



FISPAL
FOOD SERVICE



FISPAL
SORVETES

POSTSHOW REPORT



2022
HYBRID

2022

2022

2022

2022

2022

2022

Sponsor



Strategic Partner



Affiliated to



Promotion and Organization



THE LEADING CONNECTION PLATFORM FOR THE OUT-OF-HOME FOOD INDUSTRY



In 2022, Fispal Food Service and Fispal Ice Cream were held for the first time in a hybrid format (in-person and virtual), further expanding the reach of the event to all states of Brazil and internationally. ***See below the successful numbers of the largest meeting of the food service community!***

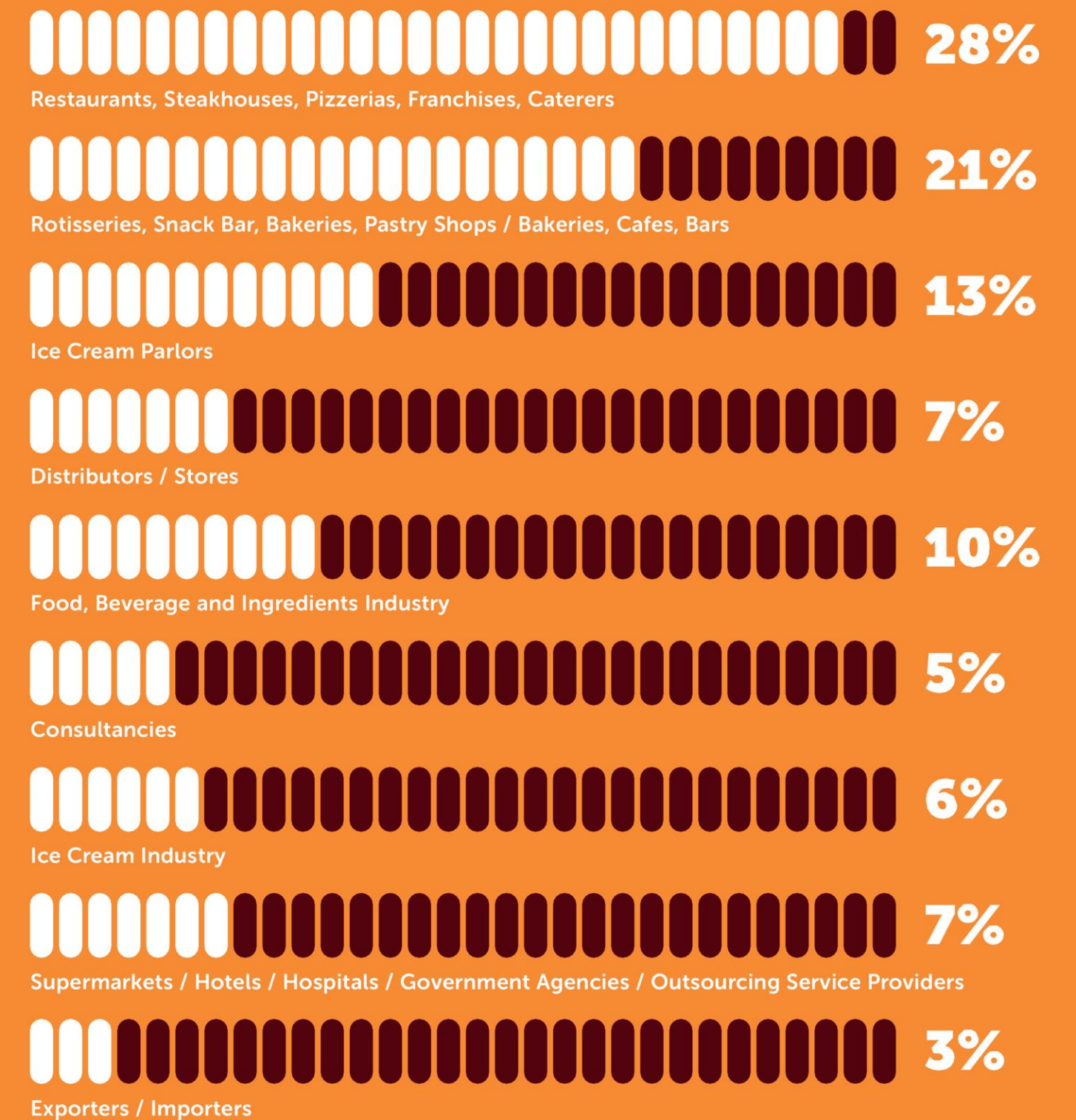


