

International Fine Food
& Beverages Fair

Madrid Exhibition
Center



Watch 33 SG
video



34

From
March 30th
to April 2nd
2020

Madrid,
Spain

SALÓN GOURMETS



Welcome to Salon Gourmets, the leading European delicatessen product fair.

Salon Gourmets, International Fine Food and Beverage Fair, it's the leader in the Spanish delicatessen sector and one of the world's most renown trade fairs of its kind.

With a history of 33 consecutive editions, growing figures and a purely sales spirit, this professional fair is aimed at national and international visitors; to the hotel industry, chefs, catering, agri-food distribution, retailers, hospitality, specialized shops, etc.

More than 50,000 products were exhibited in the past edition in April 2019, that was visited by 107,050 professionals.

Salon Gourmets is 1 of the top 3 gastronomy events worldwide.

Ferran Adrià

elBullifoundation, Barcelona - Spain



34 Salon Gourmets



Results 2019*

107.050

Trade visitors (+18,7% vs 2018)

2.024

Exhibitors (+26,3% vs 2018)

61.257 m²

Exhibition surface (+19,4% vs 2018)

Level of Satisfaction

91,8%

of the exhibitors is planning to repeat their participation at the next edition of SG

82,7%

approves the way the SG is managed

81,1%

is satisfied with the contacts made

67,8%

is satisfied with the quality of professional visitors

Media Impact**

10.159.000

TV

5.857.000

Radio

56.352.000

Press

875.865.200

Internet

3.078.000

Social Media

67.700.000

Google searches

948.233.200

Social Media Impact

9.833.796 €

Economic Impact Value

It stands out for the magnitude it has reached, the interest of the visitors and the number of exhibitors.

Pedro Subijana

3* Michelin, Chef Owner Akelarre Restaurant, San Sebastian - Spain



* External audited data
** Source: Kantar Media

Trade Visitors

Profile

Restaurants

24,6%

Retailers

20,4%

Bars

10,3%

Agri-food distribution

9,9%

Hospitality professionals

8,3%

Agri-food industry

5,7%

Catering

3,4%

Hotels

3,1%

Administration

2,5%

Press

1,7%

Others

10,10%

Job Function

36,7%

Owner, President, CEO, General Manager

24,9%

Purchasing Manager, Sales - Marketing Manager, Export Manager, Sales Account

19,8%

Purchasing Department, Sales Representative, PR - Communication, Marketing and Sales Department

18,6%

Technical Departments and others

Level of satisfaction

98,7%

is satisfied with their visit to the fair

International Showcase

15.340

(+28,5% vs 2018)
International buyers from

70

countries

130

invited by SG
(Hosted Buyers Program)

+2.600

business meetings (only HBP)



Empowering the international business by inviting international buyers, who are interested in the products exhibited at the SG.

International Exhibition

- | | | | |
|-----------|-----------|-------------|----------------|
| Argentina | Ecuador | Italy | Portugal |
| Austria | France | Japan | Russia |
| Belgium | Germany | Latvia | Switzerland |
| Canada | Greece | Netherlands | Thailand |
| Chile | Hungary | Norway | USA |
| Colombia | Indonesia | Peru | United Kingdom |

This fair is recognized internationally for gourmet products.

Ttiyaporno Boonsiriya
Minister Counselor Embassy of Thailand,
'Country of Honor' 33 SG



