





# Big Numbers



**57.310**  
attendees

**473**  
exhibitors

**1.800**  
exhibiting  
brands

**40,000**  
sqm of  
pavilion  
area



**4700**  
participants

**170h**  
of content

**15**  
attractions



**34**  
countries

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**rede**  
uma empresa Itaú

# Professional content attractions



Trends, Food & Beverage opportunities and challenges in the hotel industry.



Lectures, workshops, and mentoring on the coffee market.



All steps of the deep freezing and portioning process.



Free advice on expanding or deploying vegan products in restaurants.



Lectures and demonstrations of trends in flavors and formats of ice cream types.



Free FCSI expert advice for trade fair visitors.



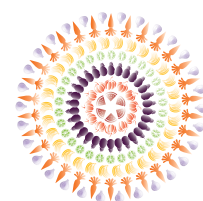
Semi final of the European competition organized by Carpigiani to choose the best ice cream master.



Show classes and mini lectures for those who have or want to open a business in the food business.



Free expert advice for entrepreneurs and future entrepreneurs.



Food waste awareness consultancy.



Mini consulting for those who want to produce beer in their own establishment itself.



A seminar that brings together the main leaders and representatives of the entire ice cream production chain



A space dedicated to innovative products for the food service market.



Professional content taught by experts from the National Restaurant Association.



# Attractions



Third edition of the most important event on bar and restaurant management.

## FÓRUM GESTÃO À MESA

Conhecimento e Informação em Alimentação Fora do Lar

Partner ship

Gold Sponsors

Bronze Sponsor

abrase

cielo iFood Shop

closeer  
A melhor maneira de trabalhar

**3** palcos simultâneos com conteúdos diferentes

**23** hours of content

**31** speakers

**500** delegates

*Networking is one of the most important points of Fispal Food. You can meet and talk with transformation and disruption agents of the food industry, and you'll be immersed in an environment with the best professionals and with as much information as an environment like this can provide.*

*Rodrigo Miranda, CEO Zaitt Shop*



# Visitor profile

90%

of attendees are purchase decision makers or influencers

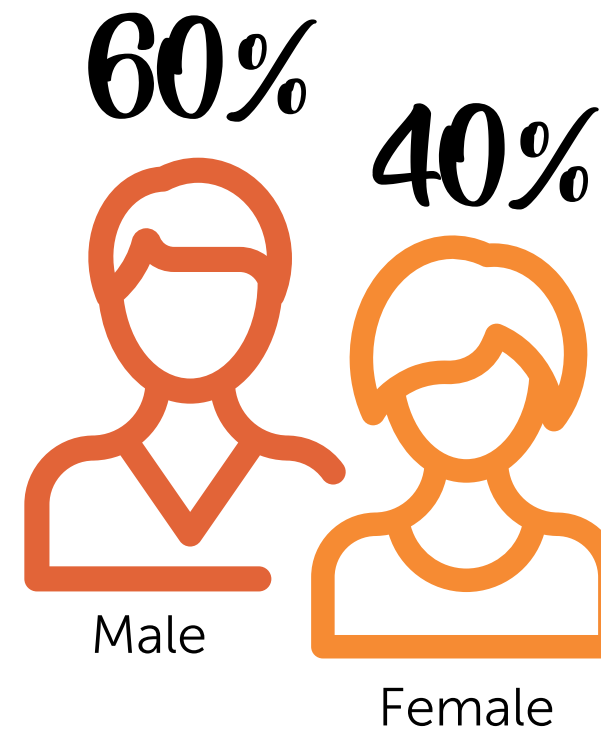
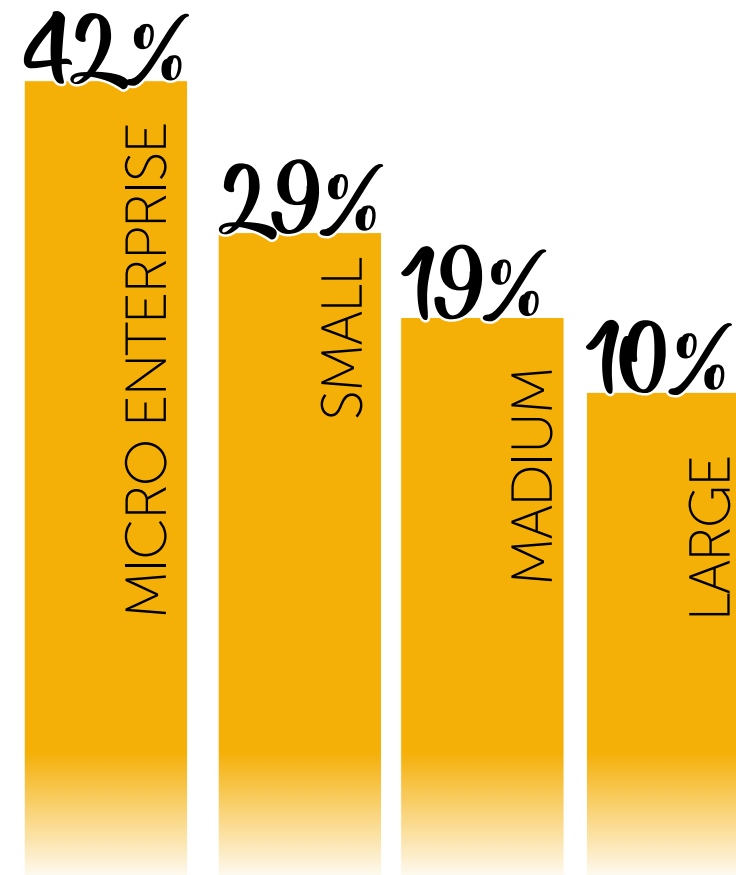
60%