THE #1 MEETING OF THE FOOD SERVICE COMMUNITY



46,164
VISITORS

Presence of every segment



VISITATION

QUALIFIED VISITORS

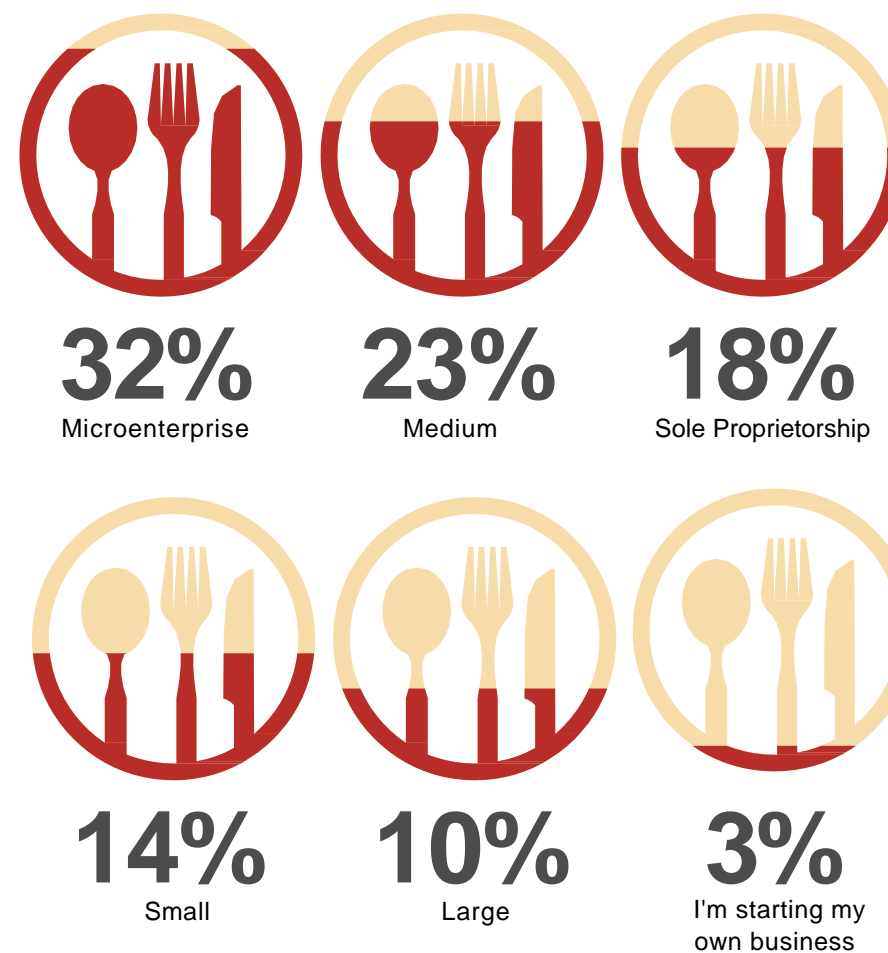


90%

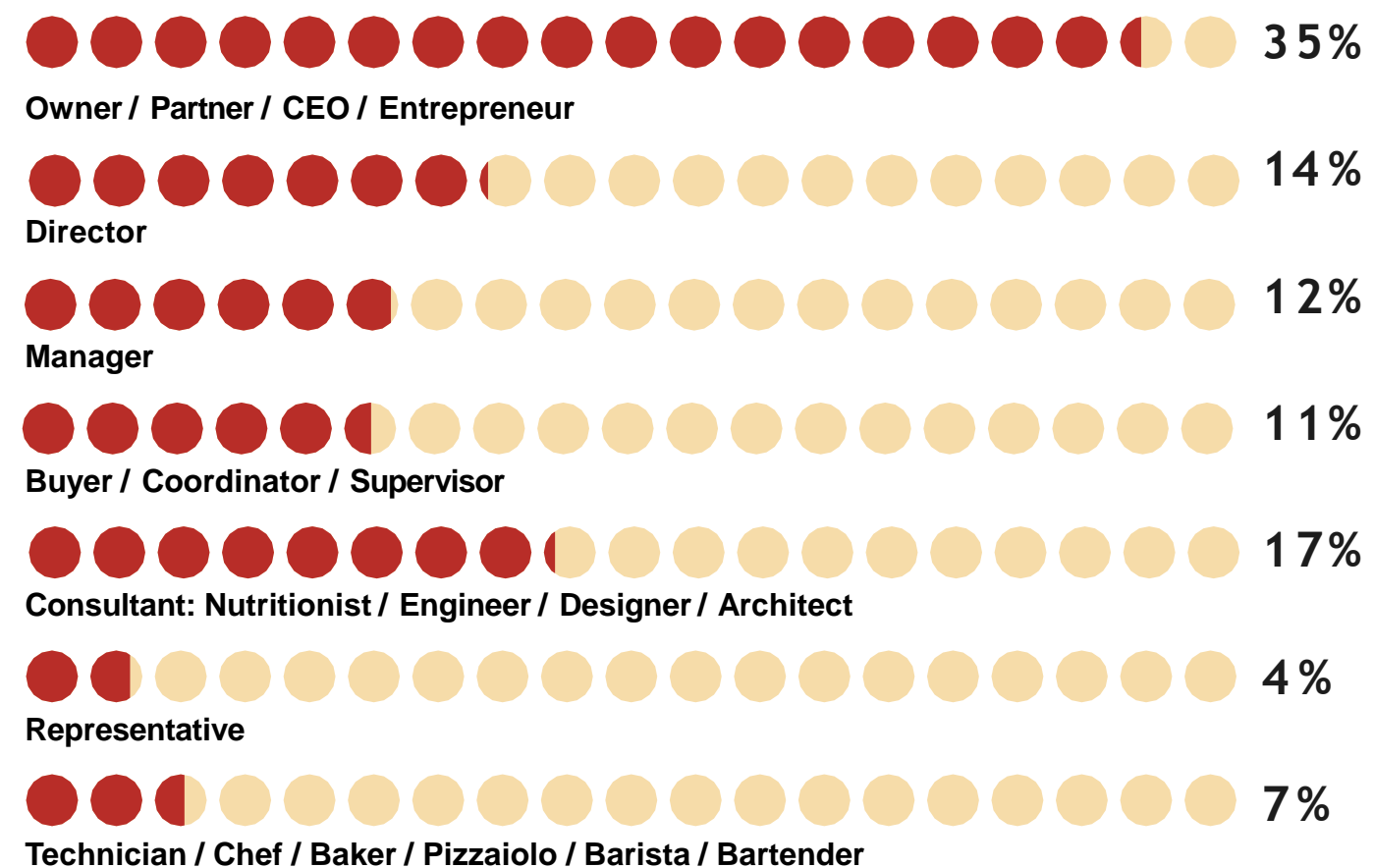
of visitors are purchase **decision makers** or **influencers**



