

Trade fair for  
premium food & drinks

# TAVOLA

17-18-19 March 2024

Kortrijk Xpo



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2024**







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# INTRODUCTION

## TAVOLA

Trade fair for premium food & drinks  
Location: Kortrijk Xpo, Belgium

## IN NUMBERS Edition 2022

1st edition  
**1982**

every  
**2 years**

**3**  
days

**504** exhibitors  
(selected)

**14 504** visitors  
(professionals only)



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# BELGIUM: CENTRAL LOCATION

## SITUATED IN THE HEART OF EUROPE

Kortrijk: situated next to the motorway  
E17 Antwerp-Ghent-Kortrijk-Lille (FR)

Kortrijk is very easy to reach and is located at only:

- 1 hour from Brussels (80 km.)
- 2 ½ hours from Paris, France (225 km.)
- 2 ½ hours from Amsterdam, the Netherlands (200 km.)
- 3 hours from Cologne, Germany (260 km.)

*(travelling time by car)*



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# BELGIUM

## AN INTERESTING MARKET

Belgium = test market

Often used by foreign manufacturers of food products as a test market for the launch of these products in Europe

A small country, where all the different European cultures are present:

- Brussels = the European capital
- Flanders ~ Germanic ~ Northern European market
- Wallonia ~ Romanic ~ Southern European market

Belgium = held in high regard with regards to culinary matters

Gastronomy in Belgium = top quality

A country of gourmands → a fastidious market when it comes to quality, taste, packaging

Belgian consumers are interested in international food, both in retail as well as with regards to gastronomy

Belgian consumers are willing to pay more for quality products → interesting margins for manufacturers / suppliers



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# TAVOLA

## AN INTERESTING OPPORTUNITY

For foreign food/drinks **producers**  
to present their high quality food products to  
this interesting market

For foreign **buyers**  
to discover fine foods for gourmands



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# CAREFULLY SELECTED EXHIBITORS

Only producers, distributors & importers of  
premium food & drinks

## PREMIUM FOOD & DRINKS ONLY

- confectionery, bread and cakes
- dairy products
- delicatessen products and specialties
- drinks (alcoholic and non-alcoholic), coffee and tea
- dry foods
- herbs, oil, sauces, dressings
- fish and shellfish
- frozen food products
- meat, cured meats, poultry and game
- potato products, vegetables and fruit
- ready meals and catering products
- vegan products
- vegetarian products
- allergen-free/gluten-free/free from foods
- ethnic foods
- halal and kosher foods
- local and regional products
- novel foods
- organic and sustainable food products
- private brands
- seasonal products

