuisine. Year after year, this space demonstrates its commitment to quality and the environment, under the umbrella of its respective quality labels: Designation of Origin (DO), Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Specialities Guaranteed (TSG). As part of this MAPA area, the Wine Tunnel —now in its 30th year— offers the chance to taste the country's finest single-varietal wines, with 54 wine regions represented; visitors can also learn about the different methods of production and ageing of white, red, rosé and sparkling wines, as well as their distinctive characteristics and food pairings. Another must-see in the MAPA area is the EVOO Tunnel — now in its 8th year —, ideal for discovering and tasting the distinct quality brands of the Designations of Origin and Protected Geographical Indications of this 'liquid gold'. Meanwhile, the Cheese Tunnel, sponsored by ICEX, showcases and offers tastings of the country's finest cheeses. Cheese experts guide visitors along long tables displaying the finalist cheeses from the 16th edition of GourmetQuesos, the 2026 Championship of the Best Cheeses in Spain.

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