

The
SaudiFood
معرض
سعودي فود
Show

الشريك الاستراتيجي
STRATEGIC PARTNER



A LANDMARK
EDITION THAT
RAISED THE
BAR FOR THE
F&B INDUSTRY

POST SHOW REPORT 2025





BEYOND EXPECTATIONS

THE SAUDI FOOD SHOW 2025 - DRIVING VISION 2030 IN F&B

Under the esteemed patronage of **His Excellency Mr. Bandar bin Ibrahim Al-Khorayef, Minister of Industry and Mineral Resources**, The Saudi Food Show 2025 shattered expectations and redefined what a trade event can achieve. More than a showcase, it was a movement that captured global attention and reinforced Saudi Arabia's fast-rising leadership in the F&B industry.

From **multi-million investment deals** to launches that pushed the boundaries of **F&B innovation**, the 2025 edition sent a clear message: the Kingdom is leading the conversation for what's next in food. With **12,000+ high-impact meetings facilitated**, this was a show where connections became catalysts for real commercial change.

Anchored by **powerhouse keynotes, culinary showcases** and thought **leadership** from the region's most influential names, the event aligned closely with **Saudi Vision 2030**, spotlighting the nation's commitment to sustainability, food security and sector diversification. The momentum generated in 2025 is only the beginning of a **bold new chapter for F&B** in the Kingdom and beyond.

"The Saudi Food Show was a resounding success! As an industry professional, I appreciated the opportunity to connect with suppliers, partners, and customers. The event showcased the best of Saudi and international cuisine. A great platform for networking and exploring business opportunities. Highly recommend attending. The organizers did a fantastic job."

JOWAD KHAN
CEO
CYNOSURE WORLDWIDE
ELITE

VISITOR ENGAGEMENT & EXPERIENCE

**STRONGER
FOOTFALL,
HIGHER
SATISFACTION**



43,099

Total visitors

29,022

Returning visitors

from
106

Countries



78%

of visitors confirmed that
this edition was bigger and
better than 2024



48.5%

of this year's visitors
were unique first-time
attendees



81%

confirmed that
The Saudi Food Show is
essential for their business

+160%

Show Growth compared
to previous editions



EXHIBITOR POWER & GLOBAL REACH

“I enjoyed the meetings and all the activities in the Saudi Food Show 2025. There are many potential opportunities for business development. Thanks for the Elite lounge, which is an excellent atmosphere for business meetings. The event was 100 % in all aspects.”

ABDULLAH ALSHAER
MEDICAL REGULATORY DIRECTOR
SAUDI CENTER FOR PHARMACEUTICALS
ELITE

1,109

Total exhibitors

57%

International exhibitors

43%

KSA-based exhibitors

100

Countries represented
at the show



A SHOWCASE OF EXCELLENCE FROM LEADING EXHIBITORS



FIRST TIME EXHIBITORS



and many more...

