

Naturally Organic.
23-25 FEBRUARY 2025



Simultaneously with
SLOW WINE FAIR



SANA@BOLOGNAFIERE.IT

#SANA25



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INNOVATION MEETS OPPORTUNITY!

SANA FOOD:

An evolution in consumption and sector trends translates into a **new concept of trade fair**, moving from a product fair to a **channel fair**: SANA creates a **new format** dedicated exclusively to the world of **food** and offers **organic, healthy food** companies profiled targets of national and **international visitors** from the world of **Horeca**, specialist shops and distributors.

The world of **out-of-home** consumption increasingly embraces organic products and demands **healthier and more sustainable nutritional** options for the needs of the consumer, who is increasingly attentive to nutritional values, innovation and respect for tradition. Organic products, the beating heart of the event for 36 years, will be flanked **by vegan, vegetarian, plant-based, free-from, 'enriched by', dop, igp and sgt products**. Market data reveal a significant growth in market demand, driven by a growing awareness of the **environmental impact** of food production.

This is how the new format of SANA was born - **simultaneously with Slow Wine Fair**, with which it shares the values, the philosophy and the professional visitors of the **Horeca** world.

WHY EXHIBIT AT SANA FOOD?

• TARGETED COMMERCIAL CHANNELS:

Connect directly with HORECA professionals, specialist shops, distributors, nutritionists, importers, private label specialist.

• MARKET TRENDS & INSIGHTS:

Be at the forefront of industry trends, discovering the latest market trends.

• B2B & NETWORKING:

Make new connections, consolidate existing ones with sector professionals and international buyers from all over the world.

• TRAINING & WORKSHOPS:

Keep up with the times with exclusive seminars and training sessions, with insights from industry experts and a full agenda of Cooking Shows and Masterclasses.



WHERE TO EXHIBIT : SECTORS



AN ENDLESS ORGANIC REVOLUTION:

SANA welcomes leading exhibitors of organic production, **sustainable farming practices**, controlled supply chain, associations, distributors and consortia that have always believed in the validity of organic and biodynamic production.



“FREE FROM”- EMBRACING FREEDOM OF CHOICE:

The “**Free From**” sector in Italy generates an annual turnover of EUR 6.9 billion. Among consumers, in addition to the certified intolerant and the food-sensitive, there are those who choose the free-from product as a healthy alternative, based on their lifestyle. SANA’s exhibitors will offer a wide range of “FREE FROM” options, putting the spotlight on “FREE FROM” products, innovative solutions to meet different **dietary needs**.



“ENRICHED WITH” - NUTRIENT-RICH INNOVATIONS:

SANA also opens the door to the world of products "enriched with" **essential nutrients**, where the topics of **sports nutrition**, for the **elderly**, and for **children** are increasingly taking market share.



THE EXUBERANT VEGAN AND VEGETARIAN WORLD:

SANA is proud to host a vibrant exhibition sector dedicated to the vegan and vegetarian **lifestyle**, plant-based that is constantly innovating, finding **alternative and tasty solutions** to the traditional diet of animal protein, a sector driven by sustainable and ethical choices that is increasingly taking market share.



PDO, TSG and PGI ENOGASTRONOMIC PRODUCTS - THE TASTE OF SUSTAINABILITY:

PDO, TSG, PGI food products not only satisfy the most refined palates but are also the result of **sustainable agricultural practices** that preserve the land and its traditions, imparting the pleasure of responsible and conscious cooking, respecting the environment and enhancing local resources.



VEG: THE FUTURE OF FOOD MEETS PROFESSIONALS AND FOOD LOVERS



THE EXUBERANT VEGAN, PLANT-BASED AND VEGETARIAN WORLD:

Why participate? SANA Food The Italian platform for the vegetarian world: a new beginning!

- **Visibility:**
 - o Showcase your products to over 15,000 visitors, including trade professionals and food lovers.
 - o Create new partnerships with farm holidays and other exhibitors at the Slow Wine Fair
 - o Sign up to SANA Novità and increase your brand awareness and recognition in the veg sector.
 - o Get interviewed by the communications team and be the protagonist of the 'face to face' section.

