



## **SANA Food 2027: Longevity Nutrition Drives Innovation in Food Service and Specialty Retail**

***From 21 to 23 February 2027, BolognaFiere will host SANA Food, the B2B platform dedicated to healthy, sustainable, and high-quality food for the out-of-home sector. At the heart of this new edition is Longevity Nutrition: the megatrend that is redefining product development and strategies in the Horeca, restaurant-retail, and specialty distribution sectors.***

*Bologna, June 23, 2026* – The **relationship between nutrition, health, and quality of life** is now at the heart of the most significant transformations in the agri-food sector. This shift is directly reflected in consumption patterns and product selection in the out-of-home sector, which is increasingly focused on functional, transparent, and high-nutritional-value products.

This is the backdrop for **SANA Food**, the leading B2B event for food service and specialty retail professionals, which returns to **BolognaFiere from February 21 to 23, 2027**.

In addition to bringing together **key sectors**—organic, biodynamic, veg, PDO and PGI, functional foods, and sustainable agricultural production—the event is introducing a **strategic focus on Longevity Nutrition** this year. By recognizing the quality of food consumed outside the home and the sustainability of food systems as two of the factors that most influence people's health, SANA Food is thus consolidating its **unique position in the trade show landscape**.

### **PHOTOS FROM SANA FOOD 2026**

*«SANA Food is evolving to meet a demand that is increasingly focused on health, quality, and functionality,»* comments **Rossano Bozzi, Director of the Heritage Business Unit at BolognaFiere**. *«With our focus on Longevity Nutrition, we are strengthening our position as a B2B platform geared toward food service and specialty retail, capable of anticipating the trends that are redefining the market. Together with our project partners and ITA - Italian Trade Agency, we also provide strategic support to companies ready to enter major international markets. SANA Food is a valuable and highly qualified event for industry professionals and trade visitors,»* continues Bozzi, *«who can take advantage of opportunities related to Longevity Nutrition: one of the main drivers of change in a sector where the older adult population is constantly growing and consumption patterns are increasingly oriented toward health and well-being.»*

### **LONGEVITY NUTRITION: THE MEGATREND THAT IS RESHAPING THE MARKET**

A vision consistent with the **One Health** approach, which links nutrition, well-being, and the sustainability of agri-food systems, highlighting the interdependence between human health, animal health, and ecosystems. Recognized by international organizations such as the FAO, WHO, UNEP,



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and WOAHA, this paradigm also directly addresses the issue of longevity, where research is evolving from an anti-aging approach to a systemic perspective focused on **healthspan**—that is, the period of life lived in good health.

In this context, the quality of the environment and agricultural production affects the nutritional quality of food, influencing the human microbiome and metabolic health. This process highlights the **crucial role of food as a key factor in living well and longer**.

Within this value chain, SANA Food will focus in particular on the **Longevity Nutrition** segment: a market that, together with healthy aging, is projected to grow from approximately **\$45 billion in 2025** to over **\$87 billion by 2035** (estimates by Market Research Future).

SANA Food's focus will be explored through a cross-cutting analysis of **five production chains**: from **extra virgin olive oil**, with its bioactive compounds that have antioxidant and anti-inflammatory properties, to **fermented foods**—including kefir, kimchi, kombucha, and yogurt—which represent one of the most advanced frontiers in functional nutrition, thanks to their connection to the microbiome and the immune system. Then there are **ancient grains, flours, and pasta**, which emphasize supply chain transparency and digestibility—aspects that are increasingly important for gut health. Not to mention **plant-based proteins and legumes**, for those seeking sustainable and versatile protein sources, while **fruits, vegetables, and dried fruit** are synonymous with a natural, minimally processed diet—an expression of regional identity, seasonality, and the quality of raw ingredients.

### **ORGANIC, SLOW, AND VEG: SANA FOOD'S PARTNERS FOR LONGEVITY**

**FederBio, Slow Food, and V-Label Italia** will once again serve as strategic partners of SANA Food for the 2027 edition, where the promotion of responsible, transparent, and sustainable production models throughout the entire supply chain—as well as more mindful consumption patterns—will also address the topic of Longevity Nutrition.

The **link between organic, plant-based, and high-quality foods and longevity** is supported by increasingly solid evidence. Choosing organic and sustainable products can reduce exposure to contaminants and promote the consumption of foods rich in polyphenols, antioxidants, and anti-inflammatory compounds, which are associated with good health and a balanced gut microbiome. Similarly, a well-balanced vegan diet helps keep LDL cholesterol and blood pressure levels low, reducing the incidence of strokes, heart attacks, and type 2 diabetes; it lowers the risk of colorectal cancer; and it improves gut microbiota and blood sugar control. Therefore, a good, sustainable, and high-quality diet extends healthy life expectancy.

### **WITH THE SLOW WINE FAIR, FOR AN EXCLUSIVE JOURNEY THROUGH FOOD AND WINE**

For the third consecutive year, SANA Food will be held concurrently (and with **a single admission ticket**) with the **Slow Wine Fair**, the international fair for good, clean, and fair wine, organized by BolognaFiere and based on an idea by Slow Food. Held in adjacent pavilions, the two events will offer



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industry professionals an **integrated experience of ethical, high-quality food and wine**, with exclusive opportunities for business, networking, and professional exchange. The concept of Longevity Nutrition also aligns with this synergy, promoting an approach based on mindful and moderate consumption, in line with new models of well-being.

### **TASTINGS, TALKS, AND TRAINING**

Rounding out SANA Food's offerings is a packed program of **masterclasses, meetings, and training sessions** designed to translate market trends into concrete opportunities for companies and professionals.

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