



23-25 FEBBRAIO FEBRUARY 2025

**SANA restarts with SANA Food:
scheduled at BolognaFiere from 23 to 25 February 2025
a new format for Horeca and specialised retail**

**SANA Food comes from SANA, the fair that for 35 years has been focusing
on organic and natural products.**

**The new Exhibition will engage the whole world of healthy food
in the eating-out-of-home segment.**

**It will be held concurrently with Slow Wine Fair, the international fair
dedicated to good, clean and fair wine.**

**The Early Bird campaign is running until 12 July,
allowing exhibitors to benefit from special rates.**

Bologna, 25 June 2024 – The year 2025 marks a turning point for **SANA**, the Event that, over the last 35 years, has been one of the main shows for organic and natural products. At its **36th edition**, scheduled **at BolognaFiere from 23 to 25 February**, SANA will turn into the new format **SANA Food**, the concept dedicated to the world of **healthy eating** and the highly topical, socially and environmentally relevant issues involved in this matter.

Focusing on the importance of **ethical and sustainable management** of resources, of quality production chains and the land, SANA Food will give visibility to companies that turn these principles, already deeply rooted in the organic field and now increasingly widespread, into virtuous practices.

Driving the turnaround at SANA is the **evolution** observed in trends, especially **in out-of-home consumption**, which is not only embracing organic products to an increasingly significant degree, but also registering a surge in demand for nutritional options that are healthier and more sustainable for the planet, more innovative and, at the same time, respectful of local traditions.

As **Claudia Castello, Exhibition Manager of SANA Food**, explains, «*the new format offers Food Service and Horeca companies the most useful out-of-home eating solutions to better tune in with the needs of consumers who are increasingly attentive to the origin of what they are buying and oriented towards healthy, sustainable and quality products: three concepts that SANA Food, while assigning a central role to organic products, extends to the whole world of healthy food with a controlled supply chain and medium-small production volumes. We will then be presenting biodynamic, vegetarian, plant-based, 'free from' products for allergy and intolerance sufferers and those who follow special diets, 'enriched' and 'lightened' products – including foods for athletes, senior citizens and children, PDO, PGI and TSG products*».

One of the **innovations** at SANA Food, the "**Healthy 100 Days Project**", will help define more precisely the features of those who choose these types of products. The Project is developed in collaboration with **LightUp Italia!** and **Toluna Corporate**, the community of seventy million consumers in over seventy countries whose



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opinions play a part in the marketing choices of consumer-oriented companies. Through a dynamic survey, the new community expressly created for SANA Food – 3,000 Italian and 1,000 Danish consumers – will be observed and analysed for two intervals of 100 days each; during this time, they will share their opinions, ideas, suggestions, behaviours and out-of-home consumption choices regarding the concept of a 'healthy' lifestyle. The results will gradually be released through social media channels and the SANA website, and during the Event with debates, and they will form the first building block of a **consumer survey**, the first ever carried out in Italy, to dialogue directly with consumers and interpret market trends.

«Our trade fair – Claudia Castello continues – will welcome manufacturers and professionals in the sector, inviting them to reflect on the importance of ethical resource management, to promote a culture of informed, responsible and sustainable purchasing, and to support a market that rewards these values».

The **concurrence** of the Event **with the fourth edition of Slow Wine Fair**, the international fair dedicated to good, clean and fair wine, will enrich SANA Food's exhibition proposal. Slow Wine Fair is organised by BolognaFiere, based on an idea conceived together with Slow Food, and SANA Food shares with it the underlying inspiration and the target visitor from the Horeca channel.

Exhibitors will gain greater visibility and more opportunities to increase their business, while the distribution professionals to whom SANA Food is addressed – profiled targets representing hotels, restaurants, bars and catering, specialised shops, delicatessens and cash&carry – will be able to adapt to their market's new trends.

Taking advantage of the **Early Bird** campaign (**deadline 12 July**) will allow exhibitors to access **attractive rates**; more information at sana.it.

One asset of SANA Food is represented by the strong focus on business networking, which will be achieved thanks to the business lounge, a special reserved area dedicated to **b2b meetings** between exhibitors and international buyers.

Rivoluzione Bio, the conference bringing together the main stakeholders of the organic market, will be again proposed, with in-depth discussions and debates on the priority issues for institutions, investors and opinion leaders in the organic sector. On this occasion the SANA Survey 2025 will be presented, a collection of the latest market data curated by Nomisma. Rivoluzione Bio is organized and promoted by BolognaFiere in collaboration with FederBio as part of the BEING ORGANIC IN EU project, managed by FederBio in partnership with Naturland DE and co-financed by the EU under EU Reg. no. 1144/2014.

The long-awaited **SANA Food Novità** section returns both in the exhibition area at the fair and in the online guide: a qualified showcase of new products and extensions of existing lines, new formulations and changes to ingredients and new types of packaging.

SANA Food will once again focus on two precise moments of consumption. **Breakfast** will be developed through scientific meetings facing the importance of eating healthily right from the morning, and through cooking demos aimed at Horeca professionals who want to offer healthy, balanced and innovative breakfasts. The **Organic Aperitif@SANA2025** area of SANA Food will introduce operators to the trends in the sector and



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offer tastings of the exhibitors' products which are better suited to an all-healthy aperitif, prepared for the occasion by professional bartenders.

Thanks to the cooperation with **V Label Italia**, SANA Food will put the dynamic **vegan and vegetarian** market segment at the centre of a third focus area, where experts in the sector will be running training activities – aimed in particular at the Horeca –, with professional courses ranging from the delicate topic of cross contamination to ingredients derived from new vegetable proteins, and will provide examples of traditional (and non-traditional) recipes in vegan or vegetarian versions, easy to include in the menus of hotels, restaurants and bars. V Label Italia will also present international innovations related to the veg lifestyle.

The busy calendar of **Cooking Shows** and **Masterclasses** planned at SANA Food will be the highlight of an articulated **educational programme**, starting well in advance of the exhibition, promoted by **Lab Academy SANA Food**.

The Lab Academy is one of the leading innovations at the Show and will organise seminars, meetings and demonstrations with a high educational and refresher content for operators. These **periodic appointments** will focus on the themes that mark the new course of SANA Food, from the most current consumer trends to the apparent schizophrenia of the markets, where enriched and depleted products coexist on the same shelf, up to the silver generation food proposals – driving force of the new economy, with completely different needs from those of a few years ago – and nutraceutical products, for those pursuing 'beauty from inside'. At the beginning of October, for example, a training event will focus on the ever-expanding world of free-from, which will be investigated with a technical-scientific approach that is attentive both to best practices and business. The Lab Academy SANA Food will benefit from the collaboration of, among others, companies and trade associations, and will be coordinated by Professor **Sebastiano Porretta**, President of the Italian Association of Food Technology (AITA), author of several books on themes related to food and nutrition, and one of the best-known professional figures in the sector.

In its role as a **start-up** intending to bring together the best realities of the Horeca universe, SANA Food will soon be joined by other partners, united by their ability to catch the new contemporary language towards which catering is moving.

SANA Food is organised by BolognaFiere in collaboration with FederBio, with the patronage of the Emilia-Romagna Region and the Municipality of Bologna, and the support of ITA - Italian Trade Agency.

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