COMPANY SIZE

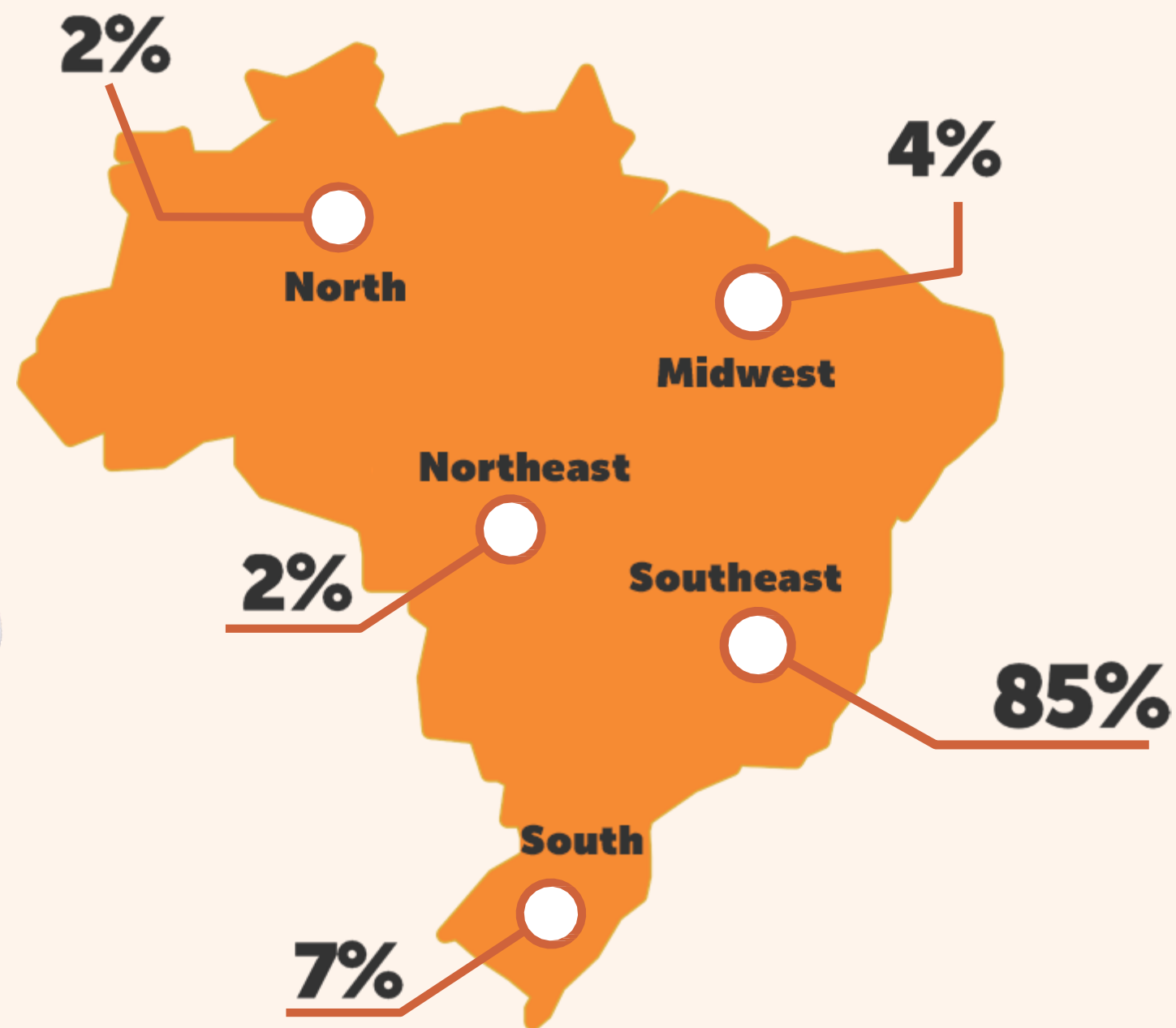


TITLE



VISITATION

