Healthy, organic, sustainable: the future of eating out of home is at SANA Food, from 22 to 24 February 2026 at BolognaFiere

Once again, in collaboration with Slow Wine Fair, the event will be held simultaneously and with an increasingly rich programme. Among the new features are the OoH! Lab area for the Horeca sector, with tastings and masterclasses, and the Social Food Area on fair trade agricultural production. Alongside education and a focus on organic, healthy, and sustainable food for the Out of Home channel, Rivoluzione Bio and the release of new trends in the sector by the SANA Survey have been confirmed.

Bologna, 17 July 2025 – **From 22 to 24 February 2026**, **SANA Food** comes back to BolognaFiere with a concept that's even more focused on organic, healthy, and sustainable food for the Horeca channel and specialised retail, as well as a renewed synergy with Slow Wine Fair, the fair for good, clean, and fair wine created by Slow Food.

The simultaneous staging of these two events consolidates a **trade fair format that is unique in Italy**, connecting the food and wine sectors and offering an integrated platform for business, networking and training to a wide range of professionals in the commercial and collective catering, restaurant-retail and retail sectors.

The Italian market scenario confirms the leading role of this segment: the SANA Survey curated by Nomisma shows, for example, that in the organic sector, **Out of Home** (OoH) is worth **€1.3 billion**, equal to approximately 20% of the €6.5 billion in organic consumption recorded. Furthermore, there is growing **attention towards healthy food choices when eating out of home**. For 9 out of 10 Italians, typical and locally sourced products are essential, while **organic is a criterion of choice for 68% of consumers**. These trends are reflected in the "100 Healthy Days" survey, promoted by **SANA Food** 2025 and conducted by Toluna, which shows that consumer interest in healthy and organic food outside the home is still strong: 97% of Italians consumed at least one healthy OoH meal in 100 days and 71% said they did so daily.

In addition to the overall statistics, there are also those relating to the event itself: the 2025 edition of **SANA Food**, together with the Slow Wine Fair, attracted over **15,000 trade visitors**, including more than **10,000** from the **Horeca channel**; there were **300 international buyers** active in the food & beverage sector from **15 countries**, with Germany in leading position.

The new edition of **SANA Food** 2026 has been organised on the basis of this valuable heritage and already has some important new features in store. ***OoH! Lab***, for example, is a multifunctional training area for the out-of-home consumption sector, offering innovative, healthy and sustainable solutions to impress customers,

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thanks also to the exhibitors' products. The initiative includes tastings and professional masterclasses, sensory experiences and food and wine pairings created in collaboration with Slow Wine Fair. Workshops on the most effective mise en place and analysis of the cost-benefit ratio for sustainable menus will also be proposed.

At **SANA Food**, where **organic, biodynamic, vegan, vegetarian, PDO, PGI, TSG and health-related products** will once again take centre stage, new areas of focus will be highlighted through themed itineraries and guided presentations: from the different cultivars of **extra virgin olive oil** to the centuries-old tradition of **balsamic vinegar**, and the importance of **honey** and **bees** for environmental protection.

For the first time, with the ***Social Food Area***, **SANA Food** will give space to fair trade and sustainable agricultural production from social reintegration contexts and land confiscated from organised crime, aimed at promoting people and territories. Special attention will also be given to **start-ups** and their proposals, prioritising technological and sustainable innovation in food production and distribution.

Among the unmissable events for organic professionals is the return of **Rivoluzione Bio** (7th edition) to BolognaFiere: during this institutional moment of analysis and discussion, which represents the most authoritative summary in Italy on the state of the art and prospects of the sector, the data from the **SANA 2026 Survey** on consumption in the Horeca channel and organic exports will be presented in preview.

And speaking of exports, in terms of internationalisation, **SANA Food** continues to be a privileged gateway to foreign markets, thanks to its incoming activities for international buyers carried out with the support of **ICE** - Agenzia and its support for Italian companies participating in international trade fairs.

"SANA Food is aimed specifically at food service and Horeca companies, offering them a professional environment in which to intercept new trends in conscious consumption," notes **Rossano Bozzi**, Director of the Heritage Business Unit at BolognaFiere. *"The event is a forum for discussion for the entire agri-food business community, which is called upon to respond to growing demands for responsibility, transparency and quality. We aim to provide concrete tools for interpreting a market undergoing profound transformation, where product origin, sustainability and well-being are becoming highly competitive factors even outside the home. Thanks to the synergy with Slow Wine Fair, specialised visitors looking for ethical, sustainable and high-quality products will find a food and wine offering at BolognaFiere that is unique in Italy and strategic for national and international networking."*

SANA Food is organised by BolognaFiere in collaboration with FederBio, Demeter, V Label Italia, and with the support of ICE - Agency for the promotion abroad and internationalisation of Italian companies.

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