have high level positions



57.310 attendees

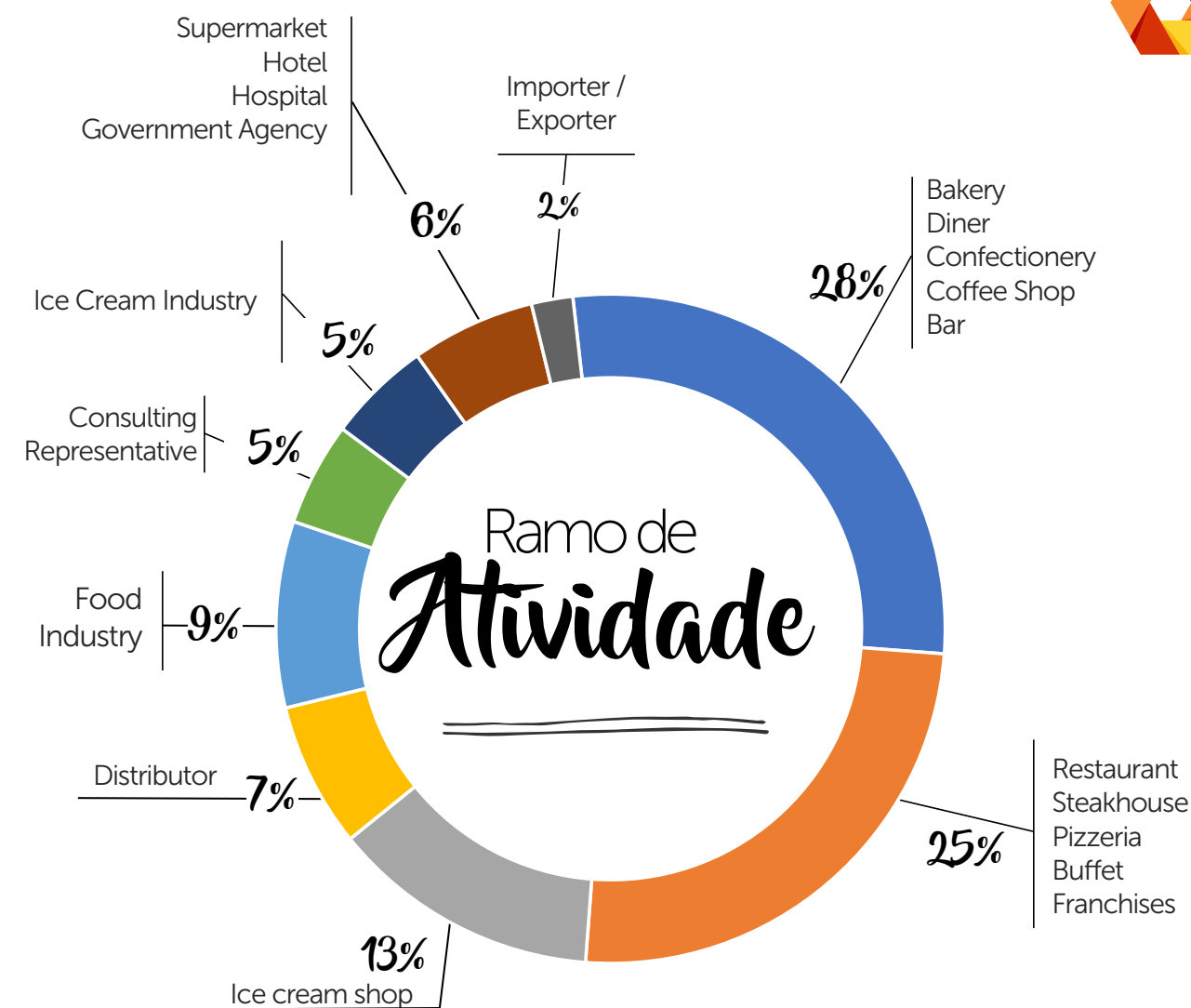