INTERNATIONAL SCOPE



26
COUNTRIES
REPRESENTED

HIGHLIGHTS - LATIN AMERICA

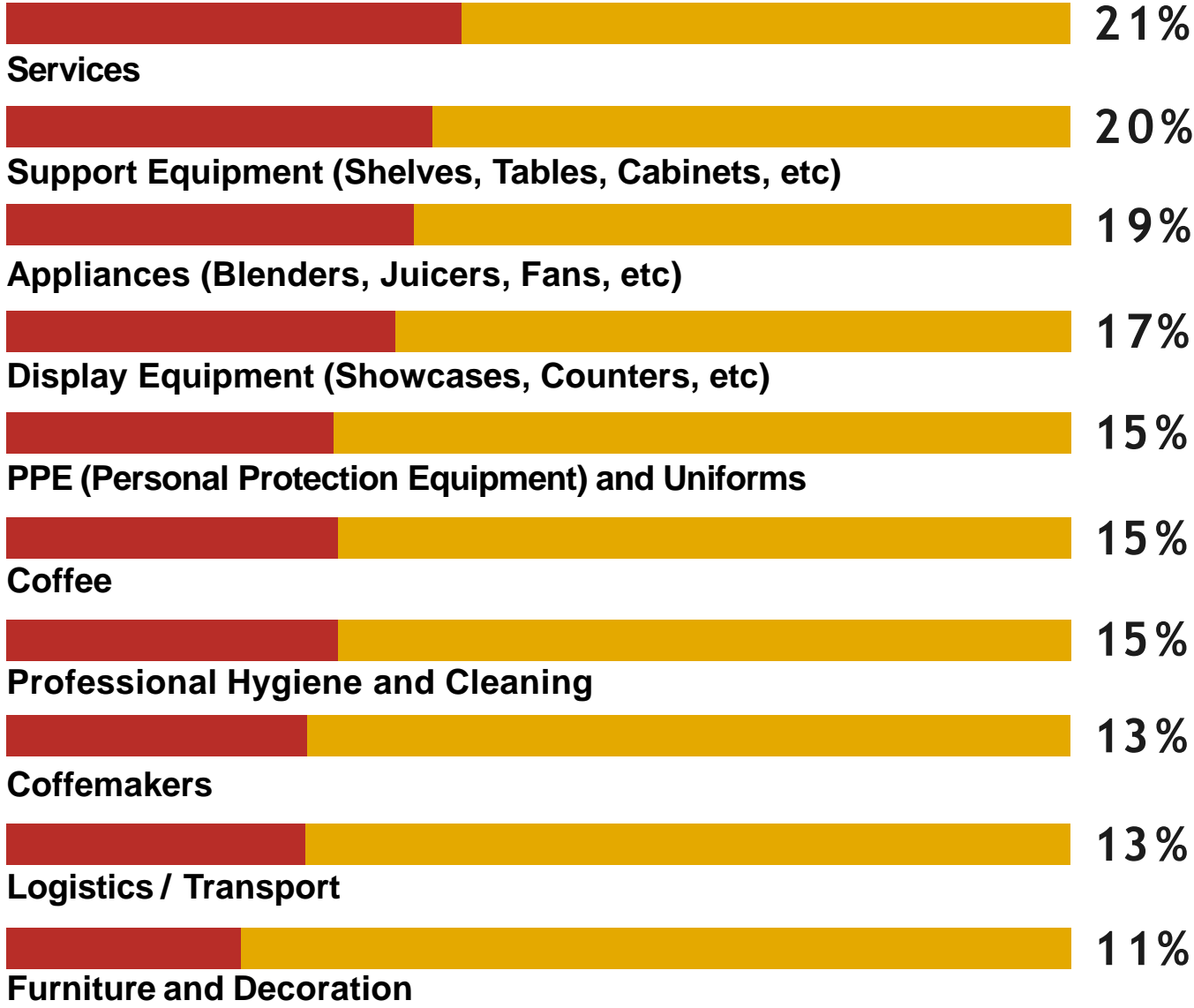
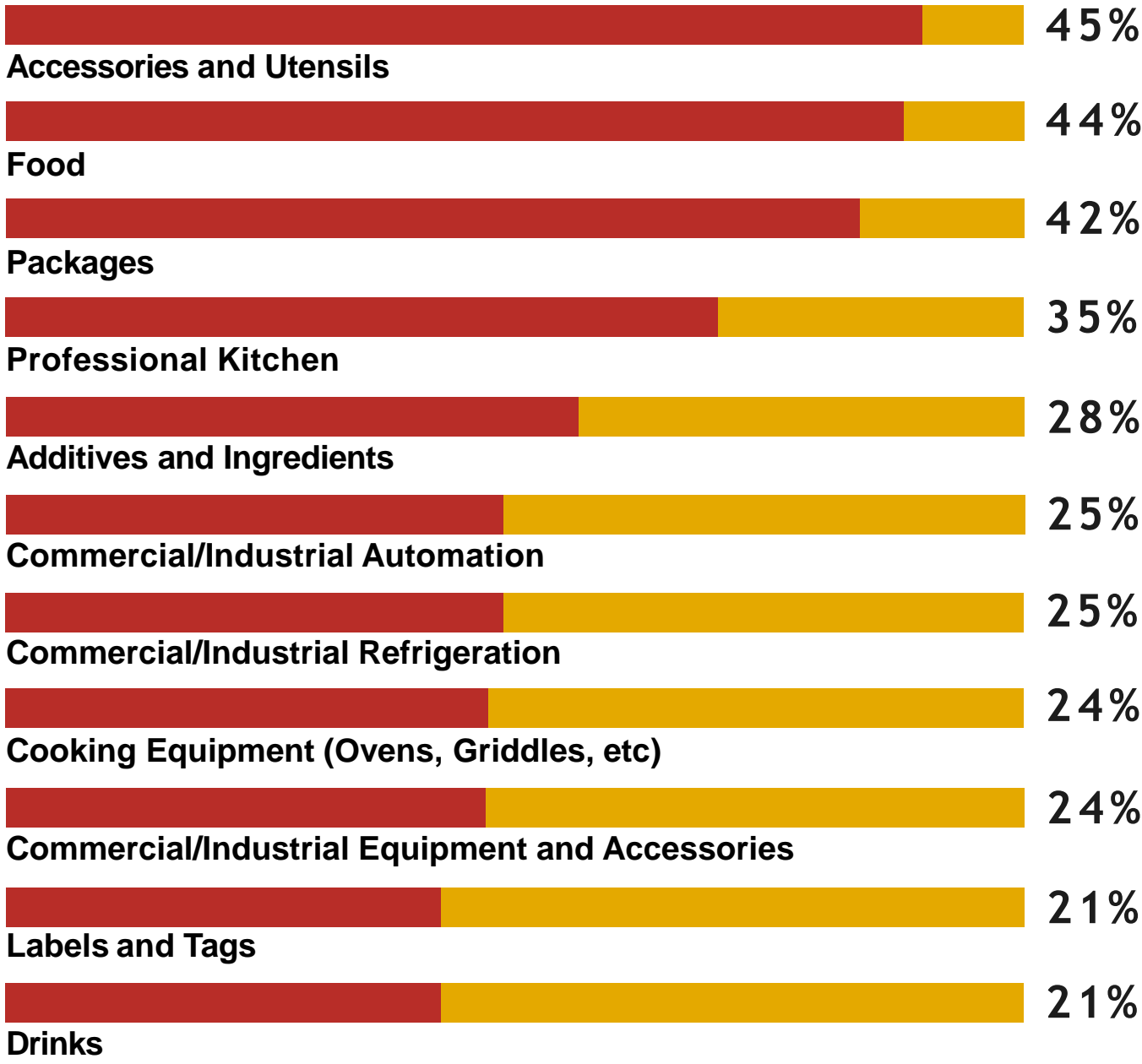