F&B LEADERS UNITED FROM EVERY CORNER OF THE GLOBE

11 FIRST-TIME COUNTRY PAVILIONS



Canada



Colombia



Germany



Kuwait



Morocco



New Zealand



Russian Federation



Spain



Tunisia



Tanzania



Vietnam

EXPANDING GLOBAL REACH: 74 COUNTRIES REPRESENTED



Algeria



Argentina



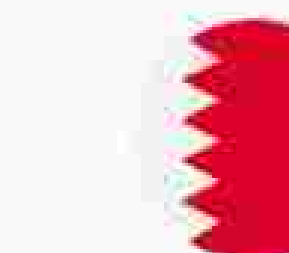
Armenia



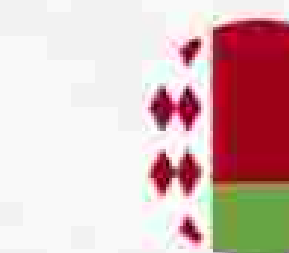
Australia



Azerbaijan



Bahrain



Belarus



Belgium



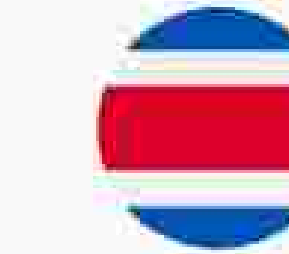
Brazil



Canada



China



Costa Rica



Egypt



France



Germany



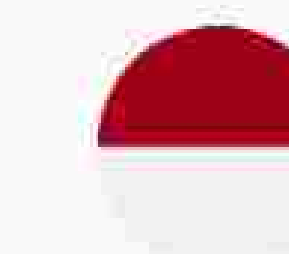
Greece



Hungary



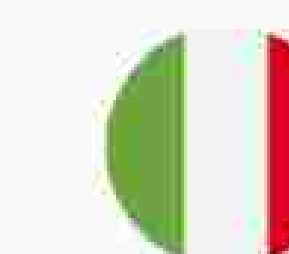
India



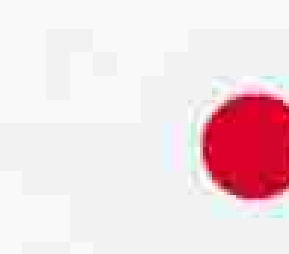
Indonesia



Iraq



Italy



Japan



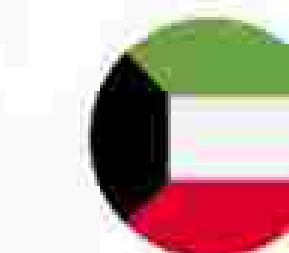
Jordan



Kenya



Kosovo



Kuwait



Lebanon



Libya



Malaysia



Mexico



Morocco



Netherlands



New Zealand



Norway



Oman



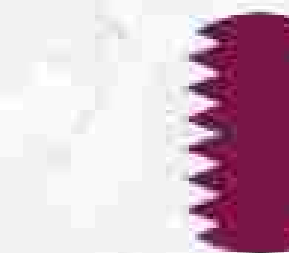
Pakistan



Poland



Portugal



Qatar



Republic of Korea



Russian Federation



Saudi Arabia



Serbia



Singapore



South Africa



Spain



Sri Lanka



Sweden



Switzerland



Taiwan



Tanzania



Thailand



Türkiye



Turkmenistan



Ukraine



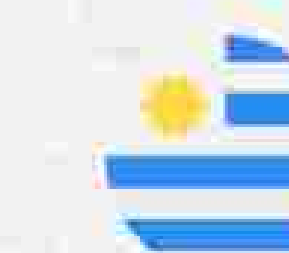
UAE



UK



USA



Uruguay



Vietnam

and more...



