

FOOD EXPO 2026: Global F&B Trends & Innovations at an International Exhibition

FOOD EXPO 2026 returns from **March 14–16**, serving as the ultimate business hub for the Food and Beverage industry in Southeast Europe. Designed to meet the demands of an ever-changing market, this year's event will be more international, modern, and influential than ever.

Featuring **1,300 leading brands from 35+ countries**, the exhibition offers professionals the opportunity to discover pioneering products and the latest F&B trends. Join a vibrant ecosystem where ideas transform into commercial agreements and write the next successful chapter of your business journey.

All F&B Trends Under One Roof

Visitors to FOOD EXPO 2026 will discover the latest industry trends, taste innovative products, and forge new business partnerships. Professionals from organized retail, wholesale, hospitality, and catering will find:

- **Modern Consumer Trends:** Healthy and vegan versions of classic products, ready-to-cook meals, ready-to-eat solutions for professional kitchens, sugar-free, plant-based, protein-enriched, keto-approved, and functional products.
- **Local Treasures:** Traditional premium products and modern iterations from small producers and SMEs from every corner of Greece, participating through Regions, Chambers, and Municipalities.
- **Ethnic Products & International Flavors:** 200+ exhibitors from 30+ countries, including Italy, Spain, Belgium, Turkey, China, Thailand, Vietnam, France, India, Ecuador, New Zealand, UAE, Cyprus, Lebanon, Egypt, Poland, Hungary, Serbia, Chile, Costa Rica, Lithuania, and many more.
- **OENOTELIA Exhibition:** PDO wines, aged and rare labels from indigenous varieties, organic wines, branded Greek spirits, and international labels.

2 Stages: Presentations & Live Cooking Shows

Mediterranean Food Stage | Greek Gastronomic Treasures

The Mediterranean Food Stage will host a series of live cooking shows titled "**GRreek Origins**," spotlighting the treasures of the Greek land. Popular local products from all geographical regions will take center stage in creative recipes.

F&B Business Laboratory

Market executives and institutional representatives will gather to address today's industry challenges. From dynamic new global trends to successful export strategies, this stage will serve as a knowledge and information hub for the F&B sector.

Alongside OENOTELIA Exhibition

From top-tier Greek labels to rare international selections and traditional spirits in modern versions, OENOTELIA is the ultimate destination for hospitality and retail professionals seeking differentiation and competitive advantages.

- **200+ leading exhibitors** in the wine and spirits market.
- **Tasting Square:** Sample over 400 selected premium wines.

Join the Network

We look forward to seeing you at **FOOD EXPO 2026**. Become part of a global network of **35,000+ professionals** where extroversion and innovation lead the way. Explore the developments shaping the future of Food and Beverages firsthand.

Opening Days & Hours

Saturday, March 14: 10:00 – 18:00

Sunday, March 15: 10:00 – 18:00

Monday, March 16: 10:00 – 18:00

Location: Athens Metropolitan Expo, Spata, Attica

Website: <https://foodexpo.gr/>