

Release October 7, 2021

Salón de Gourmets, Europe's largest delicatessen fair, set to start in Madrid

The most anticipated edition of the [Salón de Gourmets](#), the largest quality food and beverage professional gourmet fair, celebrated in Europe, is set to start.

After a year of waiting, cancelations, and date changes due to Covid-19, the 34th edition of the [Salón de Gourmets](#) will open their doors from October 18 to 21, to the delight of over 70,000 professional visitors who will visit the three halls of the [IFEMA Madrid](#) fair ground.

Halls 4, 6 and 8 will be a hotbed of trends and activities, where the most prestigious firms from Spain and around the world will show the versatility of their gourmet and delicatessen products.

Hosted in the city of Madrid, Spain, [Estrella Galicia](#) and [Cabrera](#) repeat as main sponsors of the largest professional gourmet event in Europe, attended by 1,500 exhibitors, with more than 37,000 products. Truly a global event, with a purely commercial spirit, Salón de Gourmets is visited by national and international professionals in the gastronomic sector: restaurants, hotels, distributors, catering and specialized wholesalers and retailers

The [Salon de Gourmets](#) is the most one of the most anticipated events for professionals in the sector and lovers of quality gastronomy. In an atmosphere unrivaled, Gourmets is a unique opportunity to close commercial agreements with national and international suppliers, create and increase contacts and agenda and expand business.

During this 34th edition, 1,300 new products will be presented in the Innovation and Organic Exhibition Area space. An exhibition area that will attract all the eyes of chefs, professional visitors and the media. The unique events will showcase all the trends that will mark the new culinary year. New and original products on the market such as a cactus jam, chocolate croquettes, wine ice cream, spicy beer, tobacco liquor, mayonnaise and ketchup with gin or squid chips of squid in ink, are among the novelties.

These new products will be eligible for the Salón Gourmets Awards, that rewards the effort of the producers to create an innovative, and versatile product representing another step for the gourmet sector and for consumers. The award is given in four categories: innovation, presentation, versatility and as a novelty in this edition, **the most nutritionally complete organic product**.

Continuous parallel activities are held to energize the fair such as contests, prizes, and live tastings. It is the perfect opportunity for firms to show their products, show their versatility and stand out from the competition.

Some of outstanding events and competitions are the [27th Contest of Ham Cutters / Dehesa de Extremadura](#); 26th Spanish Sommelier Championship / Tierra de Sabor; 13th Spanish Championship of Oyster Openers - Écailleurs / Sorlut; 11th GourmetQuesos, Championship of the Best Cheeses of Spain 2021; Beer Pulling Championship - Masters Edition / Estrella Galicia; 4th National Contest in search of the Best Cachopo made with Asturian Veal; 3rd Show Cooking CESAL Social Gastronomy; 2nd National Championship Art of Cistoria / El Encinar de Humienta / Gourmets; [1st Burger Combat Spanish Hamburger Championship / Lantmännen / Gourmets](#); Challenge XCHEF by Cervezas 1906.

The 8th Gourmet Round Tables will also be convened around two themes – emerging and advanced chefs and the new protagonists of wine in Spain – and prestigious tastings such as those organized by Château de Beaucastel, Torres and Bodega Montecillo.

Likewise, the 34th Salón Gourmets will be the stage for the delivery of the 35th and 36th Gourmet Wine Guide awards; 9th and 10th Club de Gourmets Awards; 9th Salón Gourmets Awards; 7th and 8th Liga '99 Awards that recognize the great work of producers, winemakers, chefs, journalists, sommeliers, restaurateurs... that have strived throughout the year to develop unique products and to show their best version.

The most connected, will be able to participate, through social networks, in the contest **#MiproductoSG21**, "My favorite stand" or "The incognito" product of Salón Gourmets, where from their votes the most popular exhibitors and firms of the 34th edition will be chosen.

The Ministry of Agriculture space "[The Spain Food Universe](#)" incorporates the traditional Wine Tunnel, Olive Oil Tunnel and the new Fish Tunnel, where activities such as tastings, talks and show cooking take place.

Salon Gourmets will be attended, almost in its entirety, by the Autonomous Communities that make up the Spanish territory, with a relevant institutional attendance by Canada, the guest region of Almeria and Navarra.

The [Hosted Buyers program](#), sponsored by ICEX, is probably one of the most successful programs to bring more foreign involvement to the fair.

#salongourmets

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