



International
Fine Food
and Beverages Fair



38

April
7—10
2025

Ifema
Madrid



#SG25

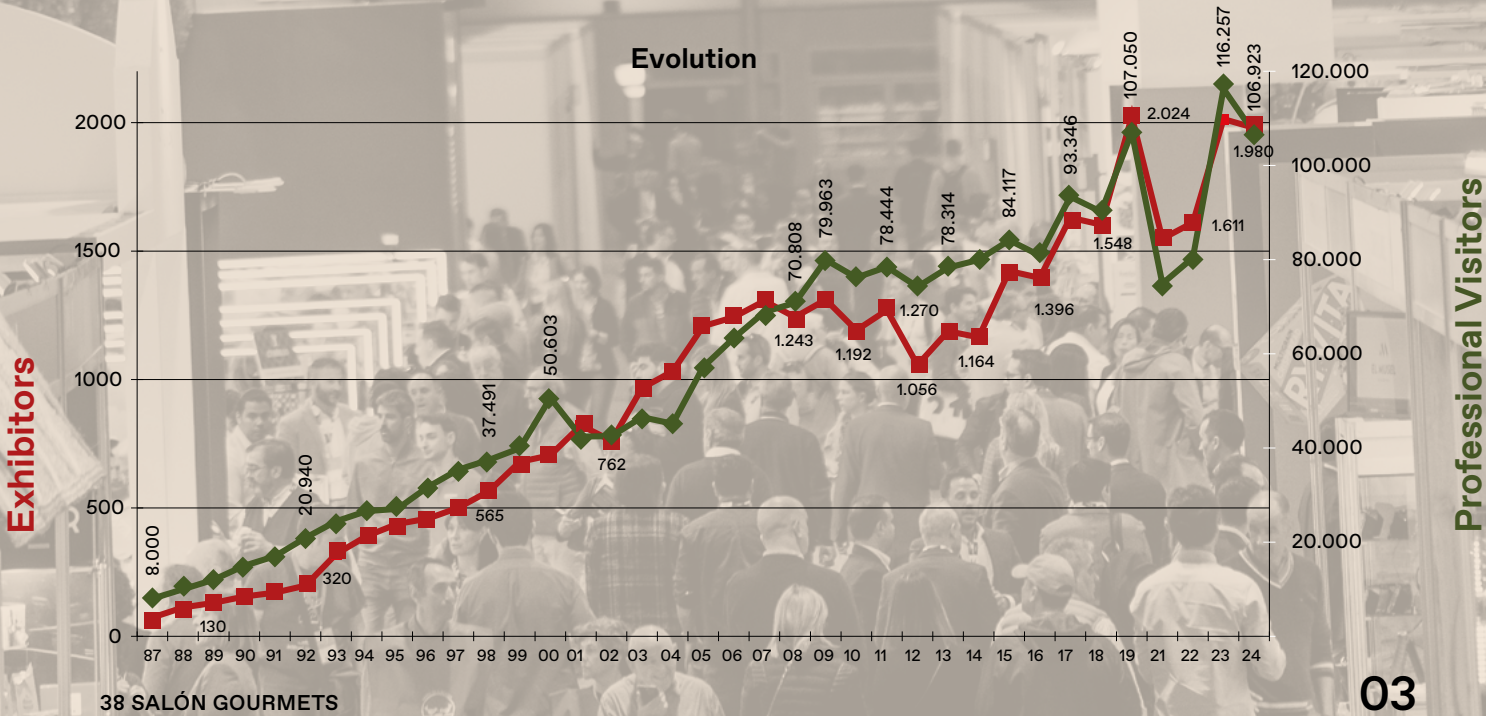
SALÓN GOURMETS

Welcome to Salón Gourmets,^(SG) Europe's most exclusive International Fine Food and Beverages Fair.

International Fine Food and Beverages Fair, leader within the European gourmet industry and one of the most prestigious of the world of its kind.