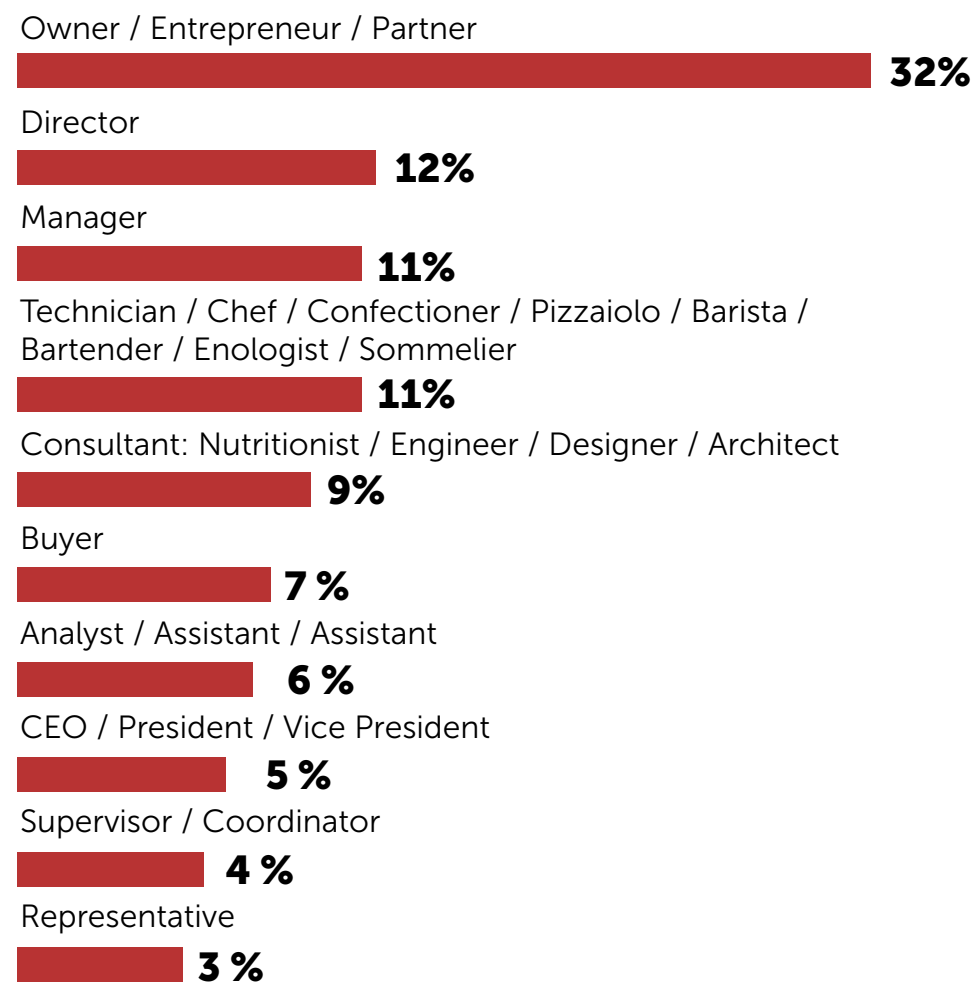
## Company Size





