



TuttoFood

In 2016, Italy was the 20th largest market for U.S. exports, which totaled approximately \$16.8 billion, and the 6th largest export market in the EU, following Germany, the UK, Netherlands, Belgium and France. American-style fast food chains, buffets, and salad bars are gaining popularity in the Italian market. This move towards more convenient dining has led Italian importers to seek out U.S. food products suitable to self-service eateries. Many bars, restaurants and food service companies also are seeking foods that microwave easily. Italians are consuming increasing quantities of breakfast cereals, organic and snack foods. The Italian youth market is especially interested in lifestyle foods such as American microbrew beers and salted snacks.

Products present in the market with good sales potential and growing are beer and wine, chocolate, fresh fruits and snack foods. Products not present in significant quantities but with good sales potential are functional and health food 'free-from' products (lactose-free, gluten-free), organic products, specialty foods and sauces.



Activity Managers

North Carolina Department
of Agriculture and
Consumer Services
Cathy Xuefang Ma
International Trade Specialist
(919) 707-3132
cathy.ma@ncagr.gov

Florida Department
of Agriculture
and Consumer Services
Debra Cox May
Chief-Int'l Trade and Development
(850) 617-7316
Debra.May@freshfromflorida.com

Milan, Italy May 6-9, 2019

Participation Fee

Corner Booth: \$1,527

Early Bird: \$1,327 (if you register and pay before December 6, 2018)

In-line Booth: \$1,354

Early Bird: \$1,154 (if you register and pay before December 6, 2018)

Fee Includes

- 9m² booth and standard furniture package
- Up to \$500 reimbursement for shipping product samples with proper documentation

Registration Deadline

February 6, 2019

(No refunds for cancellation after this date)

50% CostShare

[Apply now](#) for **SUSTA's 50% CostShare** to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus

Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products, Seafood

Product Description

(Suitable products include, but are not limited to): Convenience Foods & Snacks, Ingredients, Fruit & Tree Nuts, Seasonings & Sauces, Frozen Foods, Natural/Health/Organic, Beverages