Exhibitors

Distribution by sectors

Wines
30,74%

Oils and fats
19,79%

Preserves
19,00%

Convenience foods and prepared dishes
17,48%

Charcuterie
14,25%

Sweets
13,92%

Cheeses
13,59%

Condiments, spices and vinegars
13,06%

Spirits and liquors
13,06%

Dried fruits, snacks & pickles
12,27%

Ham and ham shoulder
11,54%

Non-alcoholic drinks
11,48%

Fresh produce
10,88%

Jam and honey
10,49%

Sauces
9,17%

Smoked and savoury fish foods
8,58%

Pâté
7,39%

Chocolate / cocoa derivatives
6,53%

Foie-gras and duck/goose derivatives
5,80%

Dairy products, dairy preparation
5,80%

Confectionary
5,67%

Rice
5,61%

Pasta
5,28%

Bread
4,95%

Pulses
4,82%

Caviar
4,75%

Cereals
4,62%

Eggs and egg products
2,18%

Machinery for Hotel and Catering business
1,78%

Kitchenware
1,72%

Related services
1,45%

Kitchen equipment and hospitality
1,39%

Design and decoration (interior design)
0,79%

Professional clothing
0,79%

Software for hotel and catering business
0,66%

Publising houses
0,66%

Hardware for hotel and catering business
0,59%

Related services and equipment
0,46%

Others
3,96%

Note: the data totals more than 100% because the exhibitors display products of various categories. The data indicates the percentage of exhibitors presenting products in the corresponding category.

Do you want to be part of the 34 SG?

Participate with your own stand or those we offer from the Organization, which include what is necessary to exhibit. Share with us your needs for space and image, and allow us to advise you.

As an exhibitor, and free of charge, you can benefit from:

Business Center*

Meet with international buyers selected by the Organization in collaboration with ICEX (Ministry of Industry, Trade and Tourism). *(from 6 m² onwards)



Innovation & Organic Exhibition Areas

Free of charge Exhibition Areas for New Products and Organic Products. Right to participate in the Salón Gourmets Awards.



Communication

Promote your participation with the supports of Grupo Gourmets (Club de Gourmets Magazine, Gourmets TV, Social Networks, Newsletters, Online and printed Catalogue, Official App, etc).

Furthermore, you can optimize your brand presence through:

Sponsorship

Advertising

Show Cookings

Tasting Rooms

Conference Stages

General Conditions

Brand Name
It's the name to be used on the fascia-board (if applies), as well as in the catalogue.

Registration fee includes

Registration fee 55 €/m² *

The payment of the registration fee includes: Dossier opening, administration processing, the right of a reservation number and the right to space reservation and its corresponding allocation. No allocations will be offered until the Registration fee has been paid.

Space Rental Fee Salon Gourmets 2020**

Space Only Rental fee 241 €/m² *

Includes

The space booked. Entitlement to stand assembly and dismantling. Cleaning of the stand during the Fair. Inclusion in the Official Catalogue. 1 invitation / event and 8 invitations / day per each 2 m² booked. 4 Exhibitor passes per stand up to 24 m² an additional pass for every 12 m² up to 100 m². 1 parking pass per each 50 m² booked. Collective civil liability and fire insurance. Electrical consumption, 24 hours permanent power supply. Entitlement for the Business Center, Innovation & Organic Exhibition Areas.

Corners

1 Corner (2 sides open) 24,1 €/m²*
2 Corners (3 sides open) 48,2 €/m²*

The corners will be assigned based on m² booked and needs of the Organizers.

Fitted Stand: 85 €/m²* (From 9 m² onwards)

Includes

Assembly of the stand. Aluminum shell-scheme structure. Melamine boards 1m in width and 3m in height. Fair carpet. 1 counter (103 x 53 x 100) per 15 m² or fraction. 1 round table per 15 m² or fraction. 1 chair per 5 m² or fraction. 1 shelf per 5 m² or fraction. 130 w/m² Mandatory Power Supply. Fuse box. 1 socket (500 w) 75 w/m² lighting. Fascia Board with company name.

Official Desing Stand: 165 €/m²* (from 12m² onwards)

Includes

Assembly of the stand. Chipboard 3 m high. Grey fair carpet. Totem with company logo. Counter (see design). Storage, tables, shelves, chairs, high stool (depending on the m² booked). Adhesive vinyl of 2,30 x 1 m in totem. Vinyl lettering with company name. 130 w/m² Mandatory Power Supply. Spotlights of 300 w. Fuse box with socket. 1 socket (500 w) in counter. Bookshelf 4 shelves in storage.

Monographic Exhibition Lounge

Wine Lounge (2.750 €/u), The Gallery (1.750 €/u) & The Best Wines of the 35th Gourmets Wine Guide (2.400 €/u).