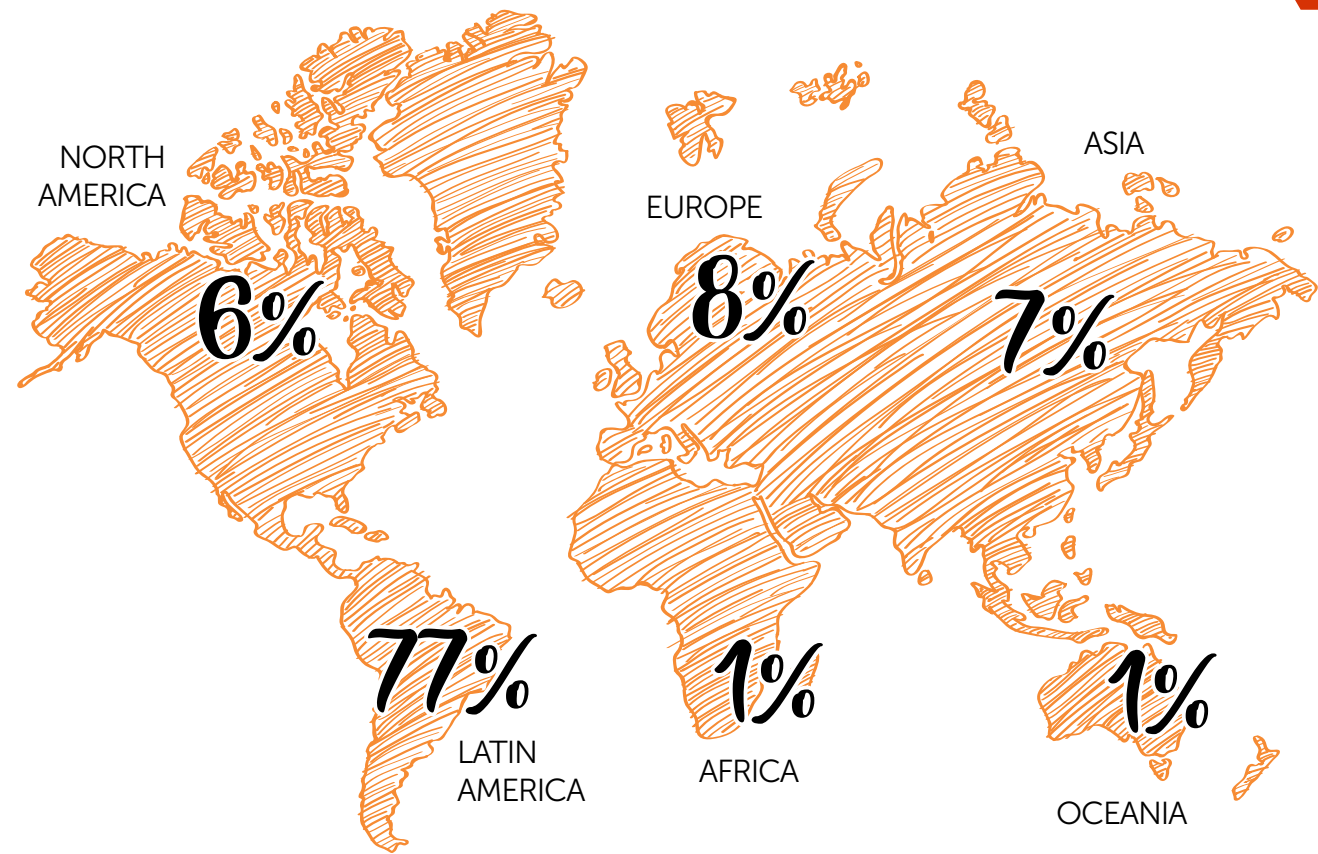
