

SPECIALITY FOOD FESTIVAL

Post Show Report 2022



THE SPECIALITY
FOOD FESTIVAL

08-10 NOV 2022
DUBAI WORLD TRADE CENTRE



SPECIALITY FOOD FESTIVAL REACHED THE AMAZING NET PROMOTER SCORE +41



95%

of the visitors say that Speciality Food Festival is important for their business



more than 97%

Exhibitors intend to return in 2024



78%

of Exhibitors new to the show



8-10 NOV 2022

DUB

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PART OF
AD PORTS GROUP

The Integrated
Trade, Logistics
and Industrial
Zones of
Abu Dhabi

مجموعة كيزاد
KEZAD GROUP
We're here to
listen

WATCH NOW



25⁺
Countries
presented



11,000
Visitors from
60+ countries



250⁺
Exhibitors

CREATING AN EVER-LASTING IMPACT ON THE REGION'S GOURMET & FINE FOOD INDUSTRY

71%

of the exhibitors used
Speciality Food Festival as
entry point to the
Middle East market



“

It's a really good experience as we are meeting so many customers who are interested in our product. It is very important for us to be a part of this event as it connects to the right buyers and b2b customers

Melissa McKerlie
Founder

Nuttino



Business generated at
the event increased for

74%

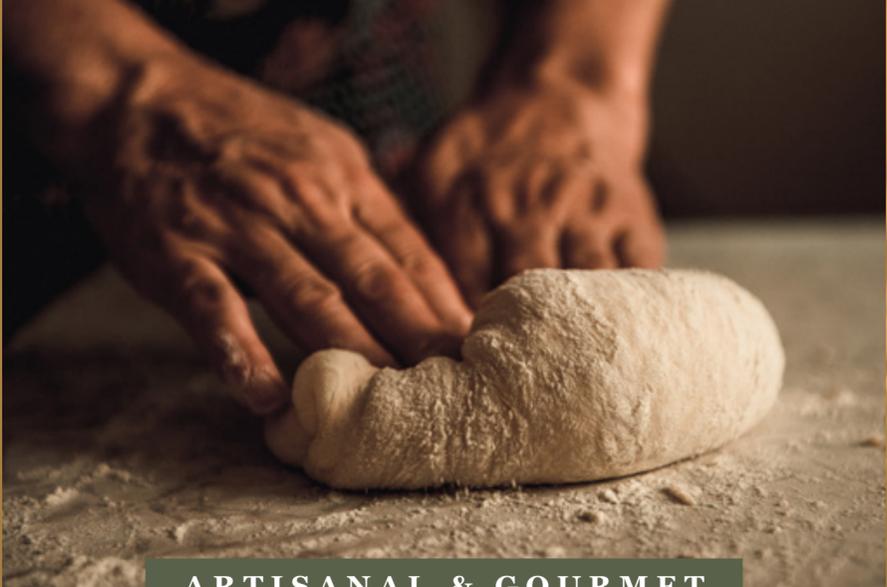
of the exhibitors



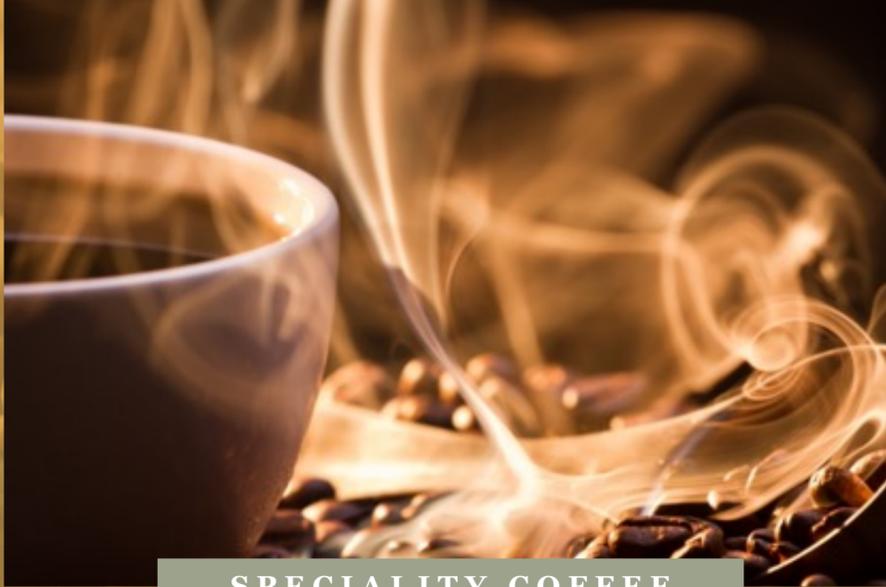
FEATURE HIGH-GROWTH SECTORS



VEGAN & PLANT BASED



ARTISANAL & GOURMET



SPECIALITY COFFEE



HEALTH & WELLNESS



