



continent, immediately followed by North America (United States, Canada and Mexico). Also a goodly number of professionals from Latin America, Africa, New Zealand and Australia will participate at Alimentaria 2020.

#### More space for the Horeca sector

Finally, the areas devoted to hotels and restaurants were disclosed. Hostelco, the international trade fair for equipment for catering, hospitality and collectives, is confirmed for the second time. It will have a renovated design to create a new synergy with Restaurama, the area of Alimentaria devoted to food service. Therefore, it will be the second largest platform for products and services for the hospitality sectors. Hostelco and Re-

staurama will cover over 30 thousand square metres, a major part of which will be made up of the fully equipped sector, with catering equipment and machinery. While products and equipment related to coffee, pastries, bakery items, pizza and ice cream will be showcased in the Moments area. Atmosphere, instead, will be the true novelty of 2020: an area dedicated exclusively to the creation of environments and interior design for hotel establishments, restaurants, cafés and other areas of the hospitality sector.

#### A chance to taste

As a showcase of the Spanish agri-food sector, Alimentaria will provide many occasions to taste local products: from the Olive Oil Bar

to The Experience Live Gastronomy, an event where many top chefs will be present - Elena Arzak, Paolo Casagrande, Oriol Castro, Eduard Xatruch, Fina Puigdevall and Mario Sandoval, to name some. In the course of cooking shows and workshops, they will enhance local products and will allow visitors to discover traditional dishes, highlighting their sustainability.

Thus, Alimentaria 2020 will have a rich and varied offer. A 360 degrees presentation of anything the Spanish food and wine sector can provide, both to the retail trade and the Horeca sector. The willingness to make it an international point of reference for the agri-food sector is clear. Rendezvous in April to find out whether it will be so or not.

*Dear inventors, when you will create an image able to infuse aroma and taste, this page will be the most appreciated advertisement in the world. Today we can only tell you how delicious the Blu di Grotta is.*