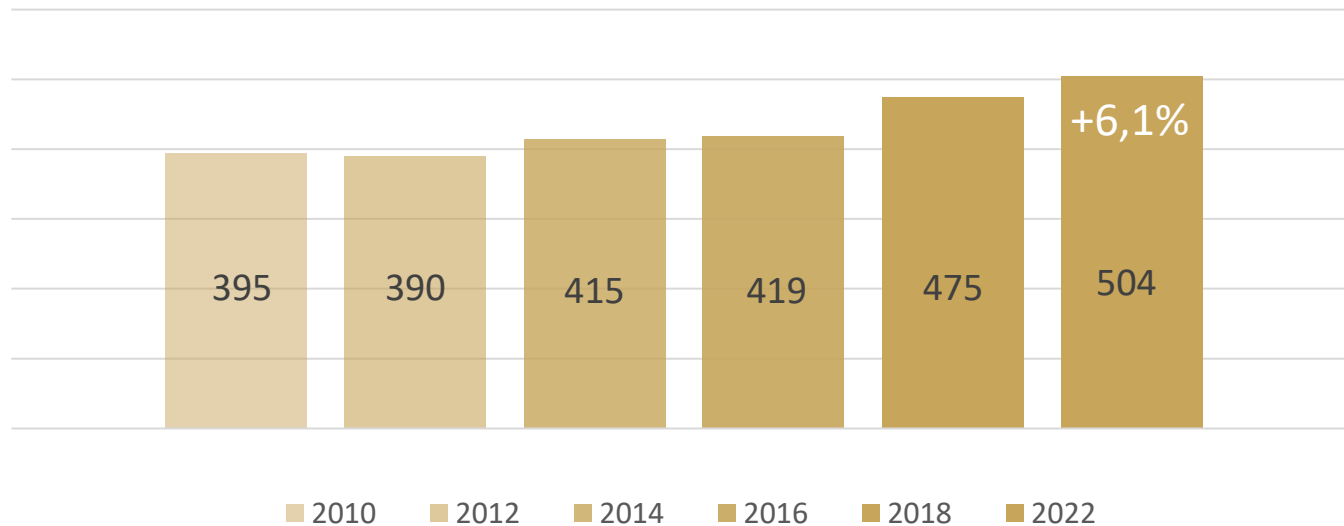


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# CAREFULLY SELECTED EXHIBITORS

Only producers, distributors & importers of  
premium food & drinks

+ 6,1 %



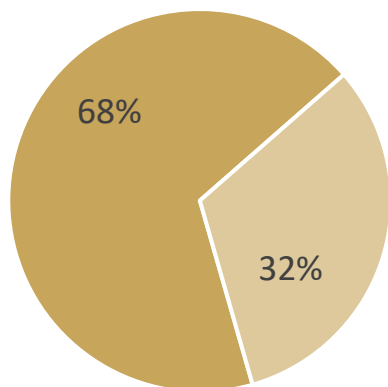
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# CAREFULLY SELECTED EXHIBITORS

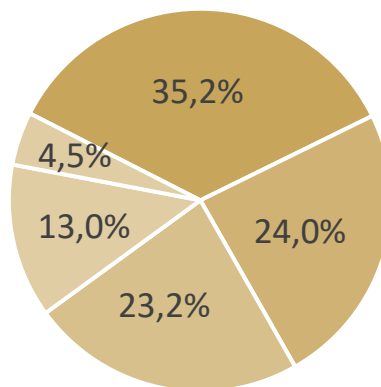
## PROFILE

Numbers Tavola 2022



■ Belgium ■ abroad

From 15 countries



■ 6-9m² ■ 10-19m² ■ 20-39m² ■ 40-99m² ■ 100m² & +

Market leaders & small artisan producers:  
a unique mix, reflected in  
the stand area per exhibitor

ApaqW (Wallonia) | Bioforum  
| The Netherlands | France |  
Village Gourmet FR-BE-NL |  
Bristish Embassy | AHDB |  
Andalucia | Castilla-La Mancha  
| Castilla y León | Poland |  
Indonesia | Canada

Regional, country &  
thematic pavilions



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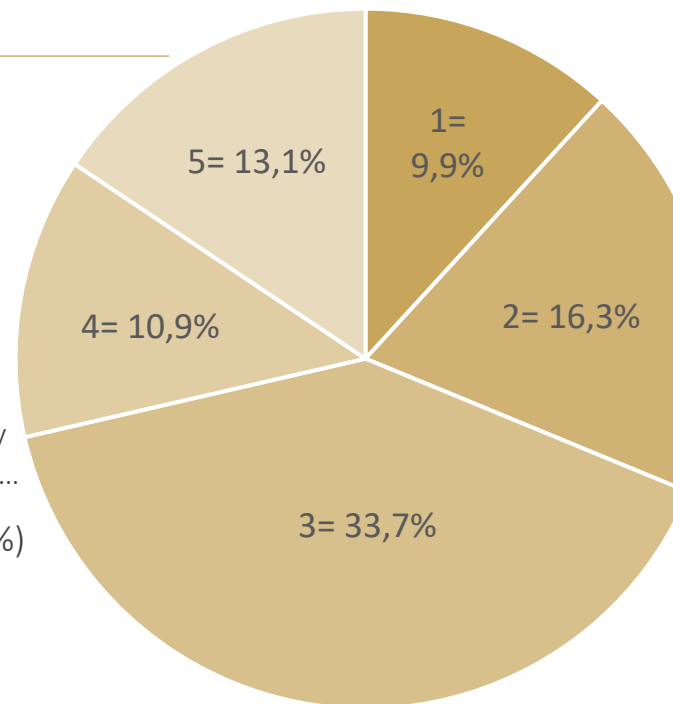
DETERMINES THE SPECIAL APPEAL AND  
THE IMAGE OF TAVOLA