With a history of 37 editions since 1987, ever-increasing figures and a distinctly trade oriented spirit, this professional event is aimed at national and

international visitors from HORECA, Agri-food and beverage distribution and retail industries, specialised press and media.



DATA

106.923
Trade Visitors

1.980
Exhibitors

62.700 m²
Exhibition surface

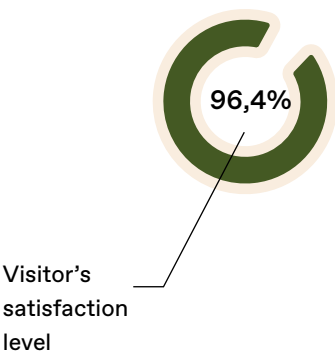
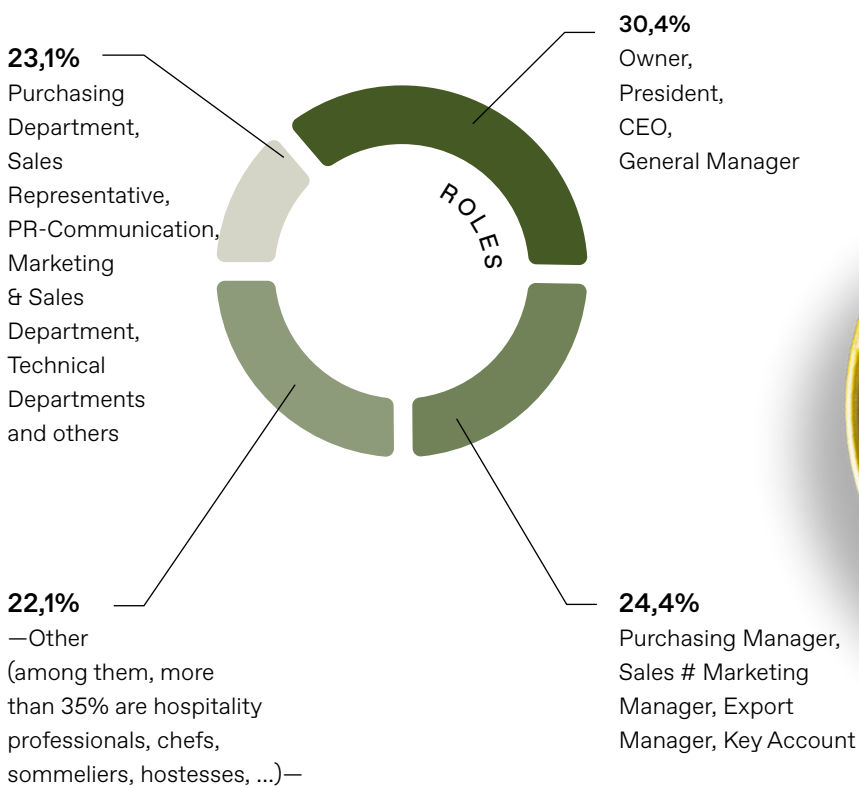
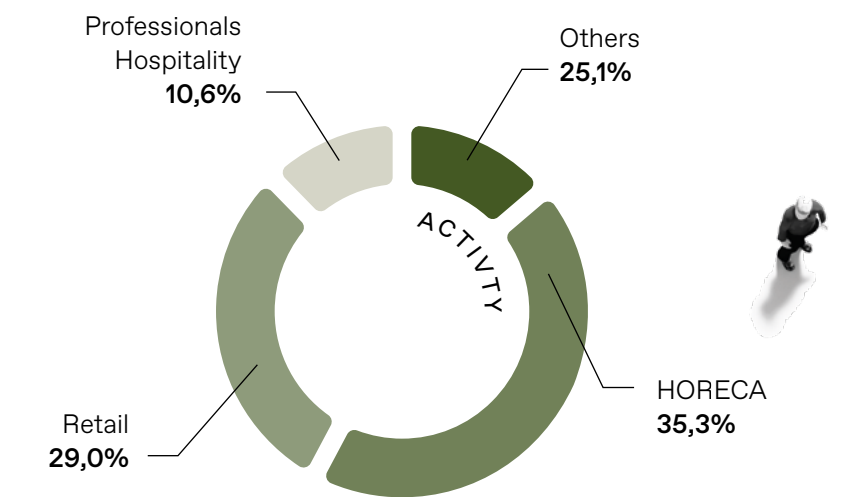
15.825
International buyers

