



BolognaFiere expands its collaboration with Slow Food for the future of out-of-home food

**An agreement has been signed that will bring Slow Food Promozione to SANA Food
for the first time, from 22 to 24 February 2026 at BolognaFiere.
The format will once again run concurrently, and with even richer collaboration,
with Slow Wine Fair.**

Bologna, 28 August 2025 – A **renewed partnership** under the banner of conscious, ethical and sustainable food. From 22 to 24 February, **Slow Food Promozione Srl SB** will for the first time be part of **SANA Food**, the BolognaFiere format dedicated to the Horeca channel and specialized retail.

This development is part of the long-standing collaboration between BolognaFiere and **FederBio**, aimed at consolidating **SANA Food** as a reference event for organic products and the culture of good, clean and fair food, increasingly focused on out-of-home catering.

The partnership between **SANA Food** and Slow Food is characterized first and foremost by a **shared philosophy**, which aims to promote a **new food culture** based on **ethics, protection of biodiversity, health and sustainability**.

On these grounds already last February came the choice to hold **SANA Food** at the same time – and in a contiguous hall – with the **Slow Wine Fair**, the international fair of good, clean and fair wine created by Slow Food and organized by BolognaFiere.

In 2026 this synergy will intensify, as it will be the **SANA Food** hall itself to open to Slow Food, hosting **producers from the Presidia and Slow Food networks, training events, tastings and round tables** on the main issues at the center of the debate on agri-food policies, together with a series of special projects that will further enhance the collaboration.

The exhibition offers, aimed mainly at the **B2B** target, will be even richer and more qualified, with the participation of companies built firmly on values such as **respect for the land, food and people**.

In this context, professional visitors wishing to diversify their proposals in **Horeca**, in traditional specialized channels and in food retail, and looking for **authenticity, consistency and innovation**, will find rigorously selected producers, with organic, healthy and sustainable food options.

There will be a wide range of opportunities linked to **matchmaking**, through **B2B meetings** with carefully profiled **national and international buyers**: Horeca importers, high-end restaurants and eco-boutiques, hotels and historic inns, catering services and school canteens, venues dedicated to sustainable and



BolognaFiere S.p.A.
Viale della Fiera, 20 - 40127 Bologna, Italy
Tel. + 39 051 282111 - Fax +39 051 6374004
buindustry@pec.bolognafiere.it
Share capital € 194,811,457.00 i.v.
Tax Code - VAT Code and Reg. Imp. BO 00312600372 - REA BO367296

Show Office
Piazza della Costituzione, 5 - 40128 Bologna, Italy
Tel +39 051 282842
sanafood@bolognafiere.it
www.sana.it



organic cuisine, organic shops and herbalists, gourmet delicatessens, fair trade outlets, and Solidarity Purchase Groups.

As confirmed by the Italian market scenario, the **Out of Home** (OoH) segment – the primary target of **SANA Food** – plays a leading role: the SANA 2025 Observatory by Nomisma shows, for example, that in the organic sector OoH is worth **€1.3 billion**, about 20% of the €6.5 billion in organic consumption recorded. **Attention to healthy food choices out of home** is also growing. For 9 out of 10 Italians, typical and local products are essential, while **organic is a criterion of choice for 68% of consumers**.

« **SANA Food** is specifically aimed at food service and Horeca, offering them a professional context in which to intercept the new dynamics of conscious consumption», notes **Rossano Bozzi**, Director of **BolognaFiere's** Heritage Business Unit. «The partnership with Slow Food consolidates the role of **SANA Food** as a place where SMEs in the agri-food sector, called upon to respond to a growing demand for responsibility, transparency and quality, can engage, promote a model of production and consumption alternative to the mainstream, and explore new development paths safeguarding territories and biodiversity. This year too we are working with institutions and with ITA - Italian Trade Agency to ensure continuity in the support, crucial for us, of incoming activities and international promotion of the exhibition and of Italian companies in key markets. With Slow Food, we aim to provide concrete tools to interpret a market undergoing profound transformation, where the valorization of niche products, product origin, sustainability and well-being become highly competitive and relevant factors for the out-of-home sector».

«Spreading the culture of good, clean and fair food is what Slow Food has been doing for almost 40 years. On this journey, a fair that focuses on healthy and good nutrition, with the experience of SANA and the authoritative presence of FederBio, represents an important ally», underlines **Daniele Buttignol**, CEO of **Slow Food Promozione Srl SB**. «The concurrent fifth edition of the Slow Wine Fair, with the participation of hundreds of wineries that adhere to the manifesto of good, clean and fair wine, demonstrates the sharing of values and objectives that nourish the partnership between BolognaFiere and Slow Food. The February 2026 event therefore represents an important moment of awareness for a sector vital to our well-being, our relationship with nature and sustainable growth for territories and communities. A trend confirmed by international markets, increasingly focused on good and healthy food, as also shown by the presence of industry operators and international buyers at **SANA Food** and Slow Wine Fair».

«Joining forces to enhance organic food and the principles of 'good, clean and fair' is today more than ever a strategic priority for the relaunch of the entire sector», emphasizes **Maria Grazia Mammuccini**, President of **FederBio**. «A concrete commitment in favor of small and medium-sized organic farms throughout the country, which represent a fundamental safeguard for the development of rural and inland areas, creating economic systems and social networks capable of revitalizing these territories. Thanks to the synergy between FederBio, BolognaFiere and Slow Food, **SANA Food** is increasingly establishing itself as the reference event for promoting an ethical and sustainable agri-food model that protects biodiversity and soil fertility, territories and the identity of local productions, elements central also for the Horeca channel».



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SANA Food is distinguished by its **unique format**, built on the **very close link with the Slow Wine Fair**: the same set of values, the same dates, a single ticket of admission, adjacent halls and the essential connection between food and wine.

In the 2025 edition, the **SANA Food** -Slow Wine Fair combination attracted over **15,000 professional visitors** and **300 international buyers** from **15 countries** (Germany above all), qualifying the new concept as a privileged gateway to foreign markets.

With a renewed formula placing **producers and catering at the center**, the concept will return from 22 to 24 February 2026, connecting the food & wine sectors and offering the varied audience of professionals in commercial and collective catering, food retail and specialized sales **an integrated platform of business, networking and training**.

SANA Food is organized by BolognaFiere in collaboration with FederBio. Partners of SANA Food are: ITA - Italian Trade Agency, Slow Food Promozione Srl SB and V Label Italia.

SANA Food Press Office

Absolut eventi & comunicazione
Mss Sara Telaro, Sveva Scazzina
SANApress@absolutgroup.it
Tel. +39 051 272523 / +39 340 9214636

BolognaFiere
Ms Daniela Modonesi
daniela.modonesi@bolognafiere.it
Tel. +39 051 282233 / +39 366 6659090

Slow Food Press Office

Ms Elisa Virgillito +39 345 2598615
Mr Valter Musso +39 335 7422962
Ms Elena Coccia +39 348 0120860
stampa@slowfood.it

Web e social media

www.sana.it
[Linkedin.com/SANA](https://www.linkedin.com/company/SANA)
[Instagram.com/sanafiera](https://www.instagram.com/sanafiera)
[Youtube.com/BolognaFiere](https://www.youtube.com/BolognaFiere)



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