GLOBAL BUYERS UNITED TO SHAPE THE FUTURE OF F&B TRADE



نيوم
NEOM



AMAALA



Where the world comes to shop



حيث يأتي العالم للتسوق



SAUDI AIRLINES
CATERING



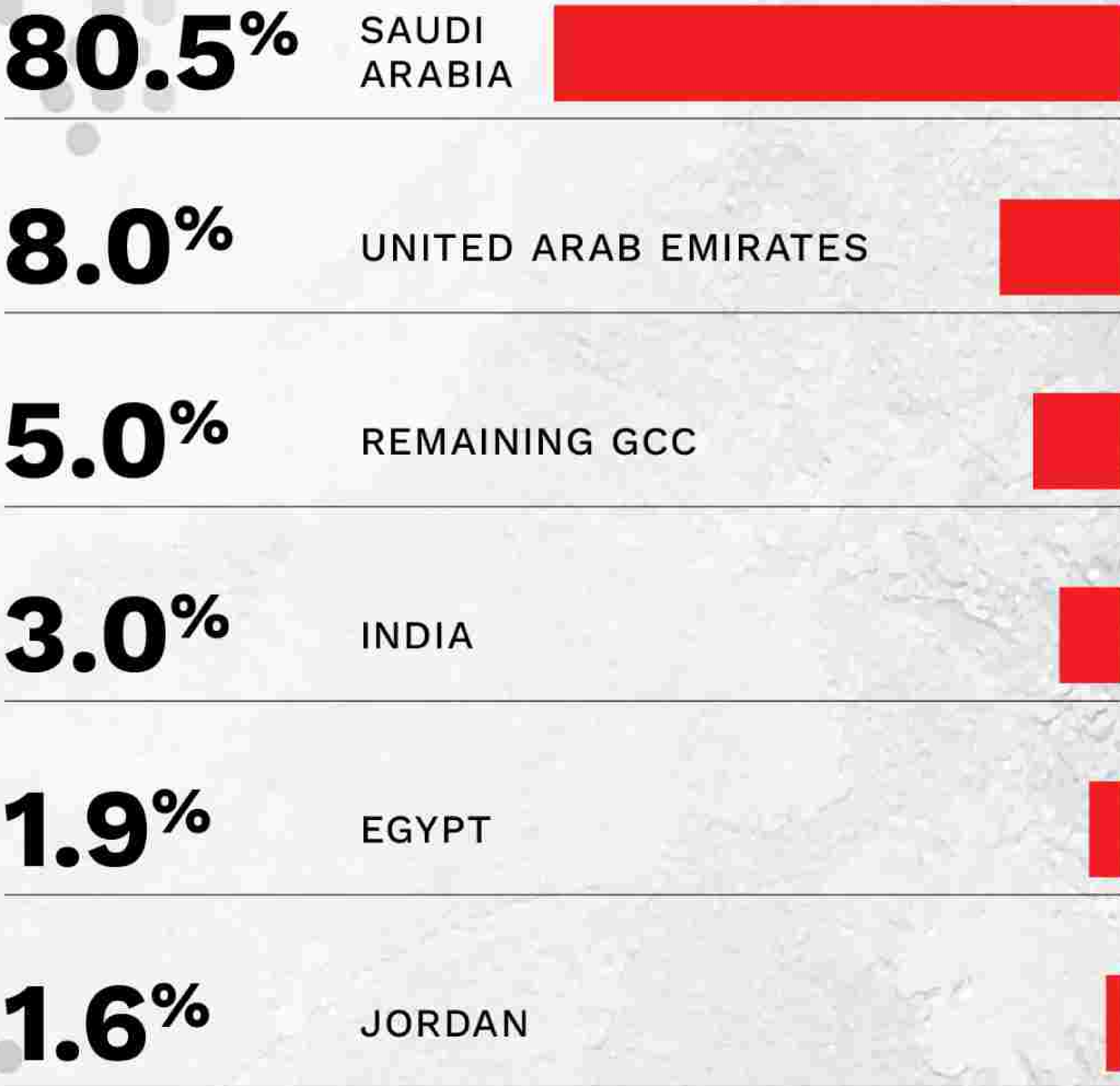
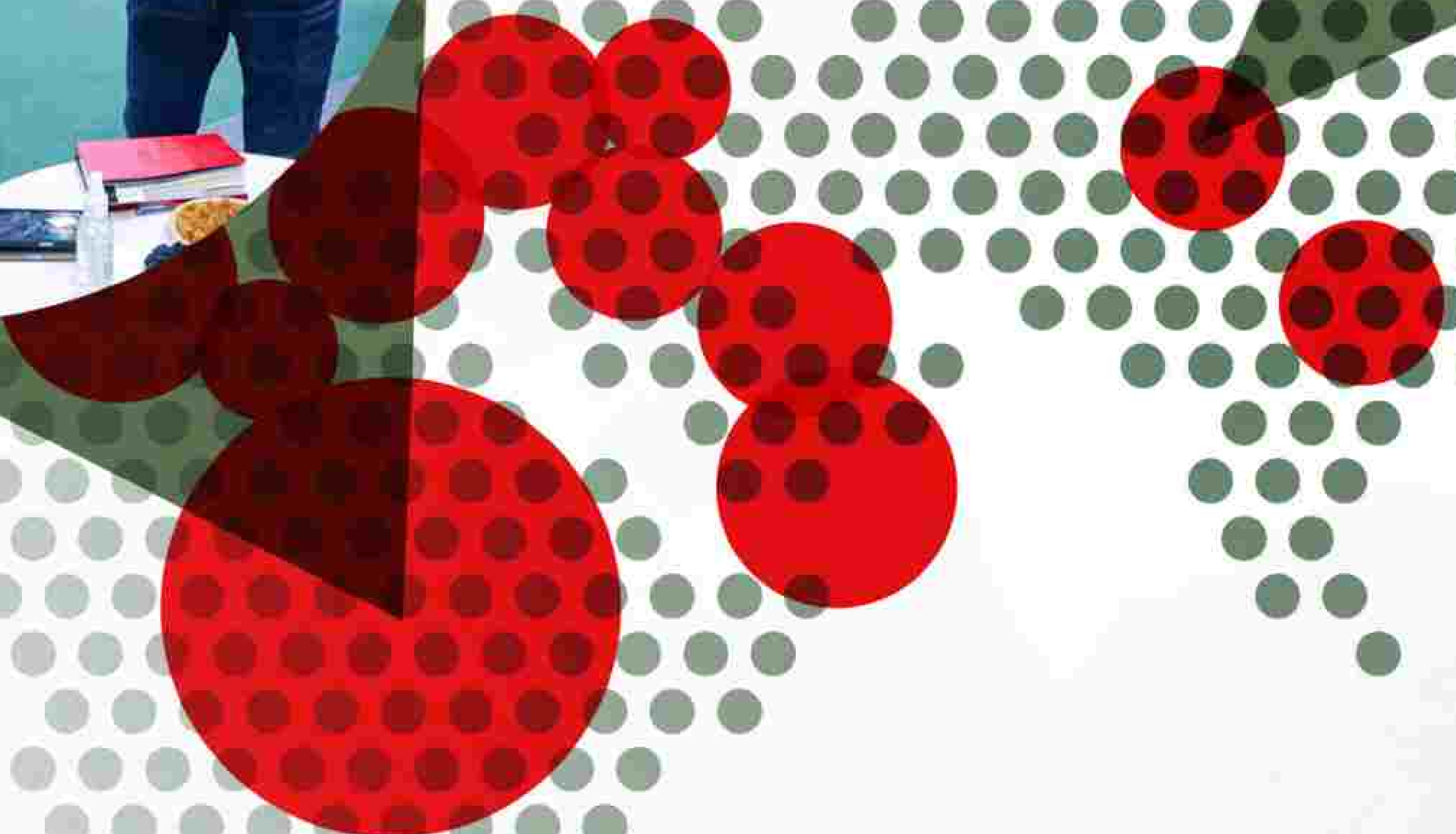
الخطوط السعودية
للتمة بين