from
90 countries



WATCH THE
37 SG VIDEO

VISITOR PROFILE



EXHIBITORS

37 SG
+50.000
Products

+1.300
New Products

OPINION
Exhibitors

91,3%
of exhibitors plan to exhibit again next year.

80,4%
of exhibitors endorse Salón Gourmets.

77,8%
of exhibitors met their objectives and generated leads.

68,4%
of exhibitors are satisfied with the quality o of the professional visitors.

Distribution by subsectors*

Wines
36,96%

Canned
12,91%

Beverages
12,65%

Charcuterie
12,39%

Cheese and Dairy Products
11,79%

Oils / EVOO
11,08%

Condiments & Sauces
10,24%

Smoked, and Salted Products, Dried Fruits & Pickles
10,17%

Chocolate, Sweets, Honey & Jam
7,82%

Convenience Foods
7,76%

Fresh Products
6,91%

Non Food
3,67%

Cereals, Rice, Pasta & Pulses
3,19%

Data validated by external audit.

* The data indicates the percentage of exhibitors presenting products in the corresponding category.

2024
INTERNATIONAL
SHOWCASE

- Argentina

Austria

Belgium

Brazil

Canada

China

Colombia

Costa Rica

Croatia

Denmark

Finland

France

Greece

Iran

Italy

Ireland

Japan

Morocco

Mexico

Norway

Netherlands

Peru
- Portugal

Switzerland

Thailand

USA

United Kingdom

Ukraine

BUSINESS CENTER /
HOSTED BUYERS
PROGRAM



Expand your business
worldwide.



Meet international decision
makers.



An area of +1.000 m² for
matchmaking meetings.



Create your own agenda.

252

International
Buyers invited
by SG
-Hosted Buyers
Program^(HBP)-

+5.000

Business Meetings,
only HBP



agreement Spain Food Nation

TESTIMONIALS

Salón Gourmet has been always looking for quality, the best products and the best brands.

— **Mario Sandoval**

Chef Owner, Coque Restaurant
** Michelin

Every year with more halls, every year with more influential of professional attendees.

— **Iñigo Pérez**

Chef Co-Owner, Urrechu and Zalacain Restaurants

All the professionals that dedicated to creative cooking greatly need fresh ideas. This option help us to think of new dishes.

— **Elena Arzak**

Chef Owner, Arzak Restaurant
*** Michelin

Little by little it has been growing, becoming more and more important. People come from all over Spain and abroad.

— **Sergio Pérez**

Chef, Canal Cocina

Definitely I will be back.

— **Sangsuk Kang**

CEO, UNI Angels CO, LTD
South Korea



There is only quality here, not just anyone can attend the fair.

— **Andrea Tumbarello**

Chef/Owner Don Giovani Restaurant

It is a very good fair, very different from the German ones. It is much more original and has many more interesting things than what I find in Germany

— **Kasuya Fukuhira**

Chef Group Consortium, * Michelin, Germany

Salón Gourmets has been growing positively in terms of organization, stands, and customer service, which is very important. Honestly, it is the best gourmet fair.

— **Joaquín Felipe**

Chef, Atocha Restaurant 107

This, if I may use the expression, is a genuine treasure trove of Spain's foods.

— **Luis Planas**

Minister of Agriculture, Fisheries, and Food of Spain

It blew my mind because I have never seen so many exhibitors with a high quality of products exhibiting at this event you have to come.

— **Goli Vossough**

Sales Manager, Dubai World Trade Center

The perfect showcase to promote our products and cuisine. Salón Gourmets is of the highest level and it's a pleasure and an honour for us to be participate.