- ARGENTINA • URUGUAI
- BOLÍVIA • PARAGUAI
- CHILE • COLÔMBIA • PERU

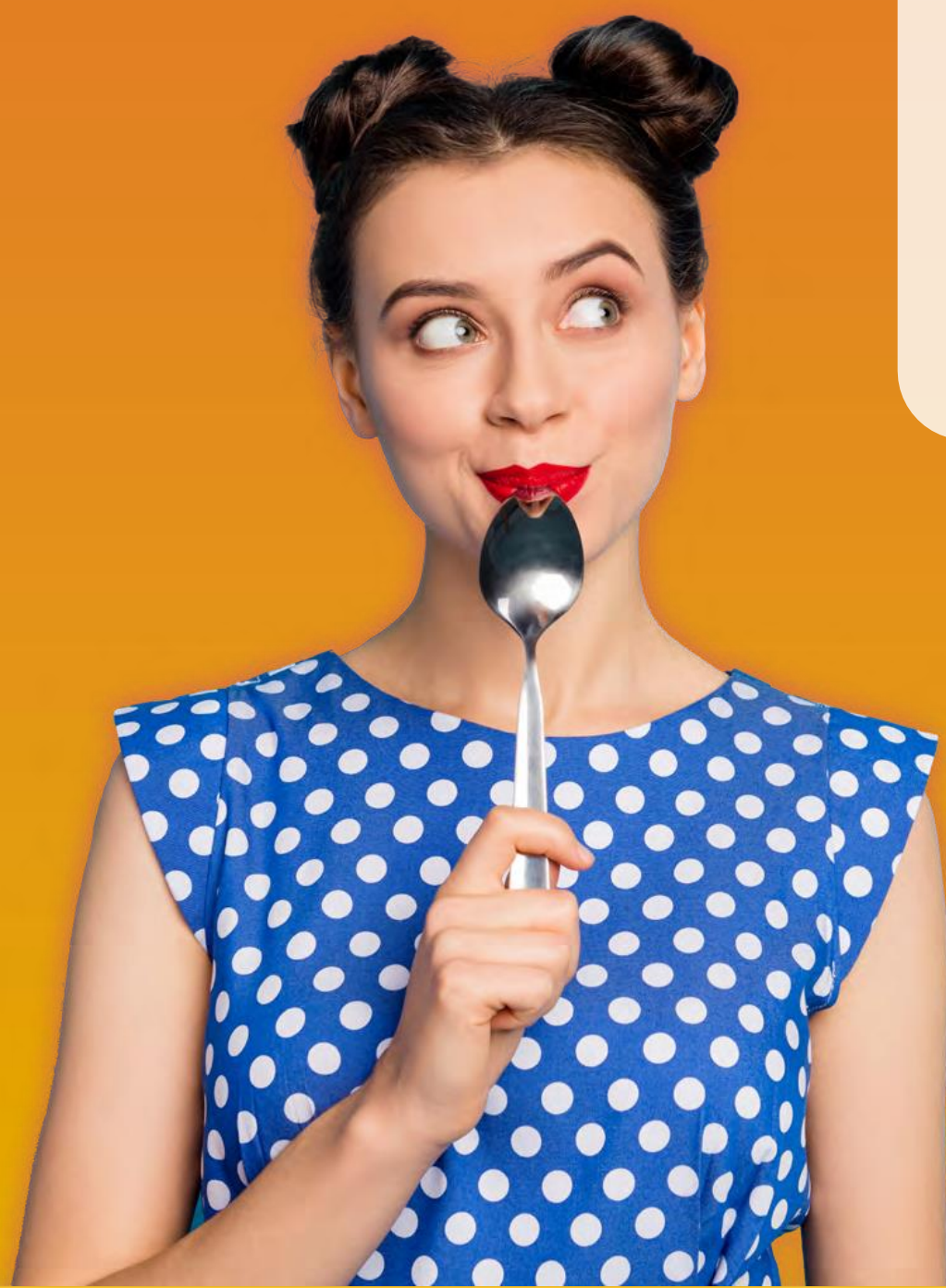
WHAT ARE VISITORS LOOKING FOR?



THE MOST COMPLETE EVENT OF THE SECTOR



ATTRACTIONS
ATTRACTIONS
ATTRACTIONS



**ESBRE
SPACE**



**LEVAIN BAKERY
SCHOOL**



**SEBRAE
SPACE**



**SEBRAE
SPACE**



**TALK TO A
SPECIALIST**



**ABRASEL
LOUNGE**



**BRAZILIAN
PIZZERIA CUP**



+117
hours of content



+8,5 mil

visitors participated in content and
experience events

WHAT ARE VISITORS SAYING?



MARKET APPROVAL AND ACKNOWLEDGEMENT



72%

SOUGHT
NEW SUPPLIERS
AT THE EVENT



+40%

SAID TO HAVE
DONE BUSINESS
DURING THE EVENT



90%

SAID THEY WERE
SATISFIED WITH THE
EXPERIENCE IN THE PAVILION



92%

HAD A POSITIVE VIEW
OF CONTENT TOPICS



+81%

SAID THAT FISPAL
FOOD SERVICE AND FISPAL ICE CREAM
ARE THE BEST EVENTS IN THE
INDUSTRY AND WILL RETURN IN 2023!

EXHIBITORS



+1,800
exhibiting
brands



+40,000
m² of exhibit space

S E G M E N T S

- Accessories and Utensils
- Aditivos and Ingredientes
- Food
- Commercial/Industrial Automation
- Beverage
- Coffee
- Roasting
- Professional
- Kitchen
- Coffemakers
- Appliances
(Blenders, Juicers, etc)
- Packaging
- PPE
(Personal Protection Equipment)
and Uniforms
- Support Equipment
(Shelves, Tables, Cabinets, etc)
- Commercial/Industrial Equipment
and Accessories
- Cooking Equipment (Ovens, Griddlers, etc)
- Display Equipment (Showcases, Counters, etc)
- Professional Hygiene and Cleaning
- Logistics/Transport
- Furniture and
Decoration
- Commercial/Industrial Refrigeration
- Labels and Tags
- Industrial
- Equipment and Accessories
for the Ice Cream Industry