- **Business and networking opportunities:**
 - o Meet food market experts online during the months leading up to the fair.
 - o Exchange ideas and knowledge with other professionals.
 - o Discover the latest trends and innovations in the veg world.
 - o Meet the food lovers Sunday 23 February
 - o Generate new leads and increase your sales abroad by meeting buyers from more than 30 countries
 - o Present your new products to the purchasing managers of leading retailers and acquire new customers in the out-of-home catering world on Monday 24 and Tuesday 25 February



VEG: THE FUTURE OF FOOD MEETS PROFESSIONALS AND FOOD LOVERS



THE EXUBERANT VEGAN, PLANT-BASED AND VEGETARIAN WORLD:

What are the benefits?

- **Target audience:**
 - o Highly qualified and committed visitors to Healthy Food
 - o The opportunity to reach both industry professionals and end-consumers.
 - o Discuss with the reference association V Label.

- **Targeted visibility:**
 - o Customisable booth to highlight your products and brand.
 - o Possibility of arranging tastings and cooking demonstrations.
 - o Promoting your participation on the fair's own media channels.

- **Organisational support:**
 - o A dedicated team to assist you at all stages of your participation.
 - o Additional services to facilitate your presence at the fair.



OUR VISION: ON-GOING TRAINING AND CONSUMER PANEL

We create an experience that connects industry professionals, retail, Horeca, speciality shops and delicatessens with manufacturers to explore the latest trends, innovations and opportunities in the new lifestyle approach.

A thematic approach that weaves together various aspects of the healthy food landscape, including **data, education, dialogue and product showcase**:

Lab Academy SANA Food: the home for knowledge and networking

The Lab Academy SANA Food will be at the centre of our journey, a laboratory of ideas that will bring together industry experts, consumers and market leaders to explore the latest trends and developments in this ever-growing sector.

A journey leading up to the event will take place through a series of events, in-depth workshops, panel discussions and market data presentations, all designed to provide knowledge and connections to capture current and future trends in the healthy food sector. All of these paths will come together during the days of the event.

One of the cornerstones of the Lab Academy will be the **consumer's vision, perception and intention** on the concept of healthy eating and new lifestyles with the:

«100 Healthy Days» Project: A 100-day journey that will provide answers to food producers, speciality shops and the Horeca, offering suggestions and solutions to meet the **needs of consumers** who are increasingly attentive to the origin and quality of products.

The 'Healthy 100 Days Project', in collaboration with LightUp Italia! and Toluna Corporate, will involve 3,000 Italian and 1,000 Danish consumers, creating a dynamic, new survey on the topic of healthy eating. The results will be released in short reports via social media and the SANA website, creating an unprecedented observatory for interpreting market trends and engaging directly with consumers.



SPECIAL AREAS AT THE EVENT

BREAKFAST

Scientific moments on the importance of healthy breakfasts, cooking demonstrations dedicated to Horeca professionals who want to inspire trade visitors with healthy, balanced and innovative breakfasts.

APERITIVO@SANA2025

The area to learn about industry trends and promote exhibitors' products through tastings of HEALTHY aperitifs created by professional bartenders for national and international operators attending SANA FOOD using exhibitors' products.

SANA NOVITÀ

The exhibition area dedicated to exhibitors' new products and the online guide, which can be consulted for 365 days, offers buyers a window on the world of product, ingredient and packaging innovation.

RIVOLUZIONE BIO

It is the main stage for all organic stakeholders and opinion leaders to come together for an in-depth exchange of knowledge and market analysis run by the *Osservatorio Sana*.



EVENT PROFILE

EXHIBITOR'S PROFILE

Organic, natural, vegan, vegetarian, free-from, healthy and sustainable production, controlled chain, DOP, DOC, IGP, distributors, institutions, inspectorates for Organic and Natural products

VISITOR'S PROFILE

Food Lovers on Sundays

Distributors, importers, restaurants, wine shops, B&Bs, catering and canteens, specialised shops, spas, resorts, hotels, e-commerce, food service, cash & carry. **More than 15,000 trade visitors are expected.**

An important work of attracting foreign buyers has been carried out in previous years by the ITA ICE OFFICE and the network of foreign delegates of SANA BolognaFiere, as well as directly by the Guest Relation and Incoming Buyers Office, thanks also to webinars dedicated to the world of food and presentation road shows abroad.

