***Fispal Food Service 35th Edition Breaks Qualified Audience Record***

*In four days, the fair attracted other 57,000 visitors, a 10% increase compared to the previous year*

Trends and news for the outside home food industry were some of the main factors that attracted a visiting audience of 57,000 people at Fispal Food Service 35th edition, the largest fair for this industry in Latin America. The event, which took place between June 11 and 14 at Expo Center Norte (SP), counted with 470 exhibitors representing 1,800 brands. “In the first day already, the audience volume was almost 60% higher than last year," says Clélia Iwaki, Fispal Food Service director.

The good performance of the event shows that economic crisis effects on outside home food industry are lagging behind. According to the survey “Economic Situation of the Outside Home Food Industry”, conducted by the Brazilian Association of Restaurants and Bars - ABRASEL with 991 businessmen from all regions of the country, there was an increase in sales of establishments in 2018 compared to the previous year and the expectation is that there is even more growth in 2019.

According to the study, the entrepreneurs in the Outside home food industry who participated in the survey are confident: 72% expect growth in their revenues. "In addition to this optimism atmosphere, we can say that the success in audience is extremely related to the fact that Fispal has become in these 35 years of existence a great reference of the industry", comments Clélia. For the executive, this recognition occurs because there is a constant effort to understand the consumer and thus guide the exhibitors and help them strengthening in the market.

With 15 years of participation in Fispal Food Service, the company Laticínio Scala, from the Serra da Canastra region of Minas Gerais, sees the fair as a strategic event for the industry. "We have 40-year-old customers attending this important event, so we always have good results," says Marco Antonio Barbosa, Marketing and Sales Manager at Scala. In this edition, the company has fostered many partnerships and prospected a considerable number of prospecting new clients.

In this edition, the fair again counted on the space of foods and drinks with the exhibition of vegan and regional products. There were 131 ingredients and supplies companies that represented 28% of the total number of exhibitors. This year's volume represents a 30% increase compared to 2018.

***Quality Content***

The attractions of the fair were developed to guide restaurant owners, bakeries, bars and the like about trends and changes in the market and consumer preferences.

One of the main highlights was Fispal Innovation, a space created to present innovations that come to help increase the competitiveness of companies in this industry. Those who visited the space were able to check a little bit of everything: from a robot that assists restaurants in customer service to a device that allows food cooking up to four times faster than the conventional ones. Pluginbot, one of the exhibitors of the space, brought the artificial intelligence management platform solution, IoT and robots.

According to Sergio Ricardo, representative of the company, the majority of the visitors wasn’t aware of the functionalities of these platforms and how they can be useful for the outside home food market. "Our exhibition was extremely important to bring understanding about these tools to this industry," he explains.

Another highlight was the Brew Pub of *Escola Superior de Cerveja e Malte* [School of Beer and Malt], whose aim was to help establishments implement or transform their business into brew pubs to broaden the product mix for their customers, free of charge. According to its consultants, more than 150 people attended every day. Of the visitors, 50% have a bar and would like to invest in the beverage manufacture and the other 50% already manufacture handcrafted beer and have the desire to open a bar.

Another attraction that stood out was *Comida Invisível* [Invisible Food], a 15-minute free consultation in which experts helped establishments regarding the processes that can be used to reduce waste in their establishments, with clarifications on myths and truths about food donation. More than 400 people a day passed through the space and according to the organizers, and the majority was not aware of this initiative. Many of the visitors also had no understanding of the law of responsibility that governs food donation.

It is also worth noting ***Arena Food & Beverage for Hotels by Accor***, which took place from June 12 to 14 with the aim of showing opportunities and challenges of food and beverages within the hotel segment. The attraction was offered by Fispal Food Service in partnership with the Accor Group - leader in augmented hospitality that offers unique and significant experiences in 4,800 hotels, resorts and residences in 100 countries.

Also, *Trilha de Ultracongelados* [Quick-frozen Track] - a space created to present all the steps of quick-frozen and food-serving processes - offered six lectures per day with capacity for 40 people, which resulted in a attendance of 240 visitors per day. After the lecture, participants had the opportunity to taste the food and check that the quality and taste remain intact.

***Management Forum***

Fispal Food Service also had the third edition of *Fórum Gestão à Mesa* [Management on Table Forum], which is held in partnership with Abrasel and received 500 people. This year, the event was held in an innovative format, which allowed congressmen to choose between three different panels. The lectures highlighted the management of establishments and business strategies; marketing and digital, as well as trends and innovations.

The audience was able to follow success cases from great restaurants, such as Madero. The operations vice-president, Rafael Mello, talked about the strategies adopted to expand the network, which now has more than 160 units. The lectures on new food service trends, such as veganism and the grab and go concept, also drew attention.

***About Fispal***

The Fispal brand, which began as a meeting of engineers called the *Feira de Insumos para Alimentos* [Food Supplies Fair], at Anhembi Convention Center, today represents the largest meeting of the industry in Latin America. In 2001, with the aim of serving the food and beverage industry and the outside home food industry, Fispal has segmented into two fairs: Fispal Tecnologia - International Technology Fair for the Food and Beverage Industries and Fispal Food Service: International fair for products and services for outside home food. The brand also added Fispal Sorvetes - Technology Fair for the Professional Ice Cream Industry and Fispal Café: Trade fair for the Coffee industry.

The fairs, which are now accompanying the changes and the evolution of the market in Brazil and in the world, are marked by the launch of new technologies, products, professionalization of labor and expansion to new markets. Currently, Fispal brand is made up of fairs that serve the entire food and beverage chain, from raw material, machines, equipment and processes, to outside home food industry.

Learn more at: [www.fispal.com.br](http://www.fispal.com.br)

***About Informa Markets***

Informa Markets creates platforms for industries and specialized markets to do business, innovate and grow. Our global portfolio is comprised of over 550 events and international brands, with more than 30 of them in Brazil, in markets such as Health and Nutrition, Infrastructure, Construction, Food and Beverage, Agribusiness, Technology and Telecom, Metal Mechanics, among others. We offer customers and partners around the world networking opportunities, chances to live experiences and do business through fairs and face-to-face events, specialized digital content and market intelligence solutions, building a relationship and business voyage between companies and markets 365 days a year.

Learn more at [www.informamarkets.com](http://www.informamarkets.com).

***Press Info:***

|  |  |
| --- | --- |
| ***SD&PRESS Consultoria*** | |
| (+55 11) 3876-4070; www.sdpress.com.br; @sdpress; facebook.com\sdpress | |
| **Caroline Correa** | caroline.correa@sdpress.com.br |
| **Aline Feltrin** | aline.fetlrin@sdpress.com.br |
| **Priscila Fabi** | priscila.fabi@sdpress.com.br |
|  | JUNE, 2019 |