EXHIBITORS



GUARANTEED RETURN ON INVESTMENT



said that Fispal Food Service and Fispal Ice Cream are the best events in the industry



had a positive view of the quality and quantity of visitors



were pleased with the event in general



said they are interested in participating again in 2023

EXHIBITORS



SUCCESS IN THE WORDS OF THOSE WHO PARTICIPATED

"Fispal Food Service and Fispal Ice Cream are the most important events for us. We get great conversion numbers, and are able to close on many sales."

Fabício Brockveld, Marketing Manager, Skymssen

"We get business owners who are actually interested in testing and buying new equipment. We got 30% more leads than in 2019."

Viviane Otaviani, Marketing Manager, ITW Group (Hobart and Vulcan)

"We always got great returns from Fispal Food Service and Fispal Ice Cream. In addition to brand exposure, we always get concrete returns."

Adelle Bravo, Marketing Coordinator, Consigaz

"We had a select group of visitors, people who are actually involved in the decision-making process. The volume of sales was beyond our expectations."

Uwe Schmautz, Sales Director, Robot Coupe

"We had a large and highly qualified audience. They were people who were coming to do business."

Daniel Scheer, President of Scheer Churrasqueiras

"We had great visiting numbers at our space, and the quality of our audience was really good as well. This is my 20th time at Fispal, and this year's edition was above and beyond my expectations."

Estevan Rabello, Sales Director, Middleby

"Our participation in this year's edition was exceptional. We made some very promising contacts."

Cláudio Pastor, General Manager, Rational

"I've been coming to Fispal for 12 years and the first two days were the best ever"

Marcelo Leite, General Manager, Aerovent

FISPAL FOOD DIGITAL PLATFORM

Content for the entire year

INOVA + INOVA
FOOD SORVETES

Digital events – May 2022



FISPAL
FOOD SERVICE



FISPAL
SORVETES

Online coverage on the platform



+90,000
total visits



+12,000
visitors



+45h
hours of
content



+89
speakers

Coverage Fispal Food In-Person
(June 7-10)

+1,100 visits

Exhibitor Showcase

+53,000 visits

Products

+5,900 visits

Schedule

+23,500 visits

My Agenda

+2,600 visits

My Network

+1,200 visits

Speakers

+2,000 visits

Recorded Content

+1,400 visits

Ambassadors

+500 visits

MEDIA PARTNERS



SUPPORTERS



AMBASSADORS



Jean Pontara
Partner
J.Pontara Consultancy



Edmour Saiani
CEO
Point of Reference



Jean Carlos Albano
Entrepreneur



Marcelo Marani
CEO
Restaurant Owner Portal



Marcia Garbin
Chef Gelatiere
Gelato Boutique



Marta Thompson
Culinary Decorator Chef
Marta Thompson



Ricardo Daudt
Chef
Ricardo Daudt Pastry Shop



Vanessa Huguinin
Founder
Food



Thaisa Coelho
Strategic Consultant to
Food Service Businesses
TC Soluções



Matheus Lessa
CEO
Master your Restaurant



Ronaldo Ayres
Business Owner
CTP - Technological Center for
Pizza and Pasta in Brazil



Chef Fabiano
Consultant chef
Masterchef Pizzaiolo
Consultancy and Training LTDA



Joana Kamil
NutriChef and Entrepreneur
Products Joana Kamil & Nova
Food



Roberto Ravioli
Executive Chef



André Aquino Chef
Professor of Culinary and
Management GPCC and
Cozinha para Machos



Rogério Shimura
Director
Levain Bakery
School



Romulo Tevah
Consultant
RT Consultancy



526 media publications

Visibility in **major media** outlets such as Exame, Estadão, Índices Bovespa, R7 and IstoE. as well as Rede TV!

+6.4 million people impacted

Value of media coverage
+ R\$ 4.3 million.

Our journey continues 365 days a year on the Fispal Digital Platform

fispalfoodservice.com.br



Sponsor



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