# VISITORS: PROFESSIONALS ONLY

Only for (professional) purchasers, managers & decision makers

## PROFILE

1. retail distribution: purchasing centers, hypermarkets & supermarkets (9.9%)
2. wholesalers for retail/catering, import/export companies (16.3%)
3. mini markets & speciality stores (33.7%)  
delicatessen stores, butchers, caterers, dairies, mini markets, fishmongers, greengrocers, drinks merchants, chocolate/confectionery stores, patisseries/bakers/sandwich shops, itinerant trade, webshops, ...
4. catering companies/commercial kitchens, restaurants (10.9%)
5. producers (13.1%)



Numbers Tavola 2022

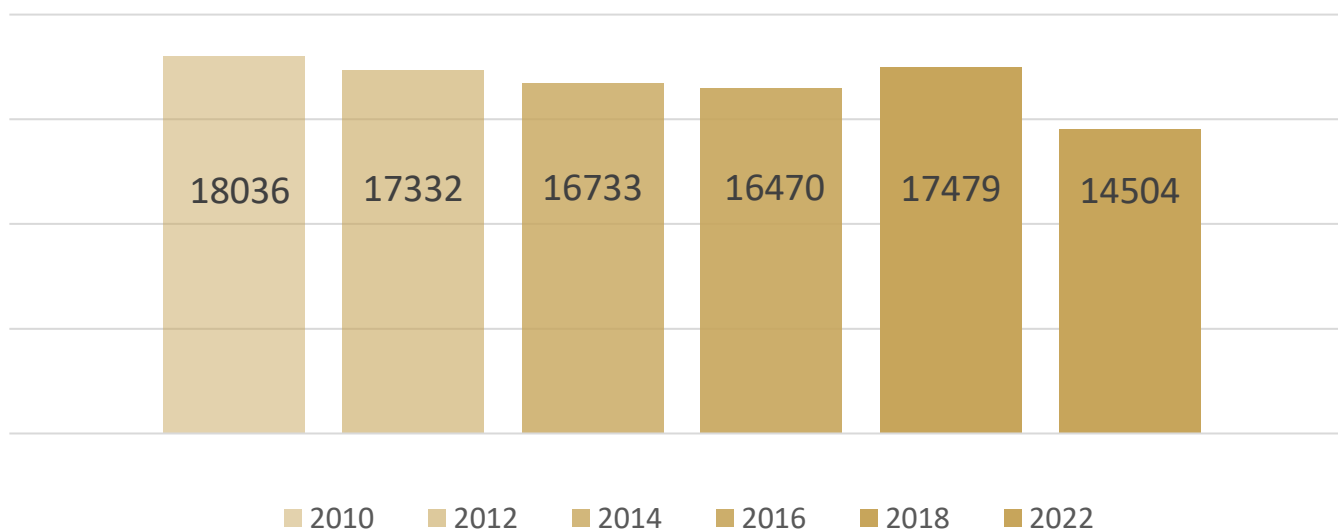


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# VISITORS: PROFESSIONALS ONLY

Only for (professional) purchasers, managers & decision makers

## A WARM REUNION AFTER 4 YEARS \*



\* The 20th edition in 2020 could not take place because of covid-19. This edition was postponed to March 2022 and was one of the first trade fairs in Belgium to be allowed to open its doors early 2022.



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# VISITORS

## PROFESSIONAL & INTERNATIONAL

Numbers Tavola 2022

Only for professional  
purchasers, managers  
& decision makers  
14 504 visitors



International:  
14% from 24 countries  
(18% from 34 countries  
in 2018)

Strong professional  
character

Satisfied visitors: 91.3%



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ONLY PROFESSIONAL CONTACTS WITH  
POTENTIAL BUYERS



# MISSION

Tavola wants to be  
a unique and tasteful meeting point  
where only the best foods & drinks are  
presented to a professional audience  
with the aim of finding the appropriate channel  
to successfully market their products.



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# CORE VALUES

## QUALITY IS A PRIORITY

Strictly selected exhibitors and products

## TASTY FROM START TO FINISH

High level of the trade show reflects in the experience, communication, ...