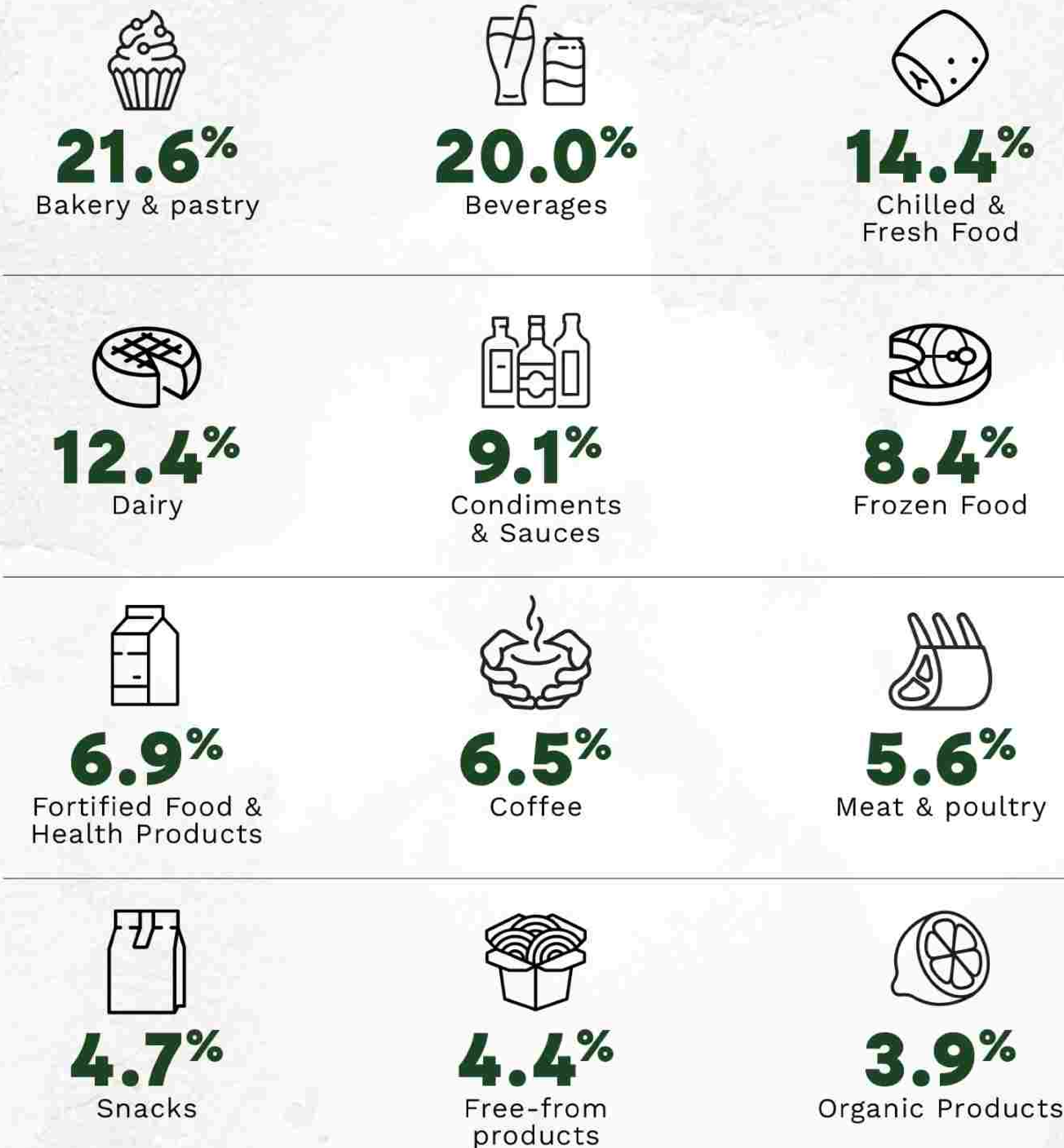
مجموعة السدحان
AL SODHAN GROUP



GLOBAL BUYERS UNITED TO SOURCE TOMORROW'S BEST PRODUCTS



TOP SOURCING CATEGORIES



LEADING BUYER INDUSTRIES

- Import/Export/Wholesale
- Distributors/Resellers
- Manufacturing/Agriculture
- Retailers
- Foodservice

BUDDING PARTNERSHIPS & ANNOUNCEMENTS THAT DROVE MOMENTUM

Strategic partnerships and product launches took centre stage, reinforcing The Saudi Food Show as a key business catalyst in the Kingdom's F&B sector.



TANMIAH & SALES FLO PARTNERED TO BOOST SALES AUTOMATION

Tanmiah Food Company and Salesflo signed a forward-looking partnership to implement an advanced sales automation platform tailored to the region's FMCG and F&B markets.



