



May 26 to 29, 2026
Distrito Anhembi
São Paulo | Brazil



POST SHOW REPORT 2026

Promotion and Organization

Affiliated to

Official Content Channel



TABLE OF CONTENTS



<u>KEY INDUSTRY SEGMENTS REPRESENTED</u>	04
<u>QUALIFIED VISITATION</u>	05
<u>NATIONAL AND INTERNATIONAL REACH</u>	07
<u>WHAT ARE VISITORS LOOKING FOR?</u>	08
<u>ATTRACTIONS AND EXPERIENCES</u>	09
<u>WHAT DO VISITORS SAY?</u>	11
<u>EXHIBITORS</u>	12
<u>DIGITAL RESULTS</u>	16
<u>SUPPORTERS AND MEDIA PARTNERS</u>	17
<u>MEDIA COVERAGE</u>	20
<u>SUSTAINABILITY</u>	21
<u>GALLERY</u>	22

Fispal Food Service and **Fispal Sorvetes** reaffirm their position as **South America's leading event for the foodservice industry**. In 2026, the trade shows brought together 68,788 industry professionals, connecting brands, trends and opportunities that drive business growth and transform the market.

Explore the results and highlights that made this edition a success for exhibitors and visitors.

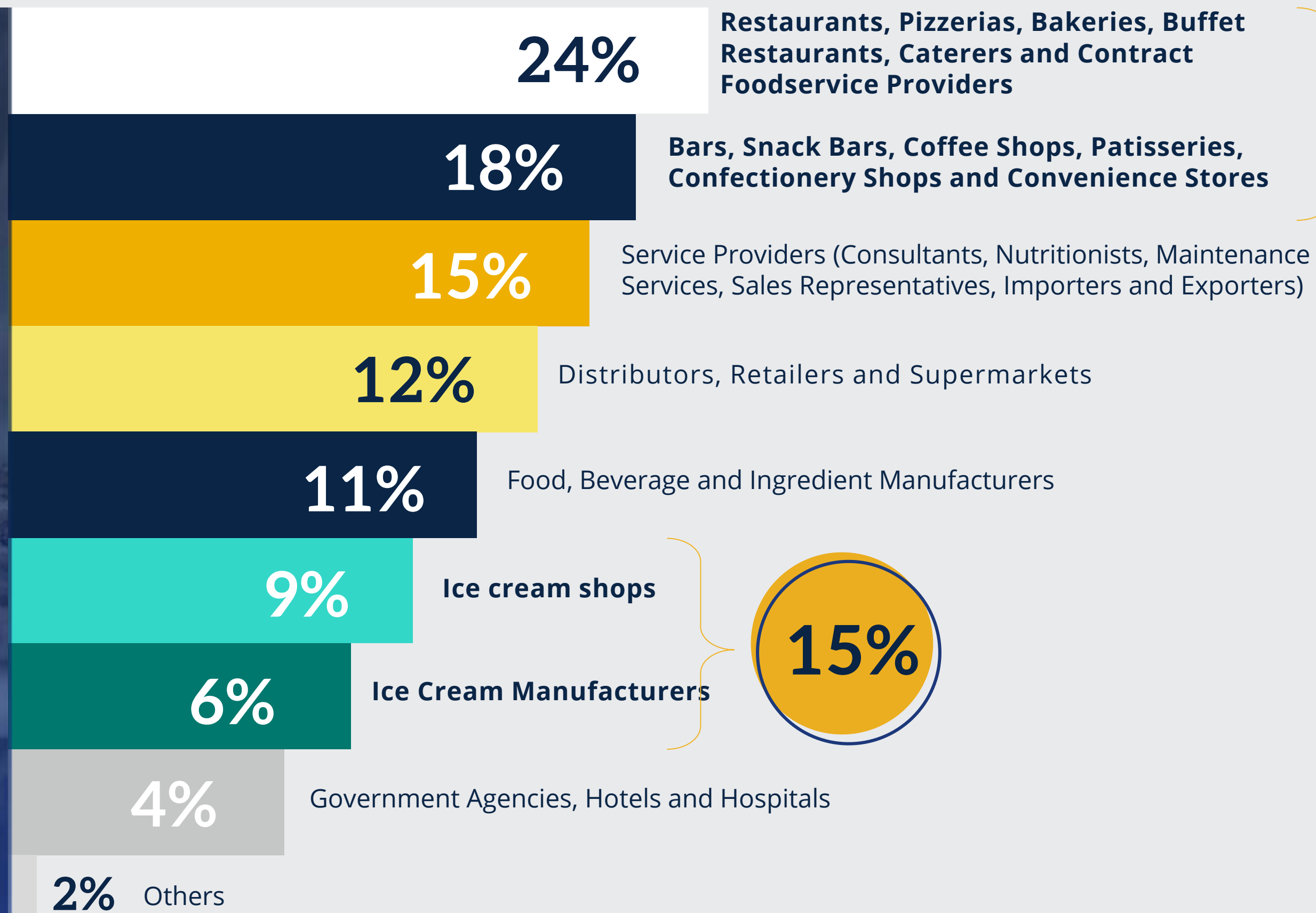
Discover the results of this major event below!



