

## **Marca Fresh returns at Marca by BolognaFiere 2022 with double the exhibition space**

### **An ever-larger area dedicated to fresh products: fruit, vegetables, meat, fish and and seafood**

*Bologna, 12 April 2022* – Following the success of the first edition, Marca Fresh, the format dedicated exclusively to sustainable innovation in the fresh food compartment, returns at Marca by BolognaFiere 2022. With an area dedicated to fruit and vegetables in Hall 29 that is double the size of the first edition, Marca Fresh confirms its role as as a leading forum for combining business needs with sharing expertise and in-depth analysis of topics pertinent to the compartment.

Born out of the need for large Grocery Retail groups to focus more attention on the companies supplying this sector, Marca Fresh is organised by SG Marketing, a consultancy firm specialising in fresh produce. All the fresh produce sectors (meat, fish, dairy products, fruit and vegetables) are brought together in a large customised space where companies take centre stage, making new connections and comparing notes amid a packed calendar of events.

“We launched Marca Fresh for the first time in 2020 and in this second in-person edition we have doubled the exhibition space,” explains Domenico Lunghi, director of BolognaFiere's Private Label, Food and Pet Industry Business Unit, “confirming companies’ interest in this choice. We decided to open Marca Fresh partly because consumers are increasingly interested in fresh produce, especially fruit and vegetables, which are healthy and lend themselves particularly well to Private Labels. Therefore our aim is to pay increasing attention to companies in this sector.”

Marca Fresh will open on Tuesday 12 April at 2.30 pm with the workshop “*Supporting the fruit and vegetable compartment, the commitment of Grocery Retail and production*” which, starting from a multi-perspective trade and consumer analysis, will be further qualified by the presence of a panel of national retailers who will share best-cases and strategies to support the fruit and vegetable sector. The aim is to identify and share strategic and operational levers that will guide the growth of the fruit and vegetable compartment and its development in the coming years.

This will be followed at 4 pm by the focus on organic products “*Organics in Grocery Retail: data from the organic fruit and vegetable observatory*”, organised by AssoBio and Nomisma, which will comment on the data concerning the Italian market, the role of Grocery Retail and will discuss opportunities and ways of promoting organic fruit and vegetables.

On the second day of the fair, 13 April, Marca Fresh will host at 11.30 am the in-depth session “*Fruit and vegetables, a system of values to communicate in the compartment*” organised by MyFruit.it, the event’s media partner.

This session will focus on the essential role of communication in the compartment, the meeting place with the consumer customer, and will analyse the latter’s perceptions through the results of a survey aimed at highlighting the information sought about, and the needs expressed by, the contemporary consumer.

At 2.30 pm, Marca Fresh will conclude with five exhibiting companies invited to take part in the forum “*Sustainable innovation, the companies’ response*”, which will compare the actual experiences of various companies in the sector.

“A rich programme,” explains Salvo Garipoli, Director of SG Marketing, “to shine the spotlight on the strategic role of fruit and vegetables, aware that our sector deserves occasions for in-depth analysis, sharing and networking, which are essential to support the future of the category in a constantly evolving market.”

Read the Marca Fresh programme:

[http://www.marca.bolognafiere.it/media/marca/2022/Allegati/MarcaFresh\\_ProCon\\_web.pdf](http://www.marca.bolognafiere.it/media/marca/2022/Allegati/MarcaFresh_ProCon_web.pdf)

All of the information about the 2022 edition of Marca by BolognaFiere can be found at:

[www.marca.bolognafiere.it](http://www.marca.bolognafiere.it)

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