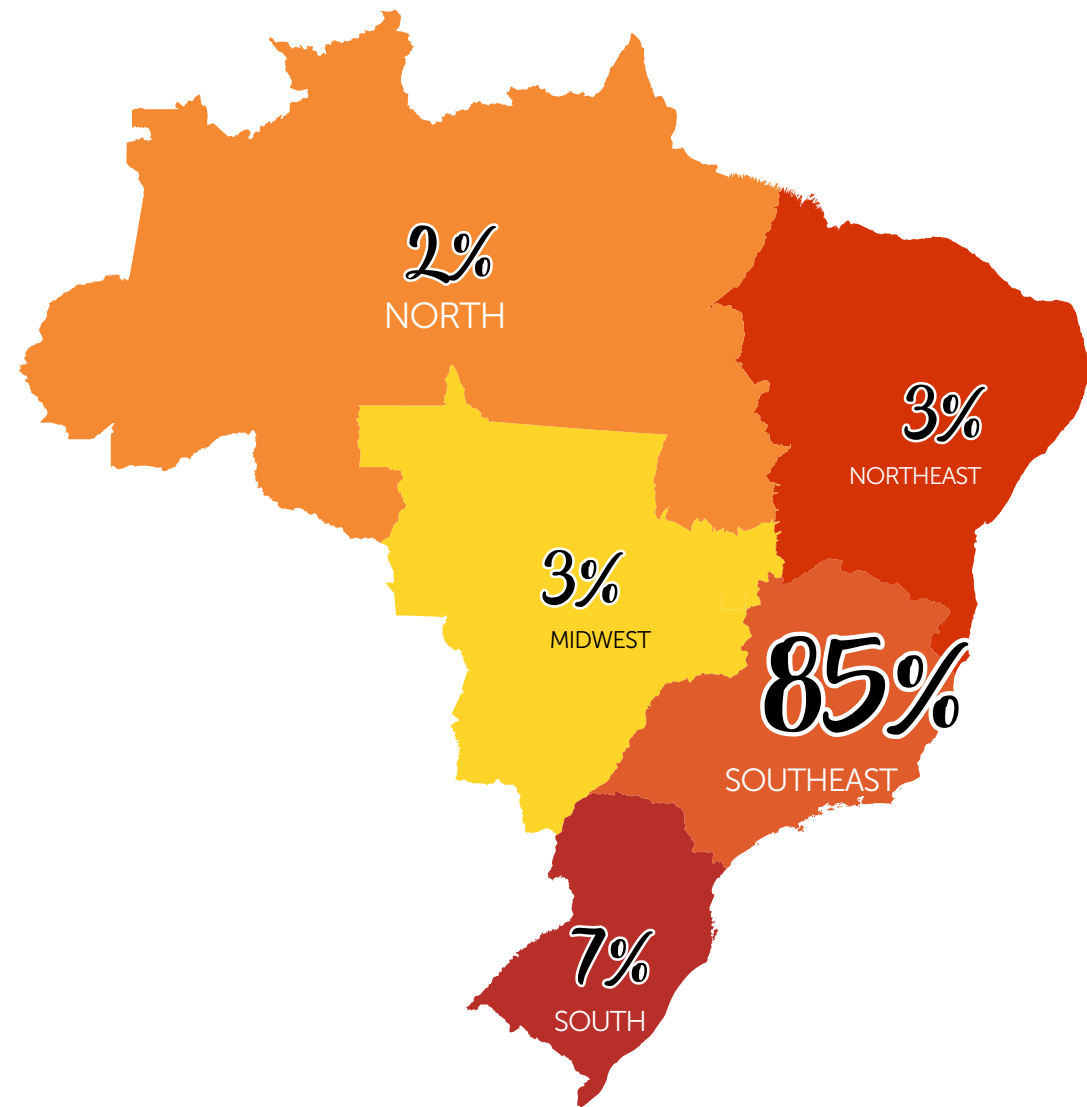
# Visitor profile