KEY INDUSTRY SEGMENTS



68,788
visitors

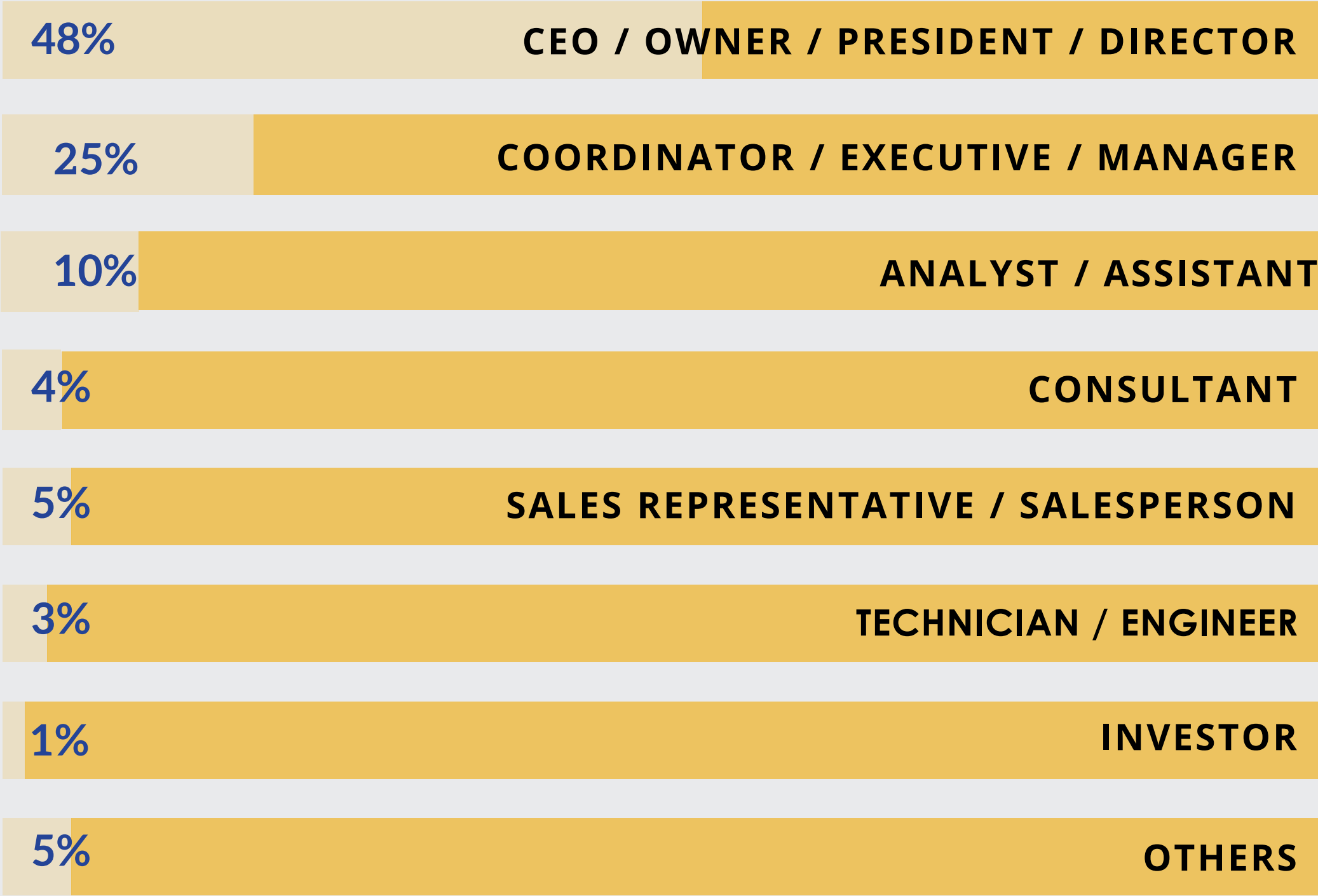


42%

15%

QUALIFIED VISITATION

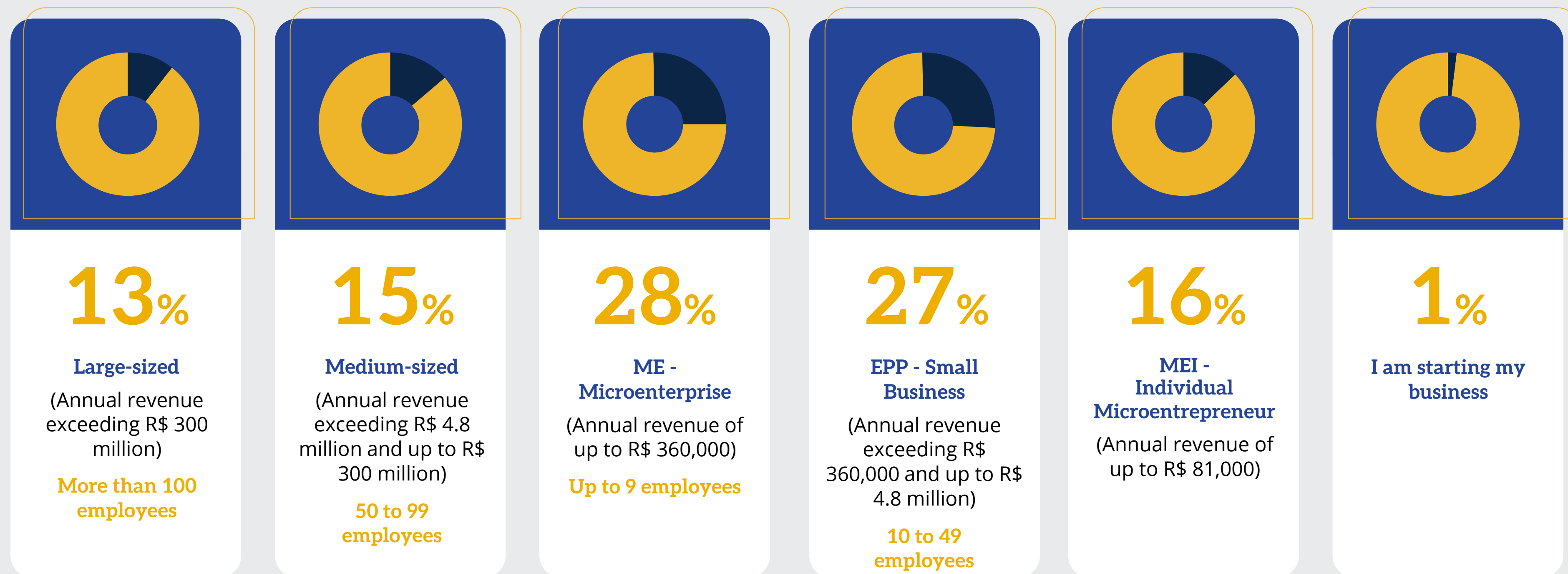
Positions



QUALIFIED VISITATION



Company Size



NATIONAL AND INTERNATIONAL REACH

**30
Countries**



