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SANA Food 2027 will add a collective catering forum in Bologna

Organizers said the February trade fair will target restaurants, hospitals, schools, specialty retailers, reflecting rising demand for sustainable sourcing

Wednesday, November 25, 2026



Organizers on Wednesday, Nov. 25, presented SANA Food 2027, saying the business-to-business food fair will return to BolognaFiere from Feb. 21-23, 2027 with a broader focus on organic products, quality food, food culture and the changing needs of Italy's out-of-home market.

The event is aimed at professionals in hospitality, restaurants, catering and specialized retail. BolognaFiere said it is positioning the fair as a platform that links food production, distribution, food service and specialty stores at a time when buyers and consumers are paying closer attention to sustainability, nutrition, origin and production methods.

A main addition for the 2027 edition is the Agorà della Ristorazione Collettiva, a new area devoted to collective catering. Organizers said the space will focus on a segment that includes school cafeterias, hospitals, universities, nursing homes and workplace canteens, where issues such as public health, food education, waste reduction, procurement and social inclusion have become more important. The forum is expected to host meetings, panels and presentations for companies, institutions and industry operators.

SANA Food will again take place at the same time as Slow Wine Fair, the international trade show for wine organized by BolognaFiere with Slow Food. It will be the third consecutive year that the two events have been held together. Organizers said trade visitors with a single ticket will be able to enter both fairs, a format designed to give restaurant owners, wine merchants and food-and-beverage buyers access to a wider range of suppliers.

The fair has the patronage of Italy's Ministry of Agriculture, Food Sovereignty and Forests and the Ministry of Environment and Energy Security. It is organized by BolognaFiere in collaboration with FederBio and Slow Food Italia, with V-Label Italia among its partners. Organizers said the event will also receive support from ICE, the Italian Trade Agency, for its international buyer program.

According to BolognaFiere, the exhibition will include organic and biodynamic products, vegetarian and vegan offerings, functional foods, and foods with protected designations such as PDO, PGI and TSG. The company said the fair will also showcase artisanal and

gourmet products tied to local food traditions and biodiversity. Organizers added that they want to highlight agricultural businesses that combine food quality with social goals, including inclusion projects, job reintegration efforts and work on land confiscated from organized crime.

The announcement at the ministry also put the fair in the context of the Italian organic sector, which officials and industry representatives described as one of the country's strongest agricultural assets. Luigi D'Eramo, undersecretary at the agriculture ministry, said Italy remains a European leader both in organic farming and in products with protected origin status. He said the government intends to continue supporting the sector and pointed to the planned introduction of a new national organic label.

Paolo De Castro, president of Nomisma, said Italy has 2.4 million hectares under organic cultivation, equal to about 20% of the country's agricultural land, and described consumer demand as still growing. He said Nomisma has been asked by BolognaFiere to focus new research on commercial and collective catering, arguing that those channels could play a decisive role in expanding consumption of organic food.

That emphasis on food service is reflected in the fair's program. Organizers said the Agorà for collective catering will address innovation, new technology, nutrition, procurement and food waste, while also giving suppliers a place to present products and services to buyers and specialized operators. The intention is to bring sectors that are often discussed separately, such as public catering, commercial food service and specialty retail, into the same business setting.

Another part of the program will be OoH! Lab, an area for demonstrations, tastings, talks and masterclasses aimed at professionals in the out-of-home market. BolognaFiere said the sessions will cover products such as extra-virgin olive oil, balsamic vinegar and honey, and will include cooking shows and meetings with executive chefs. Organizers said the lab will be linked to the new Agorà so that discussions about sourcing, nutrition and menu trends can be followed by practical demonstrations.

The fair will also host the eighth edition of Rivoluzione BIO+, the annual conference project tied to the organic sector. Promoted by BolognaFiere in collaboration with FederBio and AssoBio, with Nomisma providing scientific support, the initiative is expected to look at market performance, consumption patterns and future trends in Italian organic food. New data from the Osservatorio SANA 2027 market observatory are also due to be presented during the event.

Organizers said they want to devote particular attention to several product chains that reflect current consumption patterns. Those areas include extra-virgin olive oil, fermented foods, ancient grains, flour and pasta, plant proteins and legumes, and fruit, vegetables and nuts. The stated goal is to give buyers and food service operators more information on products that sit at the intersection of tradition, nutrition research and new eating habits.

The partnership network behind the event is also being expanded. Slow Food Italia will again bring producers from its networks to the fair and organize meetings and tastings around biodiversity, local production and the link between food and territory. FederBio will continue to support the organic and certified supply chains, while V-Label Italia will remain involved as the organization’s reference partner for identifying vegetarian and vegan products.

BolognaFiere also said it is strengthening the fair’s international business activity. The incoming program, according to the organizers, will target 48 countries, including 26 in Europe and 22 outside Europe, and involve more than 350 operators. That group is expected to include 180 strategic buyers managed with ICE, alongside selected Italian buyers from high-end restaurants, catering companies, collective catering, delicatessens, organic stores, fair-trade shops and consumer buying groups.

The 2027 edition will also expand its culinary component. BolognaFiere said its collaboration with the Associazione Italiana Cuochi, or Italian Chefs Association, will continue through an experiential area called Villaggio AIC. Among the announced additions are the World IAC Culinary Olympics, with participants from countries affiliated with the World Independent Chef network, and the new SANA Food Chef Award, which is meant to showcase products exhibited at the fair through chefs’ work.

On the retail and product development side, organizers said SANA NOVITÀ will return as a showcase for companies presenting new items and market concepts. A technical jury is expected to select the most innovative proposals, and the chosen products will also be presented to international buyers involved in the incoming program.

BolognaFiere said unsold food from exhibitors will again be collected at the end of the fair through a partnership with Fondazione Banco Alimentare Emilia Romagna ETS, a regional food bank organization. The company said the initiative is intended to reduce waste and redirect surplus food to people in need.

Alongside the national institutions backing the event, organizers said the fair also has support from the Emilia-Romagna regional government, the city of Bologna and the Bologna Chamber of Commerce.