MODON SIGNED SAR 600M+ IN FOOD & LOGISTICS DEALS

MODON signed food industry and logistics agreements worth over SAR 600 million, with key players like Kudu and Yousef Abdul Latif Jameel Group finalising high-impact deals.



GANDOUR & STARLINKS UNITED TO OPTIMISE SUPPLY CHAINS

Gandour formed a strategic alliance with Starlinks to optimise supply chain performance and introduced the "Tamria Doughnut," which was crowned the Best Saudi-made product.

FUTURE-READY F&B PRODUCTS TOOK CENTRE STAGE



SADIA DEBUTED SAUDI-MADE CHICKEN & BEEF RANGES

Sadia unveiled its Saudi-made Fresh Chicken range and Sadia Beef, drawing strong interest from both local buyers and international partners.



DEEMA HAJJAWI LAUNCHED A PLANT-BASED POULTRY ALTERNATIVE

Celebrity chef Deema Hajjawi introduced her Chicken Broth Without Chicken, delivering rich flavour without animal products, a bold step forward for clean-label, plant-based innovation.



NADEK UNVEILED EXCITING NEW PRODUCT RANGE

This industry leader proudly showcased their newly launched food items, including Crackles, a flavourful line of potato chips that captured the attention of visitors and industry professionals alike.

VOICES FROM THE SHOW FLOOR ATTENDEES REFLECT ON A POWERHOUSE EDITION



There's growing demand for Saudi-sourced products and that's what brought me here. Networking was strategically set up and seamless. In fact, one of my favourite meetings could lead to a highly profitable partnership.

Keri Ranjan Gurbani
Director, Solenti Global Food
& Beverages Trading LLC



The Saudi Food Show has given us excellent opportunities to showcase our diverse range of products, from labneh to cheese and beyond.

Lama Bawazir
Management Control Manager
Lactalis KSA



This edition, we've made quality leads and unlocked meaningful business connections. The Saudi Food Show continues to grow year after year on the international stage and I believe it has firmly established itself as the most important F&B exhibition in the Kingdom.

Mohammed Sabawi
Head of Sales, Arabian Mills



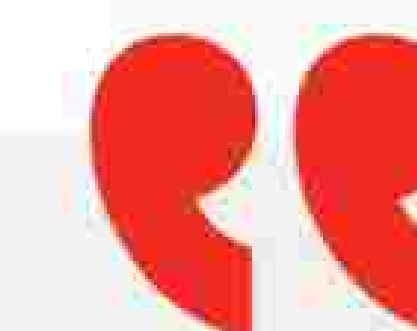
My visit to the show has been exceptional. We've seen significant improvements in the quality of the exhibition. We've also identified many promising Saudi suppliers and producers, particularly in the fats and oils category.

Hisham Al Jamil
CEO
Bidfood Middle East



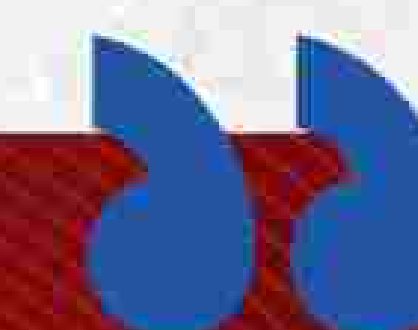
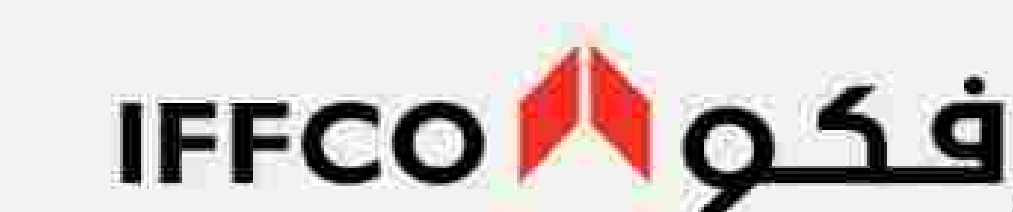
Almarai's participation in The Saudi Food Show 2025, embodies our firm commitment to leading the transformation of the food sector. We strive to enhance food security and foster sustainable development through innovative solutions and trusted-quality products.

**Mr. Abdullah bin
Nasser Al-Badr**
CEO of Almarai



The transformation of The Saudi Food Show has been remarkable. If you were not here, you missed the pulse of Vision 2030.

**Justin Emmanuel
Steinbach**
CEO, IFFCO Professional



The Saudi Food Show gave us an opportunity to showcase the story of our world-class quality products to consumers, distributors and importers in Saudi.