Highlights



Argentina



Bolivia



Chile



Paraguay



Colombia



Uruguay

2%

North Region

5%

Northeast Region

3%

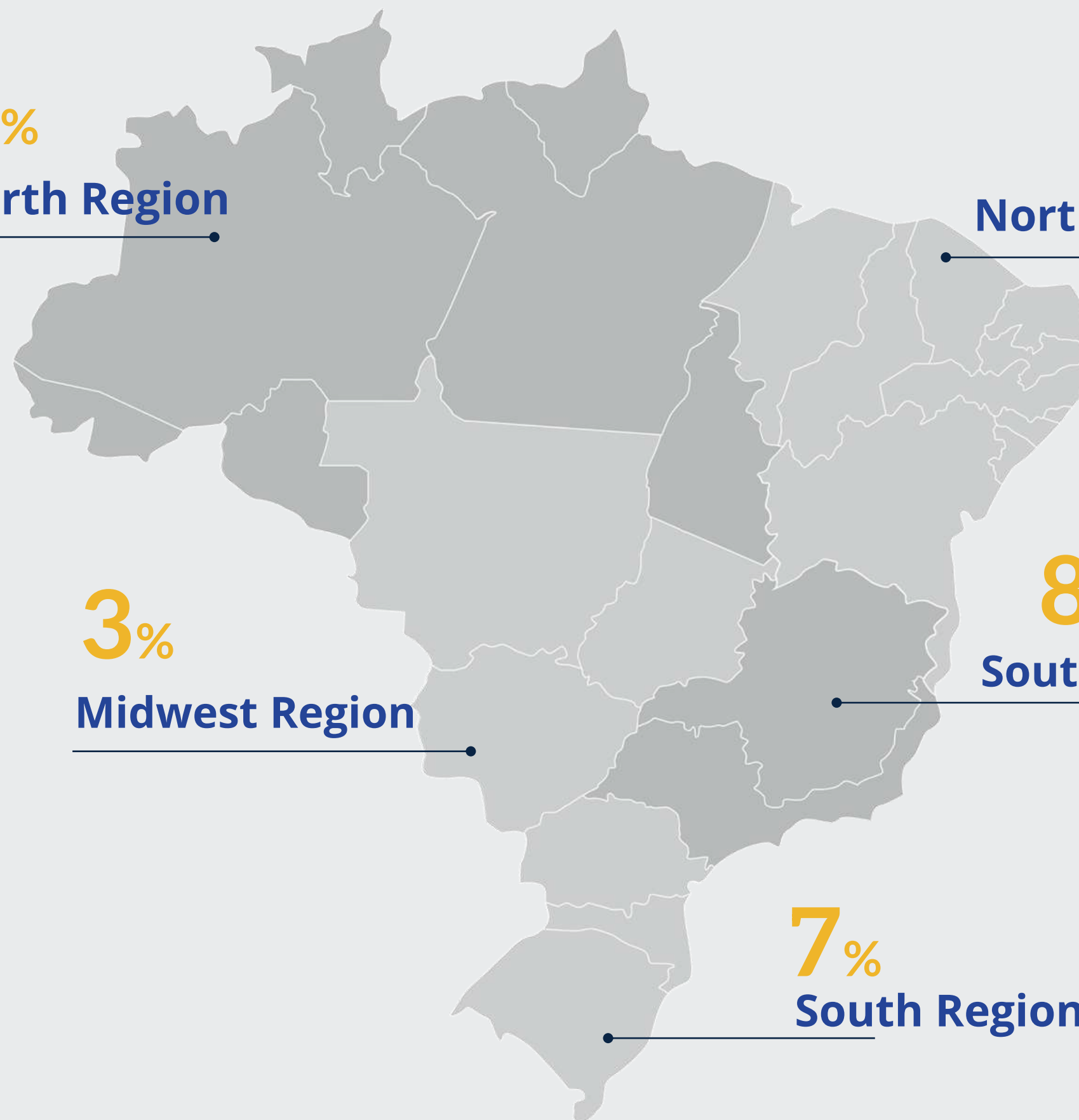
Midwest Region

83%

Southeast Region

7%

South Region



WHAT ARE VISITORS LOOKING FOR?*



FOOD AND BEVERAGE	68%
EQUIPMENT	65%
PACKAGING	51%
INGREDIENTS AND SUPPLIES	46%
UTENSILS AND ACCESSORIES	43%
AUTOMATION / TECHNOLOGY	41%
SERVICES AND COURSES	30%
UNIFORMS AND PPE	25%
PROFESSIONAL HYGIENE AND CLEANING	24%
COFFEE BEAN	24%
FURNITURE AND DÉCOR	20%