— **Elmehdi Elalami**

Director of Foodex, Morocco

Visiting Salón Gourmets is practically a required visit.

— **Tomás Losada**

CEO, Artic Crab

It has been a very good fair. We got many new distributors, we will participate again.

— **Eric Leonardo**

Manager, Anchoas Leonardo

The expectations we had for the fair were met on the first day.

— **Salva Vives**

Sales Director, Conservas Coarvi

Salón Gourmets continues to be the biggest and most important fair for me.

— **Sacha Hormaechea**

Chef Owner Sacha Restaurant

Very happy. This year with an exceptional forum, tremendous quality of attendees, and fantastic organization.

— **Fidel Ortiz**

Deputy Manager, Zamora Company

Salón Gourmets is the best showcase we can have to display the finest gastronomic products.

— **Ricardo Sánchez**

Manager, Arturo Sánchez

We love this fair, for us, it's the top fair of the year.

— **Carmen Curto**

Manager, Ibéricos Montellano

The outcome these days has been spectacular

— **Andrés Llamazares**

Responsible, AMC

I think anyone in the restaurant and food service industry who doesn't come to this is really missing something because it's an excellent opportunity.

— **Margaret Johnson**

Minister of Agriculture Aquaculture and Fisheries, of New Brunswick, Canada

I was pleasantly surprised by Salón Gourmets.

— **Daniel Rietdorf**

CEO, Maritime Zeitkapseln, Germany

Coming to the show is to see new products, new innovation, new trends around the world and what is happening

— **Mungai Kihuyu**

Director, Crystal Frozen & Chilled foods, Kenia

For me, Solon Gourmet is a really interesting fair, because, always offers, a different, you know, proposal.

— **Joaquín Óscar Ponce**

President, El Colmado Japan GK, Japan

I'm glad I'm here. I can find all gourmet products here.

— **Alvin Tan**

Director Executive, Global Pacific, Malasia

I think that business center is perfect for us as a buyer.

— **Bei Sun**

Purchasing Manager, Jiarui Fine Food, China

We actually find innovations, quality products that are premium.

— **Adrian Rene Czahar**

President-Voyage-Marche, Inc
USA

The congress is amazing. To me it's a food lovers paradise.

— **Dennis Prescott**

Chef Influencer & Restaurant on the Edge, Netflix

I was really surprised by the quality that it's really amazing.

— **Luc Soucy**

President, Monvino Import, Canada



Join us in
2025

Participate with your own stand or with the ones provided by the Organisation, which include everything you need to exhibit. Share with us your space and branding requirements.

As an exhibitor, and free of charge, you can additionally benefit from our:

Major Media impact

23.211.515 €

Economic valuation

+1.200

Activities

BUSINESS CENTER

Meet the international buyers that we have specifically selected and invited –for stands above 9 m2–.

INNOVATION AREA Y ORGANIC EXHIBITION AREA

Highlight your new and organic products within the showcase that brings together the latest innovations of the industry and enter the competition for the Salón Gourmets Awards.

COMMUNICATION

Through Grupo Gourmets media (Club de Gourmets Magazine, GourmetsTV, Social Media, Newsletters, Catalogue, gourmets.net website and our Official App).

Sponsorships

Advertising

Show Cookings

Contests - Tastings

Presentations

Congresses

38 SALÓN GOURMETS

10

#SG25

APPLICATION

38 SALÓN
GOURMETS

Mon 7, Tue 8, Wed 9
10 am - 7 pm
Thu 10
10 am - 5 pm

April
2025

Ifema
Madrid,
Spain



See
Exhibition Rules
and
Regulations



Exhibiting Company Details

Brand Name for Catalogue:

Address:

Población:

State:

ZIP Code:

Country:

Phone:

www.

e-mail:

Invoicing details (if different from above)

Company:

Address:

City:

State:

ZIP Code:

Country:

VAT:

Contacts

Fair contact

Administration

Name:

Last Name:

e-mail:

