



23-25 FEBBRAIO FEBRUARY 2025

Lab Academy SANA Food: a series of online seminars explores new trends in the healthy food market

On Tuesday 24 September, with a focus on plant-based food products, the second appointment of the free training programme preparatory to SANA Food 2005 and aimed at all professionals in the Horeca world.

Bologna, 19 September 2024 - The **second training appointment** of the **Lab Academy SANA Food**, the cycle of **online seminars** focusing on the food and wellness-oriented out-of-home consumption sector, is dedicated to **plant-based food products**.

The Lab Academy is one of the **highlights of SANA Food**, the reference exhibition for the world of healthy eating, scheduled from 23 to 25 February 2025 at BolognaFiere.

The webinar **'Plant-based food products. Updates on today's trendiest market segment'** will be held on **Tuesday 24 September (participation is free of charge)** and is an important training opportunity for food industry professionals.

Nearly 300 registrations have already been received, confirming how the **plant-based market** segment is experiencing **very significant growth dynamics** and attracting great attention, also thanks to the increasing **sensitivity of Italian consumers to health and sustainability** issues.

Eloquent, in this regard, are the results of the research recently carried out by **Unione Italiana Food**, which certify the market value **in Italy** of **plant-based food alternatives** at about **500 million euro**, with an increase of 8% in value and 2.8% in volume compared to 2022. And the same survey also records a leap forward in consumption habits: if in 2021 plant-based products were part of the purchasing decisions of around 10 million Italians, today they are regularly chosen by **more than 22 million consumers**.

With the appointment of 24 September, the Lab Academy format gets into full swing, to accompany professionals from the **Horeca** world until February 2025 with a **training programme with a high technical-scientific content**, focusing on the main trends that are reshaping the world of food consumption. Each meeting takes an in-depth look at a product area of **SANA Food**, highlighting aspects such as research, innovation, quality, legal regulations, labelling, packaging and food design.

After outlining **new healthy eating lifestyles** and the resulting **out-of-home consumption choices** (seminar on 2 July, available [here](#) after registration), and exploring the plant-based universe (24 September), on 15 November the topic of **intolerances** will be addressed, with a focus on **free-from products**. In subsequent seminars – both online and at the exhibition –, the spotlight will be on the **nutrition of athletes and the silver generation**, and on **beauty from inside**.

The seminars offer an all-round look at a **rapidly changing market**, on both a local and international scale, and therefore rich in opportunities.

Sessions are led by **experts** and promote moments of **discussion and confrontation among participants**, as well as **networking opportunities** to foster the exchange of ideas among operators.



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At the same time, participation in the training sessions allows a better definition of the profile of an **increasingly informed and demanding consumer**, to be grasped in its many facets and peculiarities, in order to design products and services more in line with its inclinations.

Lab Academy SANA Food is realised in partnership with **AITA - the Italian Association of Food Technology**, which, with the direct involvement of President **Sebastiano Porretta** – author of texts on nutrition and one of the most authoritative experts in the field – oversees the entire training programme. Other **companies and trade associations** also contribute to the format.

Participation in the online seminars is free of charge, subject to a one-off registration. Those who register receive a personalised link with which they can attend all scheduled events, including those that have already taken place.

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