## INSPIRATION BY INNOVATION

Retailers visit to discover



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# COMMUNICATION

## QUALITY COMMUNICATION & PROMOTION

### Promotional material for exhibitors

- free of charge -

invitations, banners, stickers,  
ready-to-send newsletter, code  
for free online registration to  
invite customers, ...

### Professional media magazines, newsletters, websites

20+ titles

in Belgium, the Netherlands, France and  
the United Kingdom

### Direct mailing

50 000+ addresses

### Gold Card

especially for purchasers  
of large volumes

### Campaigns

with FIT, AWEX,  
Brussels Export, ...

### Extensive social media campaign

LinkedIn, Facebook, Instagram

### Emailing

50 000 addresses + dedicated  
newsletters professional media

### Website

3 languages

### Press conference



CONSISTENT, TARGETED AND HIGH-END  
EVENT COMMUNICATION



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# PARTNERS

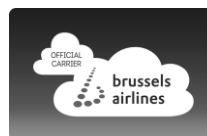
## SUPPORT & PARTNERSHIPS

Partners Tavola 2022

**Fevia**



*Business Support on Your Doorstep*



## HIGHLIGHTS THE IMPACT OF TAVOLA IN THE FOOD INDUSTRY



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# EXPERIENCE

## FOCUS ON INSPIRATION



- Visitors know there is always something new to be discovered on Tavola
- Attractive presentation of quality products, specialties & delicatessen
- Bringing a community together and stimulating quality contacts

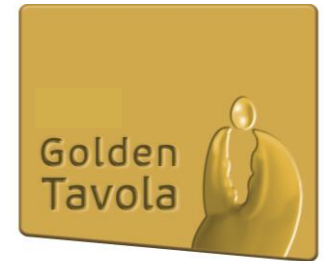


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## EXCEPTIONAL PRODUCT EXPERIENCE

# GOLDEN TAVOLA: INNOVATIONS

## COMPETITION GOLDEN TAVOLA



= rewards the best new products (with strong commercial potential) of the trade show

- 4 categories: retail – traditional service – delicatessens – foodservice
- Professional jury of purchasers ; 2 rounds

Winners Golden Tavola 2022:



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# GOLDEN TAVOLA: INNOVATIONS

## COMPETITION GOLDEN TAVOLA 2022

**123**  
participants

**68**  
selected for  
the 2<sup>nd</sup> round

**4** winners  
**8** nominees  
**1** public award

In 2022: Golden Tavola competition **2020 and 2022**

» gallery with the selected products 2022 and 2020

» tasting of the winning and nominated products 2022 and 2020

Huge interest of the visitors!



A MAJOR CROWD PULLER OF  
GREAT VALUE FOR EXHIBITORS,  
VISITORS & PRESS



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# EXHIBIT? DIFFERENT FORMULAS

THE BEST MATCH FOR YOUR NEEDS?

## SPACE ONLY

book your stand (from 8m<sup>2</sup>)  
+ design and furnishing  
of your stand if you wish

## FULL-SERVICE

for small artisan producers with  
a limited assortment only:  
a Market stand or  
the all-in Concept formula or  
The Beer Avenue

## SHARE A PAVILION

would you like to join  
a group stand from  
your region or country?  
Contact us!



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# FORMULAS & RATES

All prices excl. VAT

## SPACE ONLY: STAND AREA

**Renting price of bare floor stand area: € 141.00/m<sup>2</sup>**

### **Boost your visibility:**

**Basic Pack: € 590.00** (name listing in the show guide ; 3 exhibitor's badges per 16m<sup>2</sup> ; 3 garbage bags ; 1 parking ticket a day construction-fair-dismantling ; promotional material with invitation cards, etc. ; use of the visitors' registration system)

**upgrades available** to increase your visibility onsite and/or online:

**Standard Pack € 1 250.00 - High Impact Pack € 2 100.00 - Top of Mind Pack € 4 950.00**

(see portal or further at 'extra promo' for additional information)

### **Extra open sides & multi-storey stand**

- Supplement 2 open sides: € 200.00
- Supplement 3 open sides: € 300.00
- Supplement 4 open sides: € 500.00
- Supplement two- storey stand: € 750.00

Please note: only a maximum of 60% of each open side may be obstructed.