Mobile:

Position:

Space Request

☐ Registration Fee* – 67 € / m²

67 € x m² = €

☐ Space Only Rental Fee – 295 € / m²

295 € x m² = €

Supplements

☐ Fitted Stand** (minimum 9 m²) – 95 € / m²

95 € x m² = €

☐ White

☐ Black

☐ Beech

☐ Official Design Stand** (minimum 12 m²) – 185 € / m²

185 € x m² = €

☐ Corners (from 24 m2 and according to the Organisation)

☐ 1 corner – 29,5 € / m² (2 sides open)

€ x m² = €

☐ 2 corners – 59 € / m² (3 sides open)

€

Total Supplements

Total = €

Other exhibiting options

☐ The Gallery of the Salon*** – 2.100 € / pc

pcs x € = €

TOTAL = €

NOTE: A minium of participants is required for this area.

(*) Includes: administration fees, processing and pre-reservation. Attach bank payment receipt. No allocations will be offered until the payment of the Registration Fee has been satisfied.

(**) See equipment and requirements in [Exhibition Rules and Regulations](#).

(***) See specific conditions of each model in the [Exhibition Rules and Regulations](#).

☐ I have read and agree to all stipulations and annexes of the [Exhibition Rules and Regulations](#).

Full name

Date

Signature and Company stamp

To be returned, signed and scanned to: infosalon@gourmets.net

PROGOURMET, S.A. C/ Aniceto Marinas, 92. 28008 Madrid, Spain. Tel: +34 915 489 651

This form is an Admission's Request and does not allow you to exhibit at Salon Gourmets. All Requests will submitted to the Committee, the only one responsible for its definitive acceptance without any obligation to justify their decision.