*Multiple choice question for the visitor

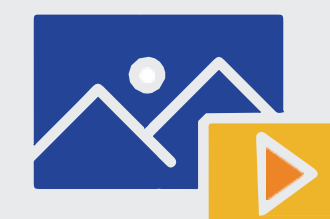


ATTRACTIONS AND EXPERIENCES

Market Development Service

The Market Development Service (SDM) is an initiative by Fispal Food Service and Fispal Sorvetes aimed at **promoting the sustainable growth of the food-away-from-home market.**

Through a year-round program featuring online and in-person content, we provide guidance, knowledge and essential resources to help micro and small business owners run their businesses.



125 hours+
OF FREE CONTENT AND CONSULTING



10,000+
VISITORS TOOK PART IN THE ATTRACTIONS

ATTRACTIONS AND EXPERIENCES

Confeitaria Profissional	Lounge dos Embaixadores	Gelado Experience	Point dos Chefes	Copa Brasileira de Pizzarias
Fale com um Especialista	Conexões Foodtechs	Arena Gestão e Saber	Estação SENAI	Espaço Cheiro do Pão



WHAT DO VISITORS SAY?



56%

did business at the event
or intend to do so
throughout the year

87%

said they were satisfied with
their experience at the event

62%

consider **Fispal Food
Service and Fispal
Sorvetes** the best events
in the industry

39%

sought new suppliers
at the event

**Over
10,000**

attendees in the attractions

79%

PLAN TO RETURN
TO THE EVENT IN 2027

EXHIBITORS



Manufacturers, Importers and Service Providers

- Accessories and Utensils
- Additives, Ingredients and Supplies
- Food
- Commercial/Industrial Automation
- Beverages
- Coffee
- Professional Kitchens
- Small Appliances (Blenders, Juice Extractors, etc.)
- Packagings
- PPE (Personal Protective Equipment) and Uniforms
- Support Equipment (Shelving, Tables, Cabinets, etc.)
- Commercial/Industrial Equipment and Accessories
- Industrial Equipment and Accessories for Ice Cream Manufacturing
- Cooking Equipment (Ovens, Griddles, etc.)
- Display Equipment (Display Cases, Counters, etc.)
- Gas and Energy
- Professional Hygiene and Cleaning
- Logistics/Transportation
- Coffee Machines
- Furniture and Décor
- Commercial/Industrial Refrigeration
- Labels and Tags
- Coffee Roasting



2,500+
Exhibiting
brands



50 mil m²
of exhibition
space

WHAT DO EXHIBITORS SAY?

A guaranteed return on investment!



SUCCESS CONFIRMED BY THOSE WHO TOOK PART

“

Our participation this year was very successful, surprisingly so, especially at the start of the show, which was very busy from day one. So far, we have closed more than 100 deals, in addition to generating high-quality leads.

Luiz Salomão

Director of Operations at Bunn

”

“

We found the trade show very busy, with highly qualified visitors and a diverse range of professionals from every region of Brazil. The overall impression was of a thriving industry, with business owners looking to invest, modernize and find solutions that boost productivity in their businesses.

André Rezende

CEO of Prática Produtos

”

“

It is always good to be at Fispal to learn through networking and understand what is working and what has not worked. The trade show also offered solutions and brought us closer to our audience, which is essential for business.