FOOD SERVICE



ORGANIC & FREE-FROM

A GROUND BREAKING SHOWCASE FROM GLOBAL BRANDS



25+ COUNTRIES PRESENTED



FEATURING FIRST TIME PLANT-BASED EXHIBITORS



“

Speciality Food Festival has been really encouraging and exciting to see the kind of response we've received from the visitors. We will definitely exhibit in 2023 edition

Ridhima Arora
Founder
Nahmya Foods



WHY EXHIBITORS LOVED THE SHOW

75%

of our Exhibitors connected with reputed visitors from different countries

US\$282K

Average deals signed at the show

93%

of exhibitors rated their ROI positively



We curate unique organic brands from the heart of Europe and we're bringing them to a global scale, this time the Middle East. I'm very proud to present our stand in Speciality Food Festival. I can only thank our organizers, it has been a wonderful experience and surely we will come back next year.

BARBARA SHUBAUER
HEAD OF MENA IN OLIVIA ORGANIC



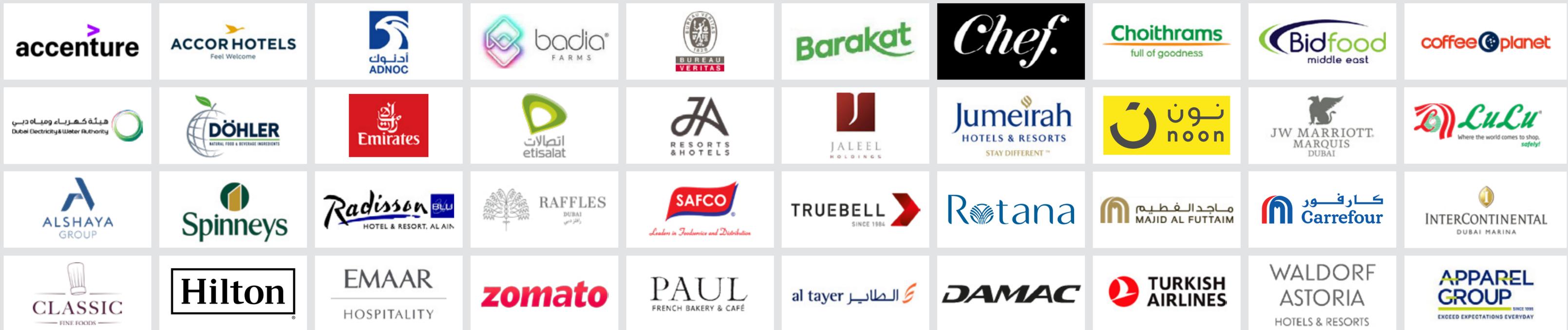
We were really happy to be at Speciality Food Festival as we met some really good visitors. This show provided us with a platform to showcase our innovative product and with this we only aim to grow our presence in the Middle East market, as the demand of seafood here is just growing.

IMELDA MADARANG
CEO OF FISHERFARMS



EXCEPTIONAL FOOD, UNPARALLELED BUSINESS OPPORTUNITIES

Top visiting companies



and many more...