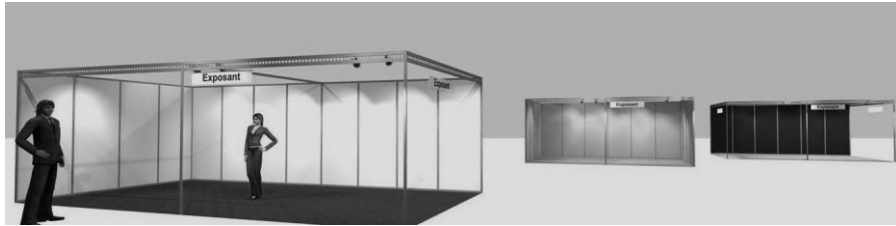


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# FORMULAS & RATES

All prices excl. VAT

## SPACE ONLY: SHELL SCHEME STAND

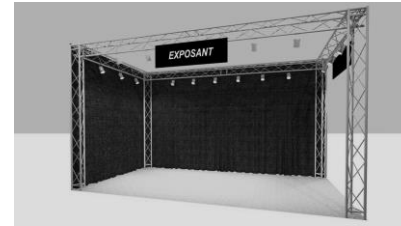


**Casa H2.50m:** € 36.00/m<sup>2</sup>



**Wood H2.5m:** € 69.50/m<sup>2</sup>

**Wood H3.0m:** € 75.00/m<sup>2</sup>



**Truss**

**structure H4.5m:**

≤ 40m<sup>2</sup>: € 52.00/m<sup>2</sup>

> 40m<sup>2</sup> & ≤ 80m<sup>2</sup>: € 34.50/m<sup>2</sup>

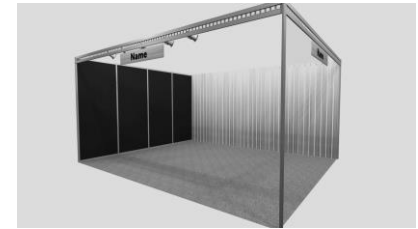
> 80m<sup>2</sup> & ≤ 120m<sup>2</sup>: € 29.50/m<sup>2</sup>

> 120m<sup>2</sup>: € 23.00/m<sup>2</sup>

**black cloth H4.5m:** € 13.50/running meter

**panels H2.5m:** € 34.00/running meter

**name plate:** € 92.00/piece



**Green H2.5m:** € 53.00/m<sup>2</sup>



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# FORMULAS & RATES

All prices excl. VAT

## FULL SERVICE

**Market stand: € 1 695.00**



only for companies with small-scale  
production of traditional, original and  
high-qualitative products.  
max. 1 per company ; max. 1 edition



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**Concept stand: € 2 575.00**



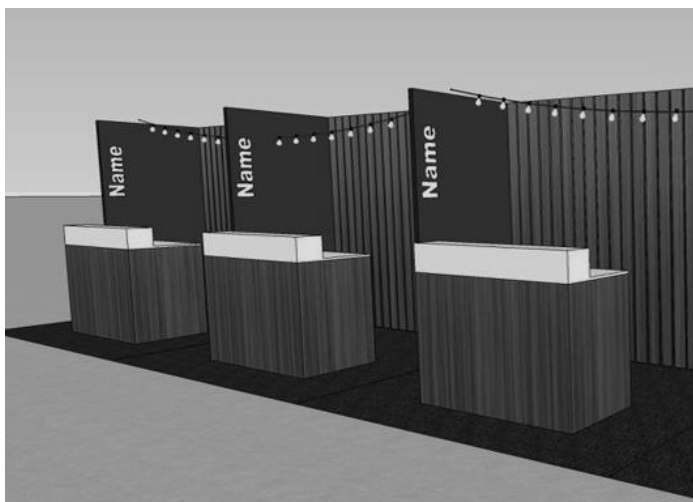
only for companies with small-scale  
production of traditional, original and  
high-qualitative products.  
max. 1 per company