- **Main areas of Buyer origin**

Europe: Austria - Belgium - Bulgaria - Denmark - Estonia - Finland - France - Great Britain - Latvia - Lithuania - Moldova - Norway - Netherlands - Poland - Portugal - Romania - Serbia - Slovenia - Spain - Sweden - Hungary

Extra Europe: Canada and USA, Japan, Korea, Indonesia, Singapore, UAE, China, Latin America

- **BUYER'S PROFILE**

Large importers of organic products, operators in the food service chain (Horeca world) in particular distribution channels, e-commerce, speciality shops, GD, GDO, cash & carry.



WEB, SOCIAL & DIGITAL



EVENT WEBSITE

- 100.000 SITE VISITS by 60.000 UNIQUE USERS.
- 1.000.000 PAGES VIEWED on the website.

DIGITAL PROMOTION

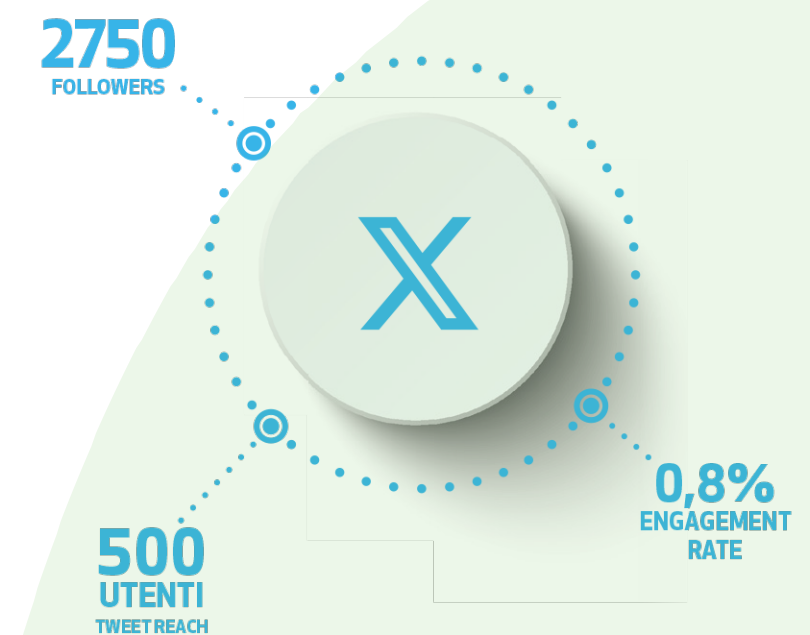
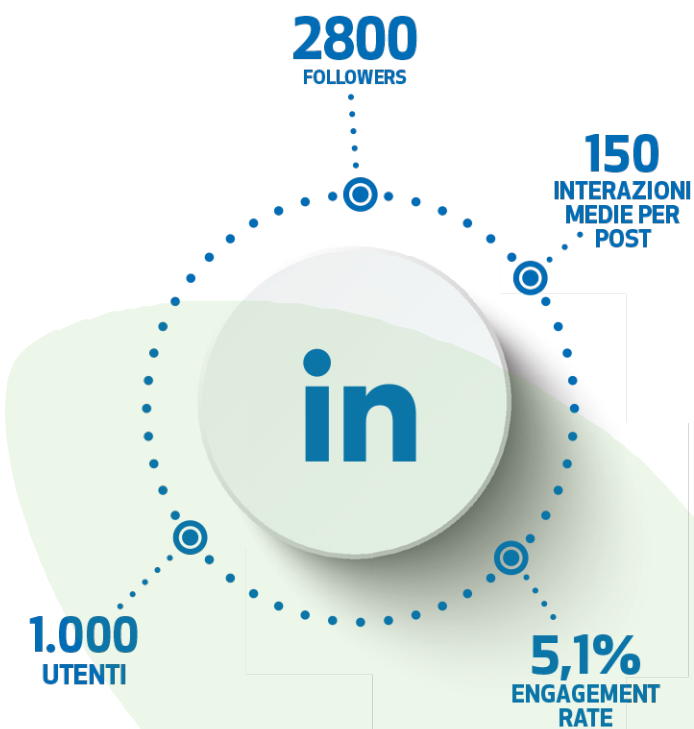
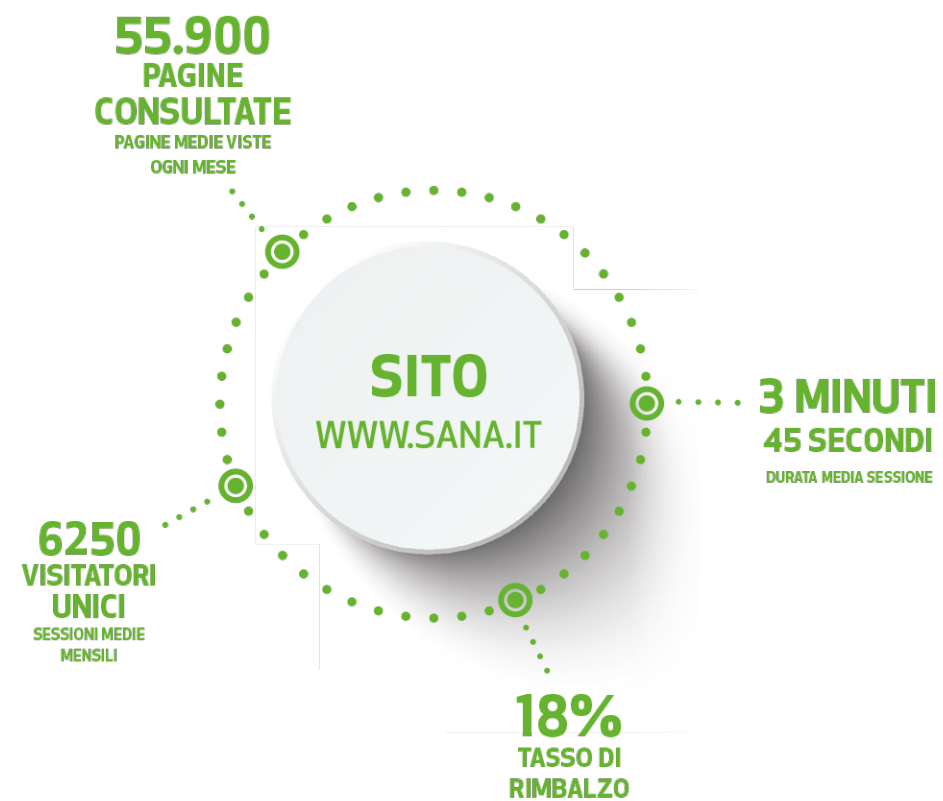
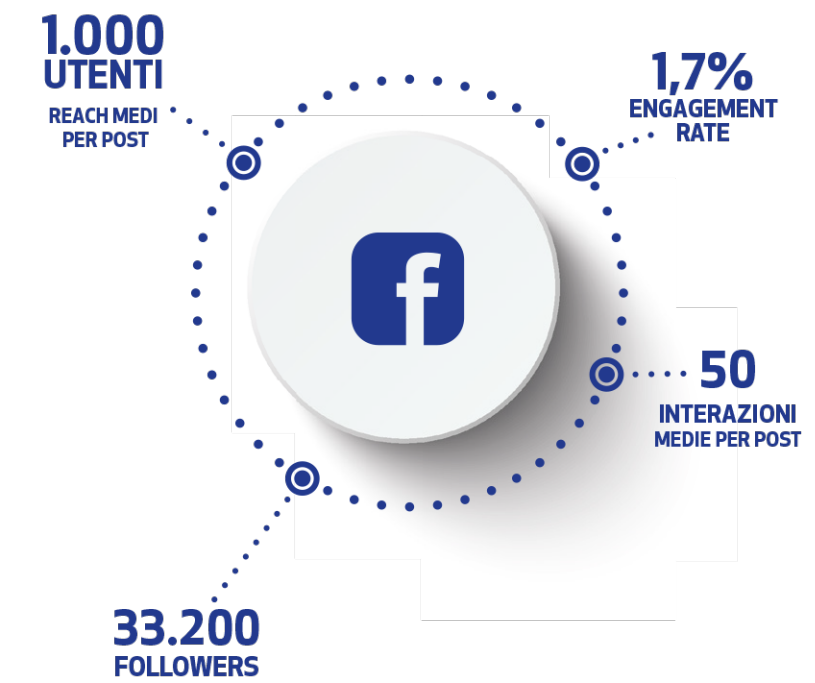
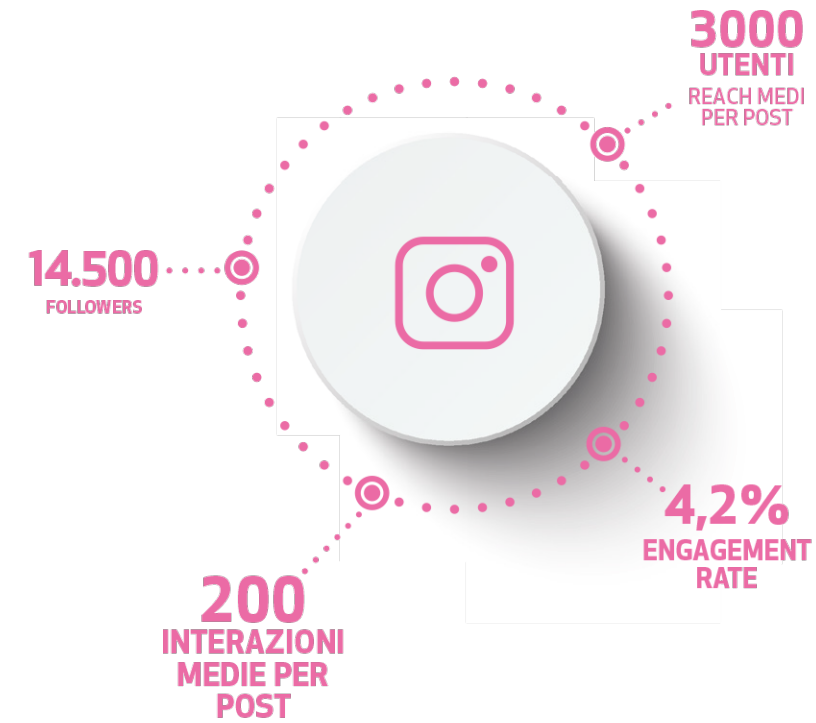
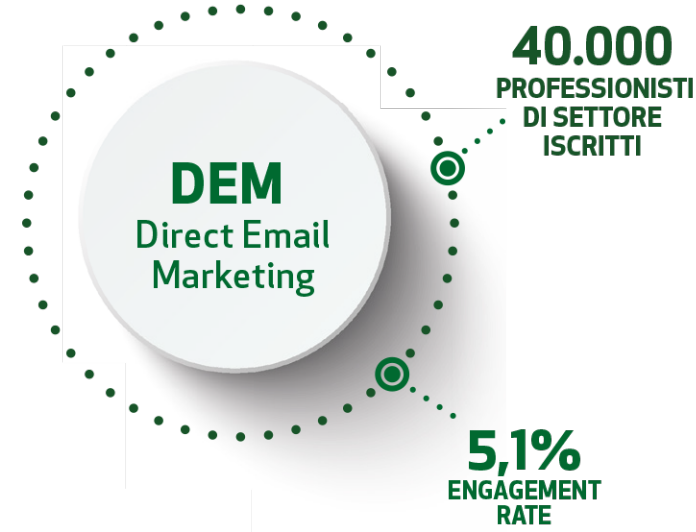
- 8,500,000 ADVERTISING INSERTS published in national newspapers and online trade magazines.

SOCIAL

- 56,000 total FOLLOWERS on Facebook, Instagram, Twitter and LinkedIn..
- 250,000 UNIQUE USERS reached by social publications
- 2,000,000 total VISUALIZATIONS reached by social posts.



WEB, SOCIAL & DIGITAL



SANA FOOD
MAPPA DEL QUARTIERE
FAIRGROUND MAP

INGRESSO/ENTRANCE
NORD

28

30

15

18

20

 **SANA FOOD**
 **SLOW WINE**

INGRESSO/ENTRANCE
COSTITUZIONE





SANA, INTERNATIONAL EXHIBITION OF ORGANIC AND NATURAL PRODUCTS

is organised by BolognaFiere in collaboration with **FederBio** and **Demeter**, with the support of **ICE** - Agency for the promotion abroad and internationalisation of Italian companies, and the patronage of the **Ministry of Agriculture, Food Sovereignty and Forestry** and the **Emilia-Romagna Region**.

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36° international exhibition
of organic and natural products

BolognaFiere

Naturally
Organic.