TOP VISITING COUNTRIES



Top visiting profiles

Speciality Food Retailers and Wholesalers

Restaurateur & Hoteliers

Restaurant Manager

Culinary Director

Head Barista

Coffee Makers and Roasters

Head of Procurement

Coffee Traders

Chef de Cuisine

Coffee Shop Owners

Head of Culinary & Innovation

Importers and Distributors - Horeca Segment

Head of Kitchen

UAE NATIONAL CUP TASTERS CHAMPIONSHIP



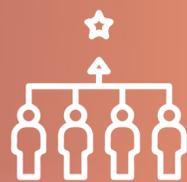
Battle with top contenders! By far the most exciting of all coffee competitions, the UAE National Cup Tasters. Highest-rated feature at the Speciality Food Festival.



70
Competitors



8
Semifinalists



3
Winners



TOP TABLE

A SENSATIONAL LINE-UP
OF AWARD-WINNING
CHEFS FROM

“

I am always happy to be participating at a show like this. It is a great initiative and Top Table brings together the biggest chef in the industry.

Gregoire Berger
Ossiano

Atlantis The Palm



100+

New dishes

70+

Chefs

50+

Hours of masterclass
and workshops



TOP TABLE CHEF *Talks*



PIONEERS SHAPING THE CULINARY FUTURE OF THE REGION



WORLD'S FIRST STAND-ALONE VIRTUAL RESTAURANT



Supported by

YouthX

ICCA
INTERNATIONAL CENTRE
FOR CULINARY ARTS
DUBAI



YOUNG CHEFS OF TODAY, LEADERS OF TOMORROW

“

It was a great exposure for all of us, coming from the hotel industry and meeting the competition, so many great chefs. It's something we're looking forward - we are excited to compete in the international finals at Gulfood 2023!

Sofitel Dubai the Obelisk Hotel
Regional Finals Winning Team

30
Chefs

10
Teams

1
Winner



SHOW HIGHLIGHTS



SHOW SUCCESS IN THEIR OWN WORDS



Amedeo Scarpa
Italian Trade
Commissioner ITA Dubai



Barbara Schubauer
Head of MENA
Olivia Organic



Melissa Mckerlie
Founder
Nuttino



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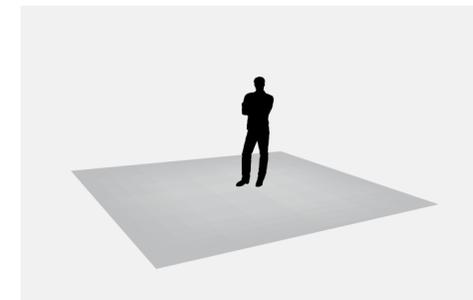


LET'S MEET AGAIN, SAFELY.

BOOK YOUR STAND

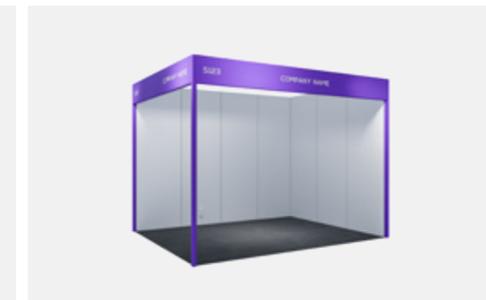
to open a whole new world of opportunities in F&B at the world's largest annual F&B event.

SPACE ONLY



AED 1,775 / SQM

SHELL SCHEME



AED 2,075 / SQM

Please note that the following compulsory charges are applied to each exhibiting company and/or stand sharer:

- Registration Fee (AED1,000)
- Marketing Power Pack (AED1,300)
- Insurance (AED600)

ABISHEK CHOPRA

Sales Manager
Abishek.Chopra@dwtc.com

NIDHI MASSON

Sales Manager
Nidhi.Masson@dwtc.com

AHMAD ABBAS

Assistant Sales Manager
Ahmad.Abbas@dwtc.com

To learn more, please visit website www.speciality.ae