Includes

Dossier opening. Administration processing. The right of a reservation number and the right to space reservation and its corresponding allocation. Turnkey Stand. Stand construction. Entitlement to stand assembly and dismantling rights. Cleaning of the stand during the Fair. Electrical consumption, 24 hours permanent power supply. Collective civil liability and fire/lighting insurance. Inclusion in the Official Catalogue with brands and right to participate in the Innovation & Organic Exhibition Areas. Fair Carpet. Fascia Board with company name. Invitations, Exhibitor passes. Parking pass and Stand Equipment (see specific conditions of each option).

Nota: A minimum of participants is required for these areas.

* VAT Not included. An additional VAT charge of 10% is to be added to these prices, or the rate which applies at the time of invoicing.

** Exhibitors from Salon Gourmets 2019 who confirm their participation in Salon Gourmets 2020 before September 27th, 2019, will benefit from a 12% discount over the Space Rental Fee concept, provided that all payment conditions are fulfilled. New exhibitors who confirm their participation before October 31st, 2019 will benefit from a 5% discount over the Space Rental Fee concept, provided that all payment conditions are fulfilled.

Note: The design and equipment of the turnkey stands fixed (Fitted Stand, Official Design Stand and Monographic Exhibition Lounge) and the return or modification, neither partial nor total, of any element is allowed (except from graphic).

Payment Conditions

In order to process your registration as an exhibitor of the 34th Salon Gourmets 2020, you must make the payment of the Registration Fee. In case of hiring a monographic exhibition lounge, a sole payment must be made.

Bank details:

BANKIA EMPRESAS
P² de la Castellana, 259 - A
Torre Bankia (Foster) 28046 Madrid - España
CCC / IBAN: ES15 2038 1522 0460 0002 6882
SWIFT CODE: CAHMESMMXXX
Ref: (Name of the Exhibitor or Company).

Once participation has been accepted, PROGOURMET, S.A. will issue an invoice for the total amount of the requested space; executing the contract by remittance of the invoice. Payment conditions will be showed in the invoice (please see Exhibitor's Calendar).

In case the stipulated payment conditions were not fulfilled, the Organizers will gain the sole right of the booked space.

General Conditions

Dully fulfilled application forms must be sent to the Organizers. Applications will only be accepted when completed and if they are accompanied by the PAYMENT OF THE REGISTRATION FEE. PROGOURMET, S.A. will send the requesting company an invoice for this item.

Once participation has been confirmed you will receive a Reservation Number, which will determine the chronological order for space allocation. The locations will be chosen by rigorous order of reservation and m² booked.

There is no legal right to admission and the transfer of the right to admission neither the whole or partially of the stand to a third party, is prohibited.

The Organizers reserves the right to make changes to the area and / or the location assigned should the circumstances so require, without entitling the exhibitor to any compensation whatsoever due to exercise of the mentioned right.

Should an exhibitor withdraw from participation, ALL AMOUNTS PAID SHALL BE FORFEIT (see Internal Regulations).

Under no circumstances shall the Organizer be liable for any damage to the exhibited materials of the stand and/or exhibited products.

I, hereby, admit to have read and I accept and agree to the terms and conditions of the Salon Gourmets Internal Regulations.

Complete version available at through the QR code at the bottom of this page. (+) Admission: The Organizer is entitled to reject an application if the products do not fit the theme of the Salon. The Organizers, only in this case, will return the amounts previously paid.

In accordance to the Spanish Law: C.A.

Madrid 5/2002 dated June 27th, 2002, access to the Salon Gourmets is strictly forbidden to persons under the age of 18, (neither children nor babies alone nor accompanied by a parent or guardian) neither during the fair nor assembly and dismantling. Where any doubt arises, proof of identity will be required.

Progourmet, SA. guarantees the protection of personal data in compliance with the provisions of the General Data Protection Regulations (RGPD).

For more information check are Data Protection Policy (www.gourmets.net/condiciones-generales) Valid since May 25th, 2018.