Márcio Fávaro

President of Abrasorvete

”



SUCCESS CONFIRMED BY THOSE WHO TOOK PART



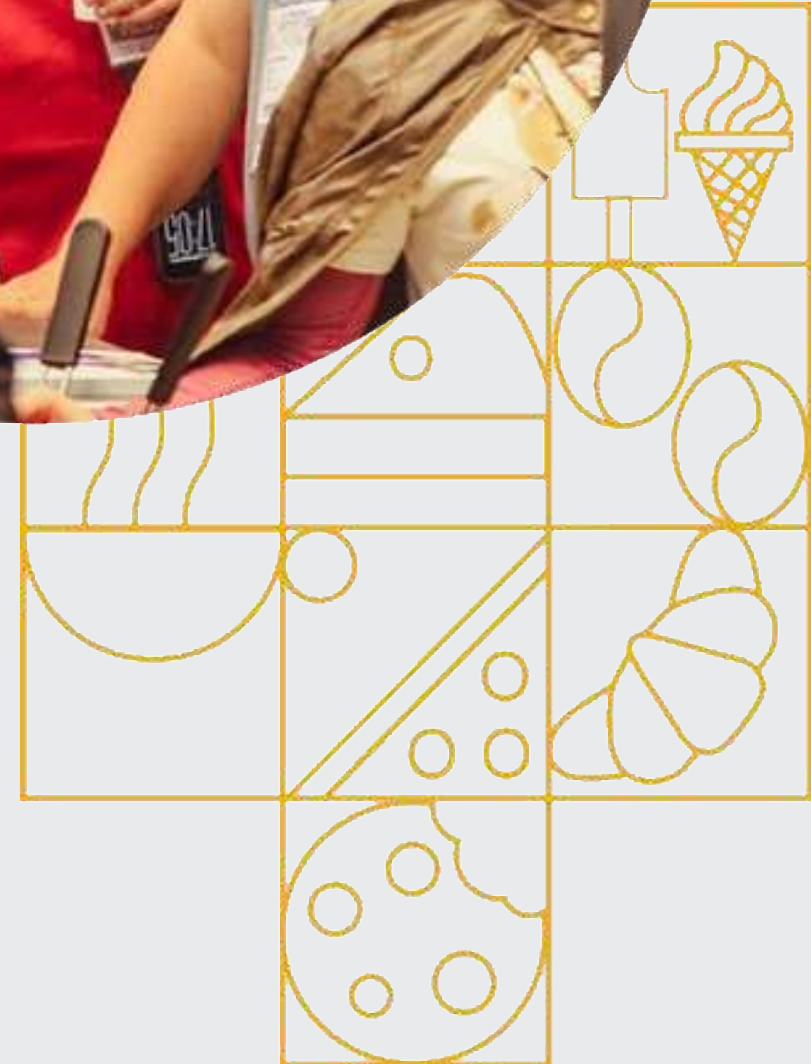
“For us, being at Fispal is a great honor because Schipper is a company that has been growing steadily, and Fispal has played a major role in that growth. Here, we have the opportunity to meet so many qualified customers that few trade shows anywhere in the world can match it.”

Frank Kreppel
Director of Schipper



“It is always worth being at Fispal because the Brazilian market is very large, and every year there are people who have not heard of us. People come to the trade show from Pernambuco and Fortaleza, traveling here by bus and taking home a utensil that no one else in their city has. So it is really worth being here.”

Ricardo Oliveira
Sales Director at Vem



DIGITAL RESULTS

108,442

**VISITOR BADGES SCANNED BY EXHIBITORS
USING LEADSTER***

*INFORMA MARKETS' badge scanner for trade shows and events uses a mobile app to scan badges in real time and organize data easily and intuitively.



Food Connection is the official channel of Fispal Food Service and Fispal Sorvetes, offering exclusive, original content focused on trends and insights for the entire foodservice industry.

More than 300

articles covering the entire food supply chain!