# FORMULAS & RATES

All prices excl. VAT

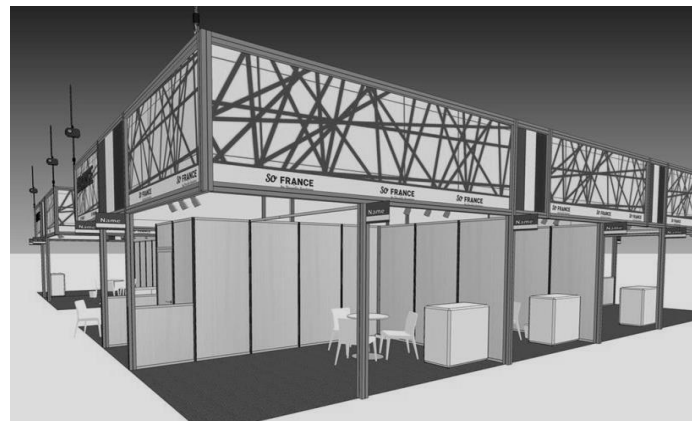
## FULL SERVICE

### Beer Avenue stand: € 2 625.00



only for breweries with high-quality specialty beers or innovative beers.  
max. 1 per company

### Participating in a country, region or theme pavilion?



Let us connect you with the pavilion organisation that may be applicable to you.  
Contact us at [tavola@kortrijkxpo.com](mailto:tavola@kortrijkxpo.com)



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# EXTRA PROMO

All prices excl. VAT

## FOR EXTRA VISIBILITY

### PACKAGES

	BASIC	STANDARD	HIGH IMPACT	TOP OF MIND
Price	€ 590	€ 1.250	€ 2.100	€ 4.950
Fixed registration fee				
Name listing in the fair guide and name listing in the online exhibitors' list	✓	✓	✓	✓
3 exhibitors' badges pers 16m²	✓	✓	✓	✓
1 parking ticket a day (set up, opening days, clearing out)	✓	✓	✓	✓
3 rubbish bags	✓	✓	✓	✓
Promotional material (invitation cards, etc.)	✓	✓	✓	✓
Use of the visitors' registration system	✓	✓	✓	✓
Use of the Tavola website to publish press releases and information on new products	✓	✓	✓	✓
Onsite visibility				
On the Tavola website, in the fair guide and at the entrance of the trade fair			✓	✓
On the visitors' badges				✓
On the screens in the trade fair				✓
On the floor plan		✓	✓	✓
Customised visual at the entrances to the exhibition				✓
Discount for ordering additional promotional elements (e.g. lanyards, posters in toilets, ...)		-10%	-15%	-25%
Online visibility				
Your product in the Xpo Food Network newsletter		1	2	3
Advertorial (photo + text) in the pre-event newsletter			✓	✓
In the registration confirmation email sent to visitors			✓	✓
Post on social media (LinkedIn, Instagram, Facebook)		1	1	2
Discount on your participation in the Golden Tavola competition		-10%	-25%	-50%



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# EXTRA PROMO

All prices excl. VAT

## FOR EXTRA VISIBILITY



Lead scanning app :  
€ 65



Lanyards:  
€ 2 500



Billboard 12x3m on parking:  
€ 1 500



Billboard 16x4m on hall 4:  
€ 2 950



*Posters in toilet blocks:  
no longer available*



A creative idea of your own?  
Contact us!



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# A TRADE FAIR WITH NO EQUAL

- Only for premium products: fine foods and drinks, presenting **the best of the best**
- Addresses the **right audience**
- Receiving **high satisfaction rates** of visitors and exhibitors
- Tavola is known for being **one of the most beautiful and most qualitative food trade fairs in Europe**
- A **strong reputation** thanks to the efforts of the exhibitors, visitors and partners



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# A TRADE FAIR WITH NO EQUAL

## TESTIMONIALS OF EXHIBITORS



**Frederik Brands**  
little cheese farm



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# UPCOMING EDITION

## TAVOLA 2024

17-18-19 March 2024 - Kortrijk Xpo (Belgium)

[www.tavola-xpo.be](http://www.tavola-xpo.be)



[www.facebook.com/tavola.xpo](https://www.facebook.com/tavola.xpo)

[www.twitter.com/tavola\\_xpo](https://www.twitter.com/tavola_xpo)

[www.linkedin.com/showcase/tavola-xpo](https://www.linkedin.com/showcase/tavola-xpo)

[www.instagram.com/tavola\\_xpo](https://www.instagram.com/tavola_xpo)

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