## Positions

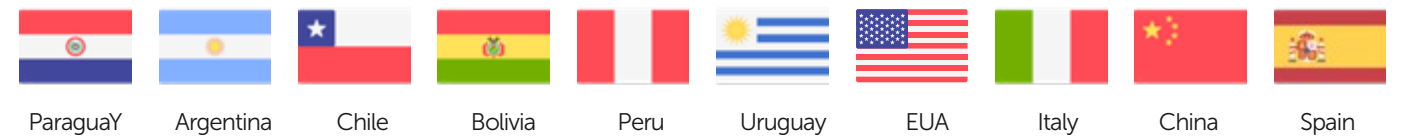


# Visitor profile

Regions



## Top 10 Countries

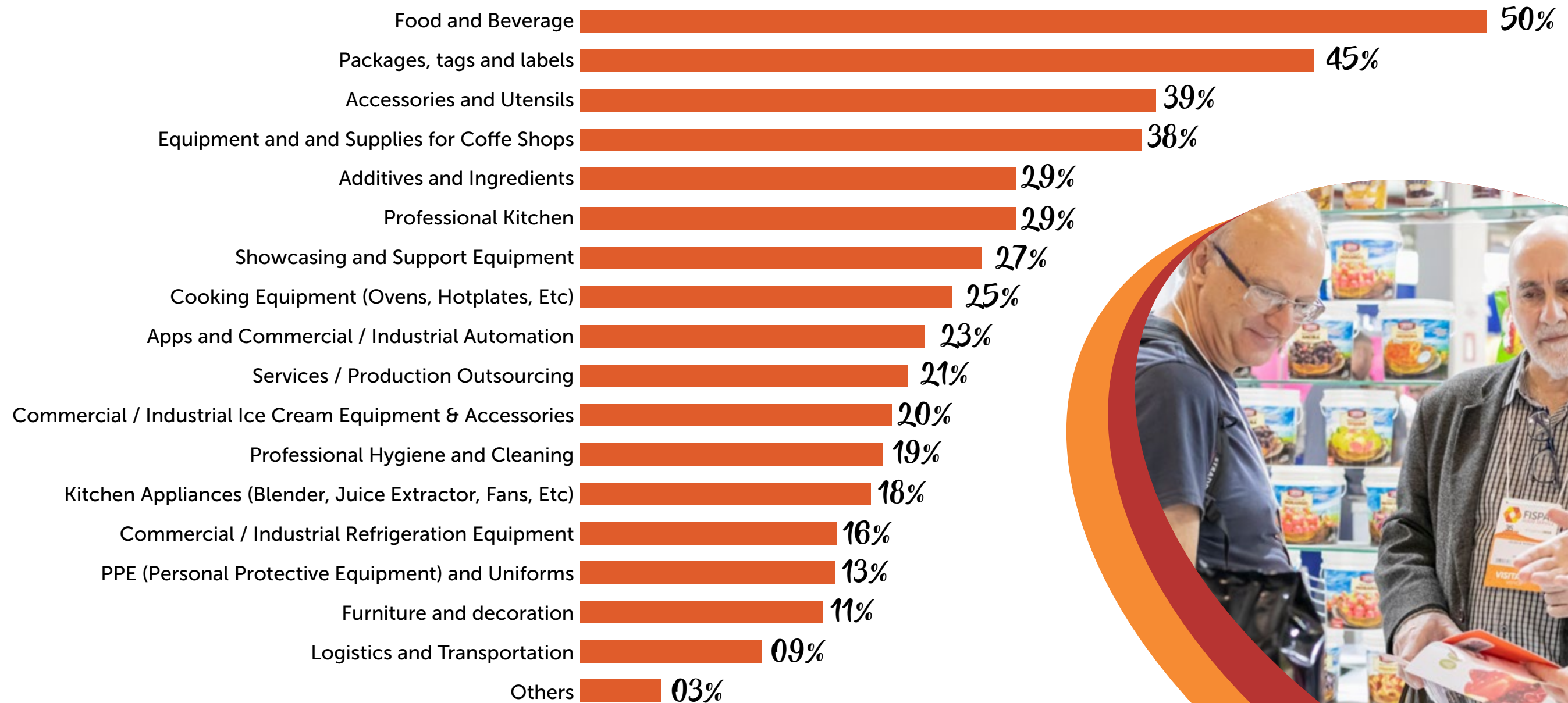




# Profile

Attendees  
*interests*

## What are they looking for at the show



# Profile attendees

75% 89% 57%

claim it's the best event  
in the industry

intend to  
return in 2020

claim to have bought a  
product or service during the  
show and 33% are in contact  
with exhibitors for possible  
purchase

“Every year I try to come to Fispal, I believe the fair brings a lot of novelties, and our goal is to look for new partners and see closely the trends presented at the fair”

**Rodolfo Amorin - Amorix Alimentos**

“I would recommend Fispal Food to anyone looking to invest in gastronomy innovations such as restaurants, bakeries, ice cream parlors, pizzerias.”

**Raquel Ali - Chef Buffet Elegance**

“The show is huge we planned to come only on the first day, but I think I'll have to come the other days too. The quality of the exhibitors and the variety of products are amazing.”

**Viviane Fekete Ambrozio - Entrepreneur at Vinimiti**

“Small or large food business owners looking for novelties should come to Fispal Food. Here you will find great opportunities.”