Digital platform

78,140

Total users

75,288

Visits

5,969

Connection requests

7,359

Product views

Pages visited

1. Networking
2. Exhibitors
3. Interactive map
4. Products

Social Media



122,000+
followers



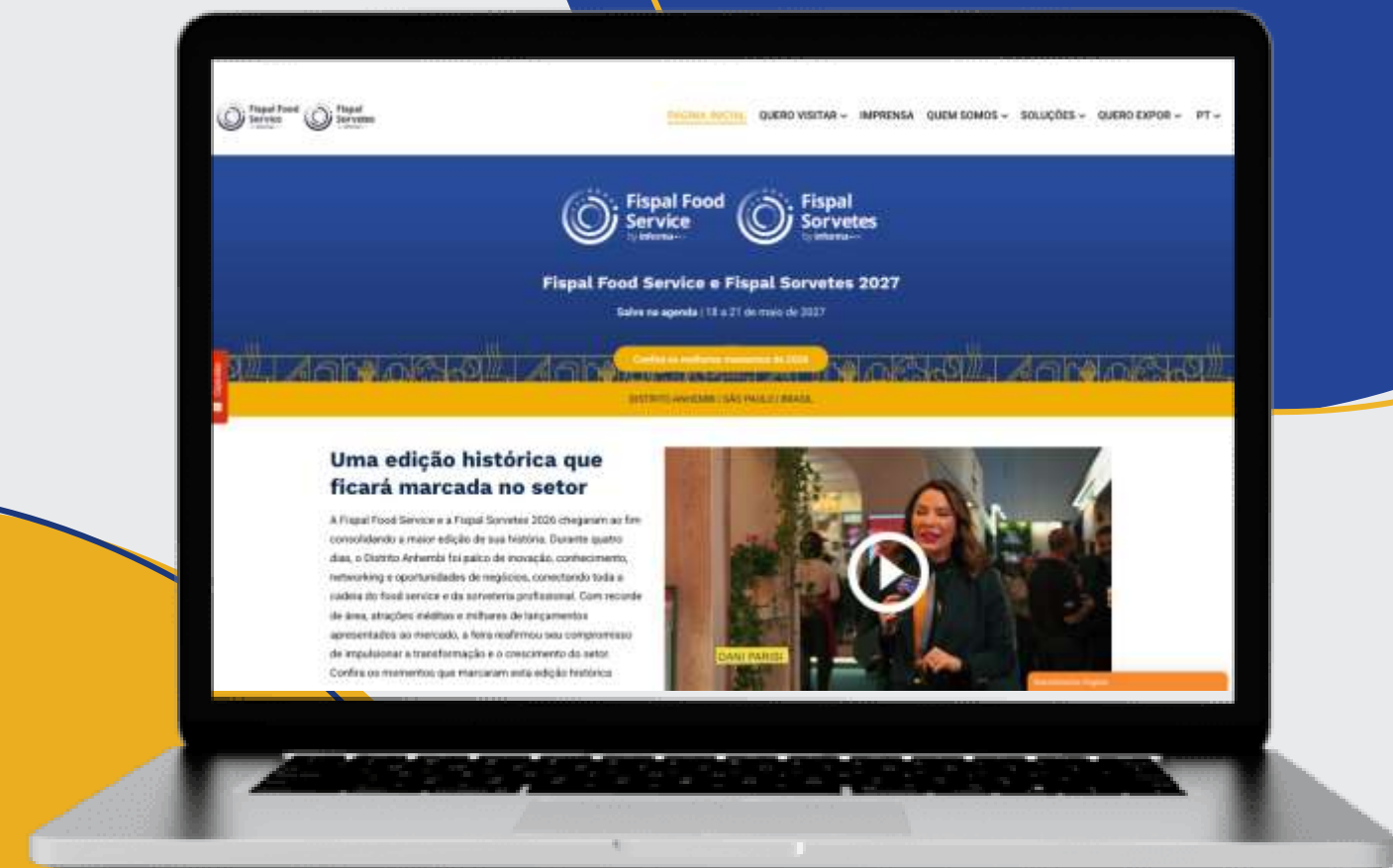
8,000+
followers



45,000+
followers



2,324
followers



Trade Show Website



148,000
website visits



338,000
Page views

Reporting period: January 2026 to May 2026

SPONSORS 2026



Fispal Food Service and Fispal Sorvetes

Official Sponsorship



Attraction Sponsorship

**Gelado
Experience**

**Main Sponsor and
Curator**



**Confeitaria
Profissional**

**Main Sponsor and
Curator**



Gold Sponsor



**Brazilian Pizzeria
Cup**

*Curator: CTP and
Senhor Pizza*

Supporting Sponsor



**Espaço
Cheiro do Pão**

*Curator: Rogério Shimura and
Escola Levain*

Supporting Sponsor



SUPPORTERS AND MEDIA PARTNERS

Curators



SUPPORTERS AND MEDIA PARTNERS



Fispal Food Service and Fispal Sorvetes



SUPPORTERS AND MEDIA PARTNERS

