



Polagra Food and Gastro Trendy 2010

A comprehensive trade fair offer, numerous new products and market premieres, a series of industry-specific events – this and more has been prepared by the organisers of Polagra-Food and Gastro Trendy, two shows to be held in Poznań on 13-16 September 2010.

The whole sector in one place

The exhibition area of Polagra-Food is divided into four parts: Food and Drink Exhibition, Wine and Spirit Exhibition, Franchising Exhibition and Store Equipment Exhibition. The first two exhibitions will focus on wide offers of producers, distributors, wholesalers and retailers in the food sector and new market launches related to food products, drinks, alcohols, parapharmaceuticals and dietary supplements. The Franchising Exhibition is a meeting place for franchisers, franchisees and other parties interested in this method of sales, while the Store Equipment Exhibition offers a great area for presenting the latest solutions in designing sales space. As always, the Polagra-Food programme will be enriched by a series of industry-oriented lectures, talks and events. We should mention the “Tastes of Regions” – an interesting initiative that promotes Polish organic and certified food organised in cooperation with Marshal Offices of Polish regions. Last year’s initial presentation of regional delicacies at the “Tastes of Regions” not only contributed to the development of local food industry, but also became an original way to promote the regions since they could present their assets by focusing on the regional cuisine.

Gastro Trendy – comprehensive offers for hotels, restaurants and catering companies

At first, Gastro Trendy accompanied Polagra Food as a catering exhibition. After a while, due to its great popularity, it was transformed into a separate trade fair. The offers of Gastro Trendy exhibitors are addressed at owners and managers of restaurants, cafes, bars, pubs, cake shops, chefs, waiters, baristas, managers of other food establishments and restaurant designers. The exposition will include machines and devices for the catering industry (such as food processing, coffee brewing and ice-cream production machinery), furnishings for food establishments, food products for the catering industry, hardware, software and services in technical consulting, training, banking and construction of facilities. Gastro Trendy is not only a great opportunity to see products, services and solutions offered to the catering sector, but also a chance to participate in many specialist events. The most prestigious competition in the catering sector, the Polish Culinary Cup will be held at Gastro Trendy for the tenth time. Its participants will be nominated from among winners of ten culinary competitions held in Poland in 2009-2010. The event will be supported

by its main sponsor, Unilever, and by the Ministry of Agriculture and Rural Development, which has included the Polish Culinary Cup into its activities in the “Discover Great Food” programme. Kitchen Experts is another event, this time addressed to restaurant owners, investors and other people professionally related to the catering sector. As part of this project, a model kitchen and restaurant will be arranged on the area of 200-300 sqm. It will be fully operative for four trade fair days. You will be able to witness the work of cooks preparing dishes, waiters collecting orders for free-of-charge meals and a receptionist who will manage the restaurant. The participants of the event will also have an opportunity to contact a team of experts in various fields, who will provide professional advice on how to efficiently organise and appropriately run a catering facility. The programme will also include Coffee Olympics, i.e. a competition for baristas from the best coffee shop chains. The participants will compete in the following categories: “Latte art”, “Coffee in good spirits”, “Cup tasting” and “Espresso on time”. Moreover, the programme will be enriched by industry-oriented conferences, seminars and presentations.

For more information visit
www.polagra-food.pl and www.gastrotrendy.pl