**Sérgio Destro - Flashback Café**





# Profile

exhibitor



473  
exhibitors

1.800  
Exhibiting  
brands

40,000  
sqm of  
pavilion  
area

## Segments

- Equipment • Food & Beverage • Accessories & Utensils • Packaging, Labels & Tags • Industrial Equipment and Accessories for Ice Cream Industry • Commercial / Industrial Automation • Commercial / Industrial Refrigeration • Additives and Ingredients • Services • Industrial Components • Coffees • Roasting • Coffee Machines • Furniture and Decoration • PPE (Personal Protective Equipment) and Uniforms • Professional Hygiene and Cleaning • Transportation and Logistics • Basic Infrastructure



# Profile

Exhibitor  
Opinion



“

*It is a strategic fair for the food service channel and for the business. During the event, our company that has been participating in Fispal Food Service for 15 years fostered many partnerships and prospected for new customers. This is a very important event for Scala and the company's goal is to continue participating for a long time. It is an essential fair because it is very focused on the food service channel and, culturally, the owner of the establishment is available for a good contact.*

**Laticínios SCALA - MARCO ANTONIO BARBOSA, MARKETING MANAGER**

“

*We recognize that Fispal Food Service is an unmissable event and an ideal environment for showcasing new technologies and developing new business. In this edition, Goomer, based in the interior of São Paulo, led the self service solution and we were surprised by the volume of visitors and the consultations held at our booth.*

**GOOMER ALESSANDRO NARZINI, MARKETING MANAGER**

“

*In the years of economic crisis the company had stopped attending the fair, but returned in 2017 when it began to notice the resumption of the market. Since then, it has been reaping good rewards with Fispal Food Service. Even this year, when she came across a more qualified and interested public. My representatives realized that only those who were really interested in the company's products entered the booth. -*

**SCAN Brasil CARLOS EDUARDO BIANCHINI, COMMERCIAL**

“

*We have participated in Fispal Food Service for 19 editions with the goal of finding customers who do not have the opportunity to visit throughout the year or those who cannot go to the factory. We present in the pavilion product launches and improvements, not only for customers, who are the distributors, but also for the end consumer who uses these products. Gelopar can always make good negotiations with Fispal Food Service. Every year we strengthen partnerships and make new business. This year we noticed a bigger and more qualified visitation. -*

**GELOPAR NAIARA PEREIRA, MARKETING**

“

*This is the company's first participation in the fair and we took the opportunity to launch the food service line and vending machine line. As the stand was in the ice cream area, we received a focused audience. Our line, unlike other exhibitors, has natural, vegan, without sugar and gluten, products, attracting positive feedbacks, which surprised us. -*

**YERBALATINA THAYNÁ MALUENDAS, COMMERCIAL DIRECTOR**

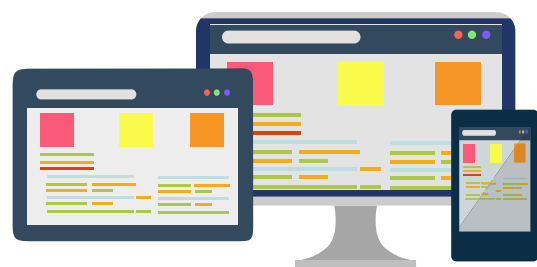
87%

claim it's the best event  
in the industry

89%

intend to  
return in 2020

# Promotion campaign



Website hits:  
**+de 1.9 milhão**  
visualizações  
*(\*Jul 2018 to jun 2019)*



**169,000**  
impressions  
1011 clicks  
1225 navigations



**18,500**  
messages sent  
**13,100**  
views



Radio  
**297 spots**  
*297 radios*



Mobile Ads  
**+ 390,000**  
prints  
**+ 15 mil cliques**

APP  
**28,084**  
views  
5392 downloads

SMS  
**119,000**  
sent

Programmatic Media  
**+5 million**  
of prints  
**7,680**  
clicks



Google ads  
**2.2 milhões**  
of prints  
**164.000**  
clicks



Redes Sociais  
**+ 64.000**  
seguidores



NEWSLETTERS  
**2.3 million**  
sent



**57**  
ads  
**+100,000**  
Invitations print  
sent

48 marketing emails/89 newsletter banners/49 social network posts/22 digital banners 32 vehicles and 18 associations and entities

# Ambassadors 2019

André Otero



Andréia Pimentel



Augusto Rech



Bruno Stippe



Caroline Bajarinas



Ca Botelho



Daniel Teixeira



Jean Pontara



Lino Luliani



Luiz Farias



Luiz Filipe Jacob



Mathews Lessa



Ricardo Ronchi



Roberto Ravioli



Romulo Tevah



Ronaldo Ayres



Rogério Shimura



Thaís Coelho





# Support and Partnerships



# New events in the 2019 Edition

## Vegan food space

This year, Fispal Food Service brought the Vegan Food Space which brought together small and medium companies supplying products without animal ingredients. Several establishments are looking for alternatives and adapting their menus to serve this growing public in recent years.