Ambassadors



Alessandra Gaidardi



André Aquino



Bruno Stippe



Chef Dutchello



Chef Fabiano



Jean Albano



Jean Pontara



Chef Clau



Luis Nardi



Marcelo Marani



Marco Amatti



Matheus Lessa



Ricardo Daudt



Roberto Ravioli



Rogério Shimura



Ronaldo Ayres

MEDIA COVERAGE



350
media
mentions

The event also received **nationwide coverage** through articles published on R7, Estadão, Revista Hotéis, Portal Radar, Portal GPHR and Café sem Filtro

generating a total media value of

R\$ 2.5 million

232,000+
people reached

SUSTAINABILITY

We support the United Nations Sustainable Development Goals (SDGs) in the following areas:



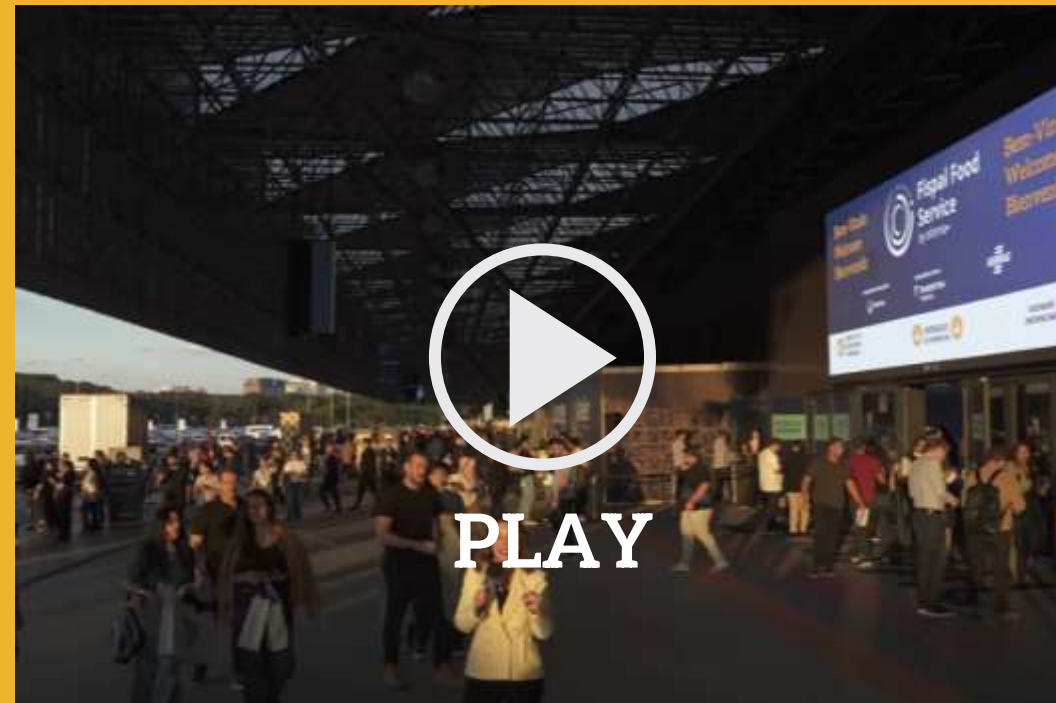
Click [here](#) to see all our sustainability initiatives



View more photos from the event



Watch videos from the **2026 EDITION**





**Fispal Food
Service**
by informa•••



**Fispal
Sorvetes**
by informa•••

THANK YOU!

Promotion and Organization



Affiliated to



Official Content Channel