Charles Kingston
New Zealand's Ambassador to the
Kingdom of Saudi Arabia



WE RECOGNISED PIONEERING PRODUCTS FOR INNOVATION AND EXCELLENCE



BEST GOURMET PRODUCT

**PONS JANIROC Lecciana
Organic EVOO**
Euroaliment Proveedor Alimentos
Calidad SLU



BEST BEVERAGE PRODUCT

**BLACK SEED
SPARKLING INFUSION**
Habso Drinks



BEST COFFEE INNOVATION

**TURKISH COFFEE MOCHA WITH
ORANGE ESSENCE**
Neon Sanayi Ve Gida A.S.



BEST DAIRY PRODUCT

POUCHEESE - BOHÇA PEYNIRI
Gundogdu Gida Sut Urunleri Sanayi
ve Dis Ticaret Anonim Sirketi



BEST FOOD INNOVATION

**FABALOUS / ORGANIC HAZELNUT
& COCOA CHICKPEA SPREAD**
Coppola Foods



BEST HEALTHY PRODUCT

**GOLDEN BOOSTER LATTE
& SMOOTHIE MIX**
A Spice Affair / Nutrivilla
Foods Inc.



BEST INNOVATIVE PACKAGING

**SET OF 3 PRALINES WITH A
MUSICAL BARREL ORGAN**
Le Bonheur



BEST PLANT-BASED PRODUCT

**CASHEW 'TINA' PLANT-BASED
ALTERNATIVE TO RICOTTA CHEESE**
Parmafood Group Srl



BEST SAUDI MADE

TAMRIA DATE DONUT
Gandour



BEST SNACK PRODUCT

**FITNESS FIBER 0% ADDED SUGAR
FITNESS PROTEIN 0% ADDED SUGAR**
Nestle Saudi Arabia



THE SECTOR'S MOST INFLUENTIAL VOICES SHAPED THE DIALOGUE ON WHAT'S NEXT FOR F&B

At the summit, expert speakers from our Strategic Partner MODON, Lulu, Panda, Zid, Abdullah Al-Othaim Markets, and others tackled key topics such as investment, food regulations, supply chains, consumer trends, and food tech. Attendees left equipped with practical knowledge and new opportunities to thrive in the Kingdom's fast-growing F&B market.

90
Speakers

49
Key Topics

61

First Time Speakers



TOP TABLE *Saudi*

A SHOWSTOPPING
CULINARY SHOWCASE
THAT LEFT A LASTING IMPRESSION



Table Saudi captivated audiences with a powerful fusion of culinary artistry and hands-on learning. It brought together the Kingdom's most celebrated chefs and regional culinary icons for an inspiring programme of live masterclasses, creative demonstrations, and skill-building experiences. More than a showcase, it was a rare opportunity for professionals and aspiring chefs alike to elevate their craft, spark new ideas and engage with the future of gastronomy.