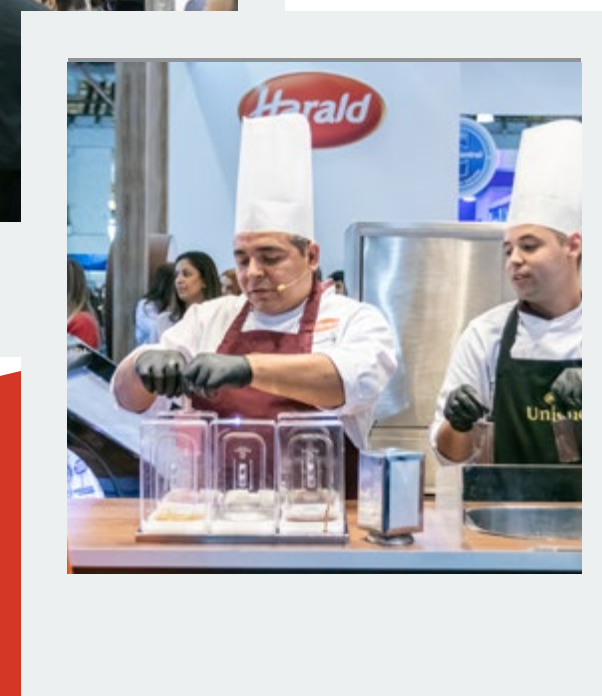
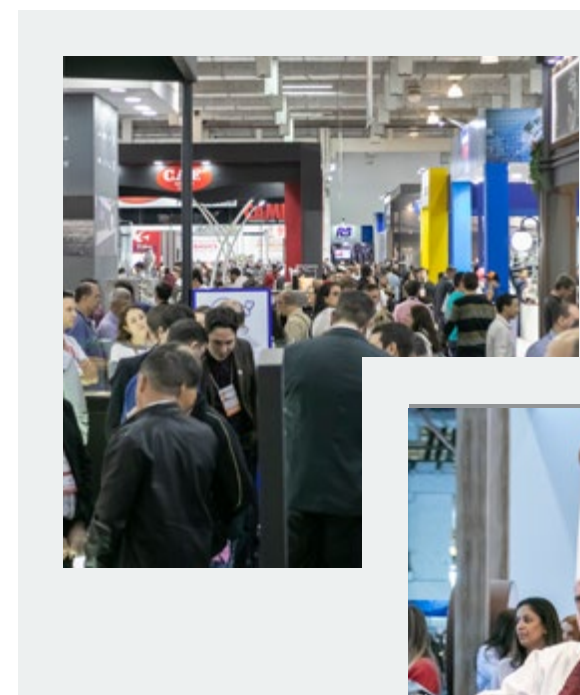
## Fispal TV with live coverage



In 2019 we presented several new attractions such as Fispal Innovation , a space created to present innovations that come to help increase the competitiveness of companies in this sector, Brew Pub , whose objective was to help establishments to transform their businesses into brew pubs to expand the product mix. Invisible Food offered consultancies in which experts explained the processes that can be used to reduce waste in their establishments, with clarifications on myths and truths of food donation, and at the Food & Beverage Arena for Hotels by Accor , held in partnership with Accor Group, keynote speakers from the industry showed food and beverage opportunities and challenges within the hospitality industry. The Deep Freezing Trail was a space created to present all the steps of the deep freezing and portioning process.



Click above to watch the  
2019 edition campaign!



Click on the image above  
and check out our photo gallery





**FISPAL**  
FOOD SERVICE

**16-19 june 2020**

Expo Center Norte - Brazil

**To be an exhibitor at the 2020 edition please contact:**

Contact us and learn how to be an exhibitor at the 2020 edition:

**flavio.lemos@informa.com | +55 11 4632-0335**

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Strategic partner

**abrase**

Promotion and Organization

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