***FISPAL FOOD SERVICE CELEBRATES 35th EDITION***

*The event, known as the most important for the food away from home market of Latin America, will gather more than 50 thousand people in its 35th commemorative edition in June*

Fispal Food Service, a food away from home products and services international fair, celebrates its 35 years in 2019. The event, consolidated as the most important for the sector in Latin America, is celebrating its 35th commemorative edition with some innovations for the participants.

Expecting an audience of 50 thousand people, Fispal Food Service will take place between June 11 and 14, at the Expo Center Norte. The fair will offer a series of parallel attractions for professional updating and consulting. Counting more than 450 exhibitors and about 1,500 brands the fair will be an important showcase for launches and innovations.

For Clélia Iwaki, director of the event, Fispal Food Service will repeat its role as an important platform which allows entrepreneurs, owners of bars, restaurants, bakeries and pizzerias to get information and find solutions to make their businesses more profitable and lucrative. "All the attractions were developed according with the current scenario of the Food Service market, which is quite promising. These attractions will also help visitors to think new solutions and ideas to move forward", Clélia says.

***Attractions***

 The "**Gestão à Mesa Forum**”, organized in association with Abrasel (Brazilian Association of Bars and Restaurants), is the most important bar and restaurant management event in the country. In this edition, it will be held in a new format: it will have three simultaneous scenarios operated through headphones, in only one day. Topics will approach business management and strategy, digital marketing and trends and innovation. In addition, it’s already confirmed the presence of great chefs, executives and entrepreneurs who will speak and debate about the main challenges and opportunities of the food away from home sector. It’s also confirmed one "case discussion" about VISTA restaurant. This attraction will be an opportunity to show visitors how the managers of this establishment set up a business plan focused on threats and difficulties, and how they managed to improve the level of management.

Other attractions will allow participants to make free consultancies to optimize their business. This is the case of the **Vegan Option**, made with The Brazilian Vegetarian Society support; **Talk to an Expert**, at the initiative of the FCSI, the International Society of Food Service Consultants; and **Invisible Food**, which shows how to avoid wasting food.

The **Inspira Café** attraction returns with more lectures, tastings and round tables in a space aimed at the general public, managers and entrepreneurs of coffee shops and professionals in this field. The brand new **Ultra Freeze Track** event presents all the steps of the deep-freezing process and portion of the food.

It is also important to highlight the **Arena Food & Beverage by AccorHotel**, an unprecedented attraction on trends, opportunities and challenges focused on food and beverages of the hotel segment. This space, created in partnership with AccorHotels, will provide relevant and quality content bringing together renowned chefs, executives, entrepreneurs and market visionaries.

***about Fispal***

The Fispal brand, which began as a meeting of engineers called the “Food Feeds Fair”, at the Anhembi Convention Center, today represents the largest meeting of the sector in Latin America. In 2001, in order to serve food and beverage industry and food away from home industry, Fispal focused on two fairs: Fispal Tecnologia - International Technology Fair for Food and Beverage industries and Fispal Food Service: Food away from home products and services international fair. The brand has also added Fispal Ice Cream - Technology Fair for the Professional Ice Cream Industry and Fispal Café: Business Fair for the Coffee Industry.

These fairs, which have followed the changes and the evolution of the market in Brazil and all over the world, are marked by launches of new technologies, products, labor professionalization and expansion of new markets. Currently, Fispal brand is made up of fairs that serve entire food and beverage chain, including raw material, machinery, equipment and processes, and food away from home sector.

More information: [www.fispal.com.br](http://www.fispal.com.br)

***About Informa Exhibitions***

Informa Exhibitions creates communities and connects people and brands around the world. In addition, allying the deliveries of its fairs with a new digital strategy, generates opportunities and relationships 365 days a year. With offices in São Paulo (headquarters), Rio de Janeiro and Curitiba and around 300 professionals, the company has in its portfolio brands such as Agrishow, Hospitalar, Fispal Tecnologia, Fispal Food Service, ForMóbile, Futurecom, ABF Franchising Expo, FuturePrint, Feimec, Expomafe, Plastic Brazil, High Design Home & Office Expo, Intermodal totalizing 17 sectoral events. Worldwide, it operates in 150 offices in 57 countries and is a leader in business intelligence, scholarly publications, knowledge and events, publicly traded and London-listed securities.

http://www.informaexhibitions.com.br/

***Information for the press:***

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