52

Masterclasses

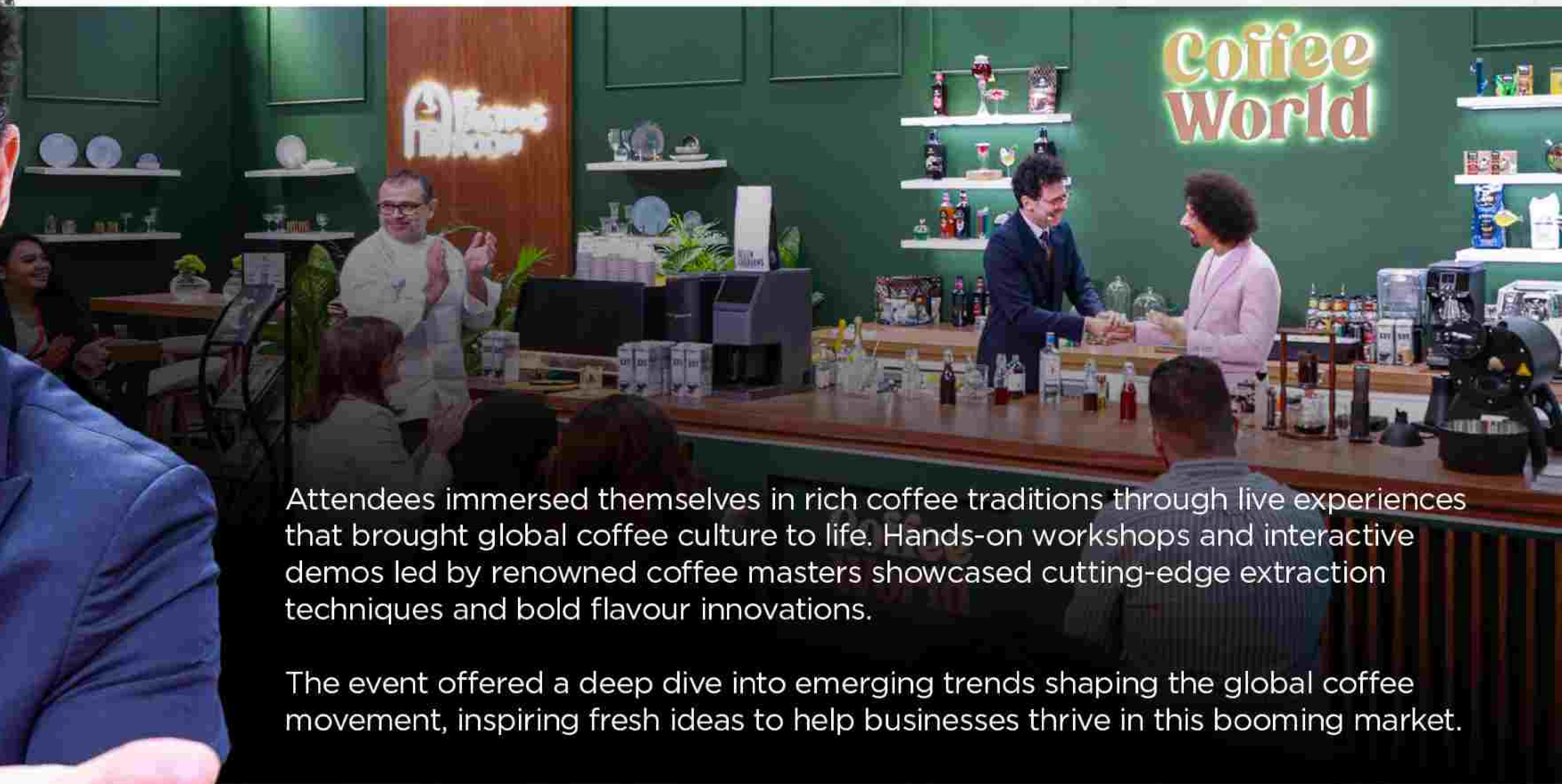
84

Chefs

Coffee World

FIRST
TIME EVER
IN KSA

BREWING THE FUTURE OF GLOBAL COFFEE BUSINESS



Attendees immersed themselves in rich coffee traditions through live experiences that brought global coffee culture to life. Hands-on workshops and interactive demos led by renowned coffee masters showcased cutting-edge extraction techniques and bold flavour innovations.

The event offered a deep dive into emerging trends shaping the global coffee movement, inspiring fresh ideas to help businesses thrive in this booming market.

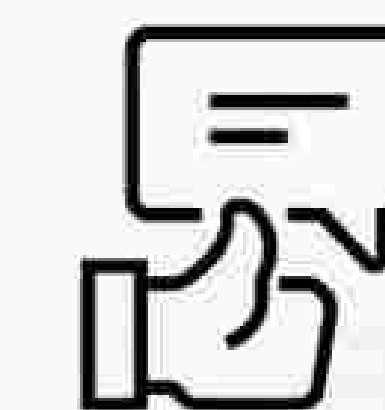
13

Coffee Masterclasses

brewed inspiration and skill-building opportunities for baristas, roasters, and coffee enthusiasts alike