[\(+\)](#) Go to the full version



34 Salon Gourmets 2020 Application Form

Exhibiting Company Data

Brand name for Catalogue

Address

City

State

Post Code

Country

Phone

www.

e-mail

Billing Data (if different from above)

Company

Address

City

State

Post Code

Country

VAT

Contacts

Person in charge

Administration

Communication

Name

Last Name

e-mail

Mobile

Position

Area Request

Registration Fee* – 55 €/m ²	55 € x	m ² =	€
Space Only Rental Fee – 241 €/m ²	241 € x	m ² =	€
Fitted Stand** – 85 €/m ²			
White	Black	Beech	
€ x	m ² =		€
Official Design Stand** – 165 €/m ²			
Corners***			
1 corner – 24,1 €/m ² (2 sides open)	€ x	m ² =	€
2 corners – 48,2 €/m ² (3 sides open)			

(* Includes: administration fees, processing and pre-reservation. Attach proof of payment. No allocations will be offered until the payment of the Registration Fee has been satisfied. (** See equipment in General Conditions. (***) Corners will be assigned based on a minimum m² area and needs of the Organizers.

Other exhibiting options

The Gallery of the Salon**** – 1.750 €/ud			
Wine Lounge**** – 2.750 €/ud			
The Best Wines of the Gourmets Wine Guide**** – 2.400 €/ud			
		u =	€
		Subtotal =	€
		10% VAT =	€
		Total =	€

(****) See specific conditions of each model. NOTE: A minium of participants is required for this areas.

I have read and agreed to the full version of the Internal Regulations.

Full name

Date

Signature and Company

To be returned signed and scanned to: infosalon@gourmets.net
PROGOURMET, SA. C/ Aniceto Marinas, 92. CP 28008 Madrid, Spain. Tel: +34 915 489 651 Fax +34 915 487 133
This form is not an Admission's Request and does not allow you to exhibit in Salon Gourmets. All the Request will surrender to the Organizing Committee the only one responsible for its definitive acceptance without any obligation to justify their decision.