gourmets.net/salon-gourmets

TECHNICAL DATA

ORGANISED BY

Grupo Gourmets
(Progourmet, S.A.)
T (+34) 915 489 651
www.gourmets.net/salon

Exhibitor's Services
infosalon@gourmets.net

WHEN

Monday 7 April
10:00 am–7:00 pm

Tuesday 8 April
10:00 am–7:00 pm

Wednesday 9 April
10:00 am–7:00 pm

Thursday 10 April
10:00 am–5:00 pm

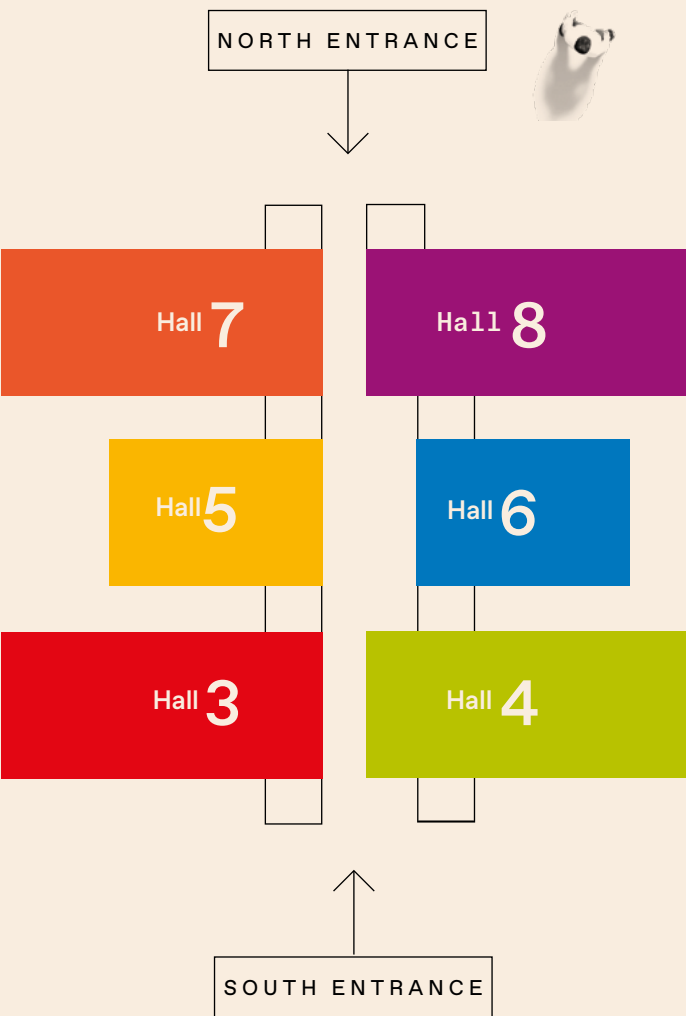
WHERE

Ifema Madrid
Av. Partenón, 5
28042 Madrid
Spain



WATCH OUR
OFFICIAL VIDEO

38 SALÓN GOURMETS



Airport Adolfo Suárez Madrid-Barajas	L8 / 13 min
Plaza de Castilla	L9-L8 / 29 min
Plaza de España	L10-L8 / 30 min
Nuevos Ministerios	L8 / 19 min

CALENDAR

#SG25
38 SALÓN GOURMETS

Mon 7, Tue 8, Wed 9
10 am - 7 pm
Thu 10
10 am - 5 pm

April
2025

Ifema
Madrid,
Spain



See
Exhibition Rules
and
Regulations



Registration	Complete the Application Form. The Organisers will contact you and assign you a reservation number (mandatory for allocation). See Exhibition Rules and Regulations .	Deadline
Payments	Registration fee 1 st Payment due 2 nd Payment due Booking of monographic spaces	By submmiting application November 15, 2024 January 17, 2025 Payment in full with the application form
Services	Booking and payment of Services and/or additional equipment, delivery of the technical project for the Free Design Stand. Delivery of logos for the graphics of the Official Design - Fitted - The Gallery of the Salon - The Best Wines of the Wine Guide (LMG) - The Pizza Gallery stands.	Until February 28, 2025
Catalogue	Printed version	Until March 7, 2025
Innovation Area	New Products Exhibition Area (free of charge) New Produts remittance to Grupo Gourmets offices (C/ Aniceto Marinas, 92. 28008 Madrid - Spain) New Products removal from 5:00 pm to 5:30 pm - Ifema Madrid (the products not collected within this period, may not be claimed and the Organisation is exempt of any responsibility)	Until February 28, 2025 From March 3 to 7, 2025 April 10, 2025
Organic Exhibition Area	Organic Products Exhibition Area (free of charge). Organic Products to Grupo Gourmets offices (C/ Aniceto Marinas, 92. 28008 Madrid - Spain) Organic Products removal from 5:00 pm to 5:30 pm - Ifema Madrid (the products not collected within this period, may not be claimed and the Organisation is exempt of any responsibility)	Until February 28, 2025 From March 3 to 7, 2025 April 10, 2025
Business Center (BC)	Business Center Registration Meetings request Exhibitors agenda confirmation	From February 6 to March 14, 2025 From March 18 to 28, 2025 From April 2, 2025
Assembly	Free Design assembly from 8:30 am to 9:30 pm Handover key stands Delivery (except for free design stands). From 12:00 pm onwards	From April 3 to 6, 2025 April 6, 2025
Disassembly	Friday from 8:30 am to 9:30 pm and Saturday from 8:30 am to 2:00 pm	From April 11 to 12, 2025
Goods	Ifema Madrid. Goods delivery (during celebration) from 8:30 am to 10:00 am Ifema Madrid. Mandatory goods removal, from 6:00 pm to 9:30 pm	From April 7 to 10, 2025 Thursday April 10, 2025

SPONSORS

Organisers / Media partner



Sponsors



Co - Sponsors



Collaborators



SG cooperates with





Grupo Gourmets
(Progourmet S.A.)
T (+34) 915 489 651
gourmets.net/salon

Exhibitor's Services
infosalon@gourmets.net



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10:00 am – 7:00 pm

Thursday 10 April
10:00 am – 5:00 pm



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28042 Madrid
Spain



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