

[Morocco and Andalusia Take Center Stage at the 37th Salón Gourmets](#)

The [37th Salón Gourmets \(SG\)](#) is set to take place from April 22 to 25, at the Ifema fairgrounds in Madrid, Spain, boasting a grand gathering of over 2,000 exhibitors, 55,000 products, and an array of captivating gastronomic activities tailored to enrich the experience for an anticipated 100,000 professionals.

Morocco: Country of Honor

Morocco, honored with the prestigious title of Country of Honor, will take center stage with a 300 m² space at Salón Gourmets, providing a unique platform to showcase its premium foods and beverages to professionals worldwide. Hosted by Morocco Foodex, the event will illuminate the richness of Moroccan gastronomy, inviting attendees to indulge in typical Maghreb dishes such as pastelas, couscous, briouats, rfissa, bastela, djej msharmal, and tayín.

The five pavilions of Ifema Madrid (3, 4, 5, 6, and 8) will transform into a vibrant marketplace, teeming with exotic flavors and aromas. Morocco will play a prominent role, unveiling its gastronomic culture influenced by the historical tapestry of North Africa, Europe, and the Middle East.

Andalusia: Invited Autonomous Community

Simultaneously, Andalusia will step into the spotlight as the Invited Autonomous Community at the 37th Salón Gourmets, unfolding from April 22 to 25. Under the theme 'Gusto del Sur. It's quality. It's Andalusia.', the region will showcase its full agri-food potential. The innovative quality label, Gusto del Sur, promoted by the Andalusian Regional Government and managed by the Ministry of Agriculture, Fisheries, Water, and Rural Development, will take center stage.

The Andalusian pavilion promises to be a sensory delight, offering a rich array of extra virgin olive oil, vegetables, fruits, cereals, legumes, bakery, sweets, pastries, Iberian products, meats, fish, wines, spirits, and more. Numerous tastings and show cookings related to these delicatessen products will be organized, providing a comprehensive gastronomic experience.

With over 100,000 professionals expected to attend from around the world, this event provides a unique opportunity for Andalusia to showcase its potential and position its brands both nationally and internationally.

Noteworthy Competitions and Culinary Showcases

In addition to presenting exceptional gastronomy from around the world, Spain will host remarkable competitions, adding an element of excitement and skill to the event.

Continuing its success, GourmeTapa by Fuentes returns for the second consecutive year. In this championship, 12 participants will demonstrate the versatility and exceptional quality of products sponsored by the Murcian company, Fuentes. The challenge involves 30 minutes, 10 tapas, and a shared ingredient – red tuna. Contestants will need to craft a tapa that stands out for its taste, originality, presentation, and commercial appeal.

Attendees can witness the prestigious Sommeliers Spanish Championship Tierra de Sabor, where talented sommeliers will showcase their expertise in wine pairing. The top 3 contestants with the highest scores will compete for the title of Best Sommelier of Spain 2024, representing Spain in the World Championship of Sommeliers organized by the ASI (Association de la Somellerie Internationale).

The XChef Challenge by 1906 Beer / Estrella Galicia promises to be a riveting culinary showdown, where chefs will compete to craft innovative dishes using beer as a key ingredient.

Nespresso Professional will add a touch of sophistication as the Official Coffee of Salón Gourmets, treating attendees to the finest cocktails, recipes, and masterclasses prepared by expert baristas.

One of the stellar events at the Salon de Gourmets is the [#GourmetQuesos](#): 14th GourmetQuesos, The Best Spanish Cheeses Championship. This year, the competition introduces five new categories, bringing the total to 20. Over 100 finalists will vie for the coveted title of “Best Cheese of Spain 2024”, presenting their creations from more than 1,000 samples submitted. Furthermore, this year, the Championship surpasses itself by introducing a new category in collaboration with ICEX, Spain Export and Investments: "Cheese from Spain Awards." The goal is to support Spanish producers with export capacity in promoting their cheeses in international markets.

Last but not least, the III Burger Combat Hamburger Spanish Championship Gourmets / Lantmännen 2024 promises an exciting battle between chefs competing to craft the best burger in Spain, adding a flavorful twist to the culinary competition lineup.

Over 12,000 foreign buyers are expected to attend – many through the [Hosted Buyers Program](#)- and the Business Center/ICEX will host more than 200 buyers from over 40 countries. During the four days of the event, 4,000 meetings will take place thanks to the SG Matchmaking virtual platform, which allows exhibitors and buyers to schedule business meetings in advance.

Salón Gourmets, organized by [Grupo Gourmets](#), is the renowned quality food and beverage professional fair, which has been running for 35 consecutive years and growing in numbers. It is the most visited by national and international professionals in the gastronomic sector, such as restaurants, hotels, distributors, catering, and specialized wholesalers and retailers. It is truly a global event that celebrates the best of the gastronomic world.

Among the exhibitors at Salón Gourmets, there will be a large representation from both the private sector and public institutions such as Autonomous Communities, Regional Councils, Chambers of Commerce, Regulatory Councils, City Councils, Denominations of Origin, and more. These institutions attend the #SG24 to support the exhibiting companies and facilitate the marketing of their products nationally and internationally, given the event's international nature.

The institutions, edition after edition, highlight the vast range of agri-food products available in Spain, with the presence of a variety of regions: Andalusia, Aragón, Asturias, Basque Country, Canary Islands, Cantabria, Castilla-La Mancha, Castilla y León, Comunidad Valenciana, Madrid, Extremadura, Galicia (fishing and rural areas), La Rioja, Murcia,

Navarra, and several Provincial Councils such as Almería, Ávila, Burgos, Gerona, Guadalajara, Huelva, Málaga, and Soria. This is an opportunity to explore Spanish gastronomy with the best Iberian cured meats, extra virgin olive oils, meats, cheeses, wines, preserves, and cold meats.

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The Salon de Gourmets, now in its 37th year is organized by the [Grupo Gourmets](#), a pioneer, and leader in the promotion of gourmet gastronomy in Spain and Europe.

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