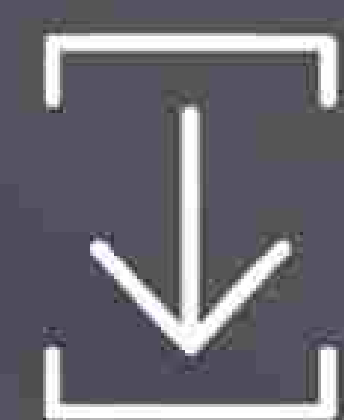
DIGITAL MARKETING OVERVIEW

The
*Saudi*food
Show
معرض
سعودي
فود



54,900,000

Total Ad Impressions



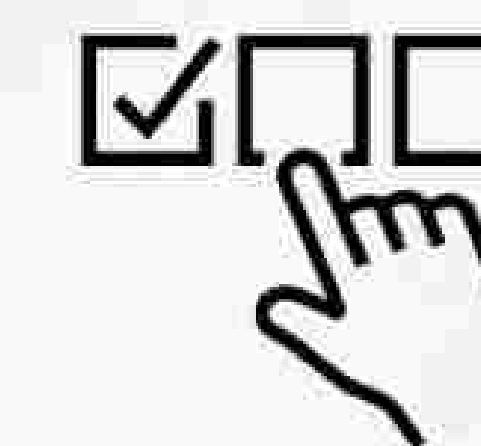
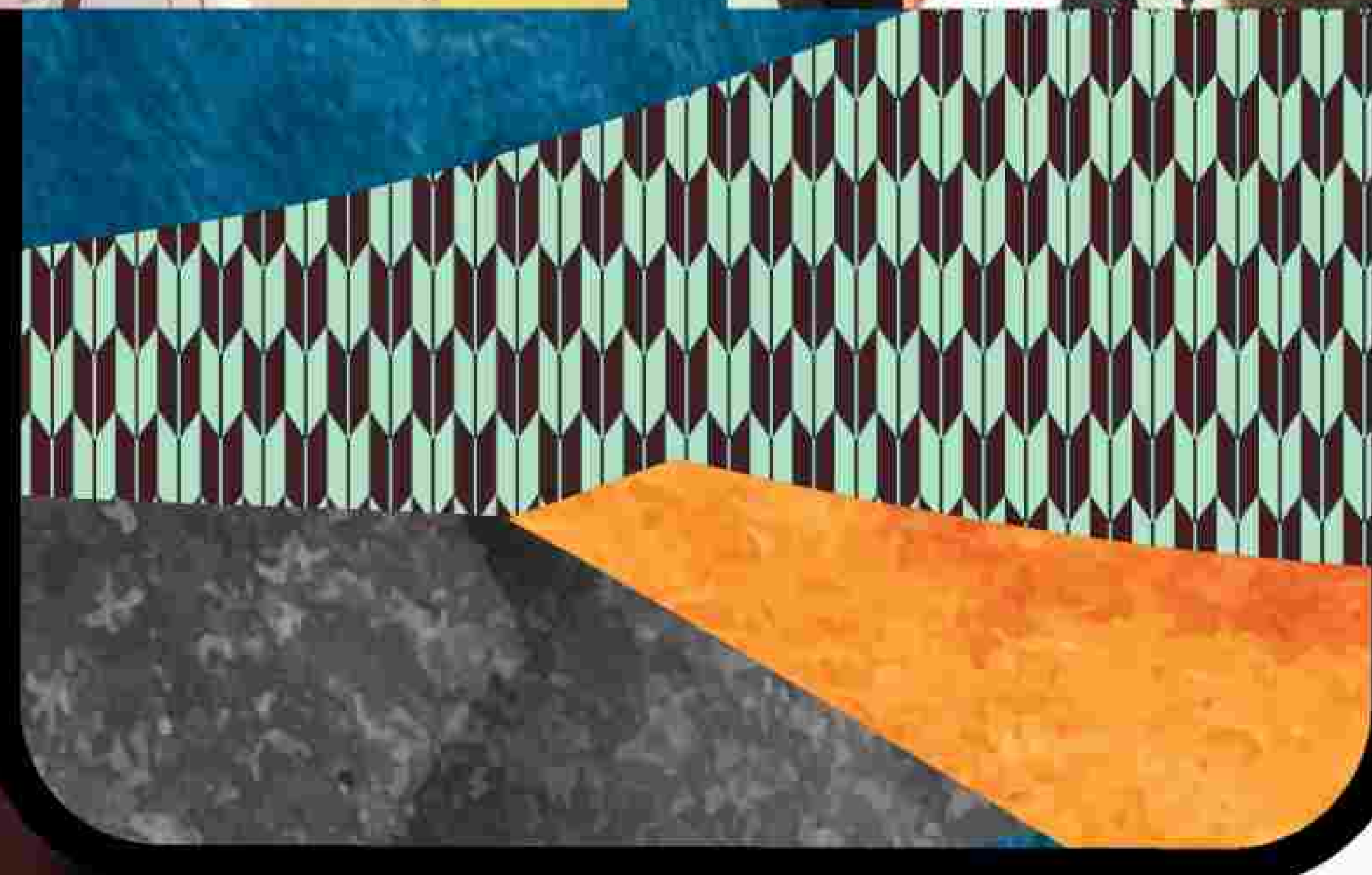
9,393

Mobile App
Downloads



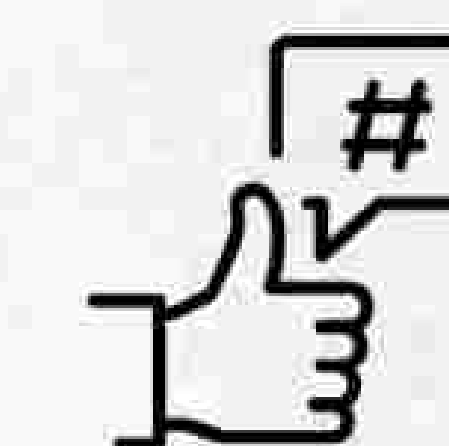
619,138

Website Visits



32,643

Total app
sessions



12.7M

Social Media
Impressions

TOGETHER,
WE MADE HISTORY



THANK YOU TO OUR MEDIA PARTNERS

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 **OliverWyman**

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HOTEL & GATERING

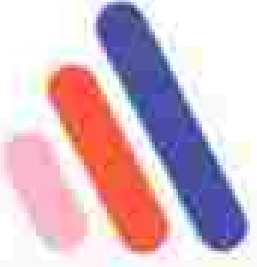
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LET'S MEET AGAIN IN 2026

The
SaudiFood
Show
معرض
سعودي
فود

15-17
JUNE 2026

RIYADH FRONT
SAUDI ARABIA

الشريك الاستراتيجي
STRATEGIC PARTNER



كاون
KAOÙN
العربية ARABIA

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