Technical Data

ORGANIZES

Grupo Gourmets
T (+34) 915 489 651
gourmets.net/salon

Exhibitor's Service
infosalon@gourmets.net

WHEN

34 Salón Gourmets 2020

March Monday 30th
10:00 am–7:00 pm

March Tuesday 31st
10:00 am–7:00 pm

April Wednesday 1st
10:00 am–7:00 pm

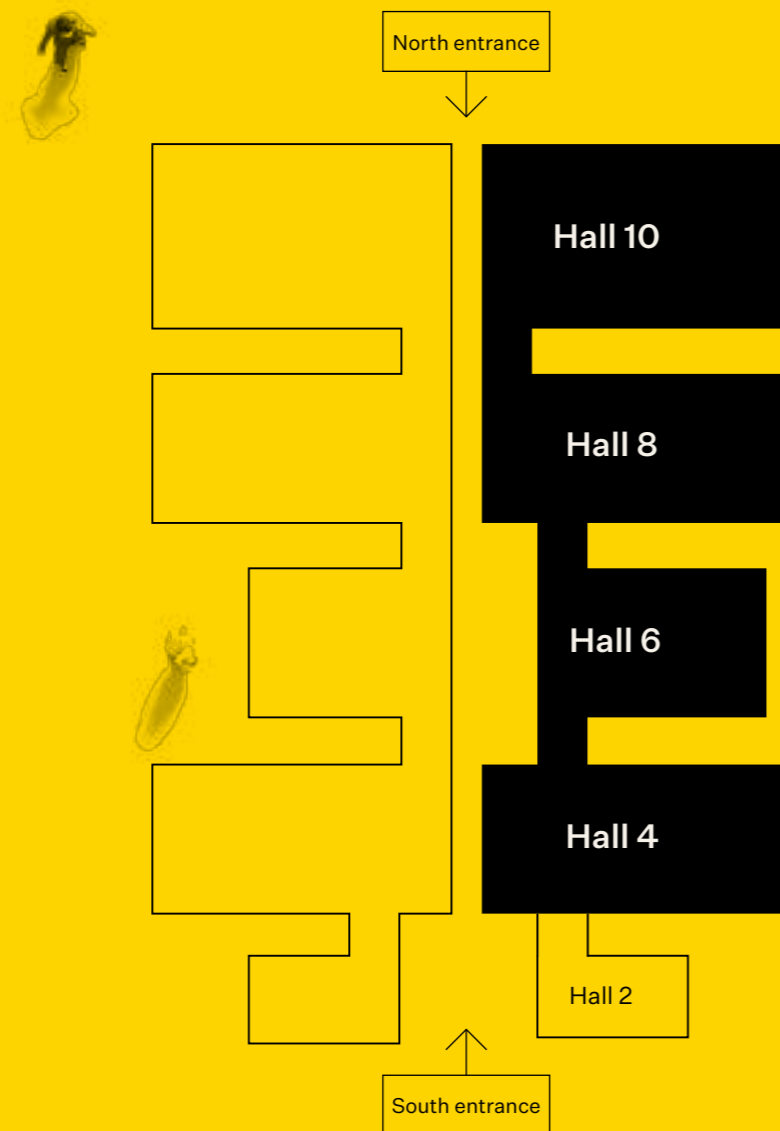
April Thursday 2nd
10:00 am–5:00 pm

WHERE

IFEMA
Madrid Exhibition Center
Av. Partenon, 5
28042 Madrid
Spain



(+) Watch the 33rd SG video



It is the best gourmet product fair in the world. Here you can find the best products. It is awesome.

Juan Mari Arzak

3* Michelin, Chef / Owner Arzak Restaurant, San Sebastian - Spain



34 Salon Gourmets

Exhibitor's calendar

		Deadline
Registration	Complete the Application Form. The Organizers will contact you and assign you a reservation number (mandatory for allocation).	
Payments	Registration fee	By submitting application
	1 st Payment due	November 11th, 2019
	2 nd Payment due	January 15th, 2020
	Booking of monographic areas	Payment in full with the application form
Services	Booking and payment of Services and/or additional Equipment	Until February 21st, 2020*
	*From February 21 st onwards all services will be increased with a 25% surcharge and can not be guaranteed.	
Catalogue	Printed version	Until March 6th, 2020
Innovation Area	New Products Exhibition Area (free of charge / included)	Until March 6th, 2020
	New Products remittance to SG (C/ Aniceto Marinas, 92. 28008 Madrid - Spain)	From March 9th to 13th, 2020
	New Products removal 5:00 pm to 6:00 pm (The products not collected within this period, may not be claimed and are the Organization is exempt of any responsibility)	April 2nd, 2020
Organic Exhibition Area	Organic Products Exhibition Area (free of charge / included)	Until March 6th, 2020
	Organic Products remittance to SG (C/ Aniceto Marinas, 92. 28008 Madrid - Spain)	From March 9th to 13th, 2020
	Organic Product removal 5:00 pm to 6:00 pm (The products not collected within this period, may not be claimed and are the Organization is exempt of any responsibility)	April 2nd, 2020
Business Center (BC)	Business Center Registration	From February 17th to March 8th, 2020
	Meetings request	From February 24th to March 8th, 2020
	BC Agendas reception	From March 23th, 2020
Assembly	Free Design assembly from 8:30 am to 9:00 pm	From March 26th to 29th, 2020
	Hand key stands Delivery (except for free desing stands). From 10:00 am onwards	March 29th, 2020
Disassembly	Friday from 8:30 am to 9:30 pm and Saturday from 8:30 am to 2:00 pm	From April 3rd to 4th, 2020
Goods	Goods reception from 8:30 am to 10:00 am	From March 30th to April 2nd, 2020
	Mandatory goods removal , between 5:00 pm to 9:30 pm	Thursday April 2nd, 2020

Sponsors

Organizes / Media Partner



CLUB DE GOURMETS

Main Sponsors



OFFICIAL BEER



OFFICIAL WATER

Sponsors



#alimentosdespaña



Co - Sponsors

Protos

Collaborators



SG cooperates with

