SANA FOOD 2027 (February 21-23, 2027)

Take part SANA Food 2027 with V LABEL Italia and the Italian Vegetarian Association.

SANA Food will be open from **February 21-23, 2027 at the Bologna Fairgrounds**. It offers an increasingly international setting full of opportunities for companies that have chosen the V-LABEL brand and certified Vegetarian Quality.

The third edition of the Fair will be an opportunity to celebrate the 75th anniversary of the Italian Vegetarian Association.
Again this year, the event will be held in conjunction with the Slow Wine Fair and Slow Food.

The V LABEL Italia exhibition area, at the heart of the event, **is the ideal showcase for reaching importers, hotels, restaurants, gourmet delicatessens, eco-boutiques, foodservice professionals, and highly profiled international buyers.**

Join V LABEL Italia to enhance your products within a global network that creates synergies and openings to new markets in the veg panorama.

All customers taking part in the event, regardless of participation type, **will be included in the official catalog of the event**, to render them visible and contactable by industry operators.

FREE
PARTICIPATION

Visibility and networking opportunities

PRODUCT SHOWCASES

Display your V-LABEL approved and Vegetarian Quality certified products for free in the windows lining the V LABEL Italia area, making them visible to buyers and visitors.

How to participate:
Please send at least 3 showcase reference samples (*). For temperature-controlled products, pleae send mock-ups to be used to ensure they will last for the entirety of the event. Promotional material will be made available to the professionals present. Submit your logo to give your brand visibility on a special promotional banner set up in the V LABEL Italia area.

INTERNATIONAL BUYER BAGS

By participating in the product showcases you will also have the opportunity to **reach international buyers** present at SANA 2026 **placing samples** or mini-formats of your V-LABEL approved V-LABEL or certified Vegetarian Quality products in **shopping bags distributed in the Buyer's** Lounge.

How to participate:
Contact us to determine the quantity and type of products to send us for placement in the shopping bag.

BUYER'S LOUNGE

Do you want to make your presence at SANA Food 2026 even more exclusive?**? Present your product in the Buyer's Lounge**, an area reserved for business meetings with selected Italian and international buyers.

How to participate:
place your V-LABEL approved or Vegetarian Quality certified product directly in this exclusive space. Applications will be submitted to the SANA organizers for selection of the most suitable products for the target buyers attending the event.

WINE AND DRINK TASTING

There will be a special V-LABEL approved and Vegetarian Quality certified **wine and drink tasting**station inside the V Label Italia area. This is a unique opportunity to **present your labels to buyers and industry professionals** visiting SANA Food and Slow Wine.
Our **AIS certified sommelier** will present each label indicating its quality and characteristics after making a preliminary assessment of the product

How to participate:
For each product, send V Label Italia a minimum of 6 bottles for tasting and 3 bottles for the product showcase.

(*) No products will be returned at the end of the event.

PAID PARTICIPATION

Your business workstation inside the V-Label collective area

"TURNKEY" BUSINESS CORNER

Exclusive opportunity for V-Label and Vegetarian Quality

€ 1.400 + IVA

Meet buyers and visitors to present your products by benefiting from a special, fully-equipped "Turnkey" business workstation reserved for V-Label and Vegetarian Quality customers **within the collective exhibition of the V LABEL Italia area**.

PACKAGE INCLUDES:

- Open space workstation complete with desk
- Support stool
- Logo on the front of the desk
- Carpet
- Inventory

Reserve your business

How to participate:
Contact us to reserve your business corner, and we will send you all the necessary forms.

ATTENTION: LIMITED SPOTS

Contact us to participate with us at SANA Food 2027:

- **Veronica Forastiero** Cell. +39 339 92 42 118 - from 8:30 am to 5:30 pm

- **Marta Astuti** Cell. +39 331 45 02 119 - from 8:30 am to 5:30 pm

The V-Label Italia Team