

ALIMENTARIA+HOSTELCO 2026 - F&H Startups Arena

Monday, 23 of March (morning)

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
10:15 h		
10:30 h		
10:45 h		
11:00 h	<p>F&H Startups Arena Welcome</p> <p><i>Josep Usall, director general de l'IRTA; Joan Romero, director executiu d'ACCIÓ; Ana Matas, Events Project Manager at Alimentaria Exhibitions; Joan Godia, Director General de Empreses Agroalimentàries, Qualitat i Gastronomia de la Generalitat de Catalunya</i></p>	<p>B2B Meetings Corporate+Startup</p> <p>AKO - Albert Pàmies, R&D Manager</p> <p>Vandemoortele - Vanessa Castillo, Marketing & Product Manager</p> <p>Bühler Group - Fernando Santiago, Technology & Startup Scouting</p> <p>Caviaroli - Santiago Ramon, CEO</p> <p>Nestlé España - Azucena Fernández, Consumer & Market Insights, Sales, and Marketing</p> <p>La Martinuca - Christopher Aguilar, CMO</p>
11:15 h		
11:30 h	<p>Food & Hospitality Corporates Summit</p> <p>—</p> <p>TRANxFORMA Food <i>José María Cobo, CEO</i></p> <p>—</p> <p>Fruselva <i>Angelo Ferrara, Managing Director Holle Baby Food AG</i></p> <p>—</p> <p>AKO <i>Albert Pàmies, R&D Manager</i></p> <p>—</p> <p>Incapto Coffee <i>Beatriz Mesas, Co-founder</i></p> <p>—</p> <p>Mahou San Miguel + Europastry + La Finca <i>Alejandro Arranz, Open Innovation and New Technologies Manager at Mahou San Miguel; Jordi Caballero, Global R&D Bread Director en Europastry; Beatriz Gómez, Encarna Group</i></p> <p>—</p> <p>La Martinuca <i>Christopher Aguilar, CMO at La Martinuca</i></p> <p>—</p> <p>Vegetales / Lluquats Vegetals <i>Lorena Salcedo, R&D Innovation and Disruptive Knowledge Manager</i></p> <p>—</p> <p>Enhol Alimentación <i>Lucas Irisarri, Food Strategy & business Development Manager</i></p> <p>—</p> <p>Isle Delice <i>Gustavo Alonso, Country Manager</i></p>	
11:45 h		
12:00 h		
12:15 h		
12:30 h		
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14:15 h		
14:30 h		
14:45 h		
	<p>Lunch break</p>	<p>FREE MEETINGS B2B</p> <p>8 tables 40 slots - 20' each</p> <p>Lunch break</p>

ALIMENTARIA+HOSTELCO 2026 - F&H Startups Arena

Monday, 23 of March (afternoon)

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
15:00 h	<p>Innovation Sessions</p> <p>—</p> <p>Connectem: Aliments Km0 amb mirada social <i>Marisol Hernández, Responsable Àrea Alimentària de CET El Pla</i></p> <p>—</p> <p>Visens: integració de sensòrica de nova generació en cellers catalans <i>Josep Serra, Propietari Celler La Vinyeta</i></p> <p>—</p> <p>PREMIERE: impulsant projectes d'innovació agroalimentària amb l'enfocament multi-actor <i>Albert Escolà, Technician of the Food and Agricultural Service of the Generalitat of Catalonia</i></p>	Lunch break
15:30 h	<p>Pitch session 1</p> <p>New products & ingredients (15:30 h)</p>	<p>B2B Meetings Corporate+Startup</p> <p>Bühler Group - Fernando Santiago, Technology & Startup Scouting</p> <p>Caviaroli - Santiago Ramon, CEO</p> <p>Nestlé España - Azucena Fernández, Consumer & Market Insights, Sales, and Marketing</p> <p>La Martinuca - Christopher Aguilar, CMO</p>
15:45 h	<p><i>Vanetta Food</i></p> <p><i>Noiet</i></p> <p><i>Gimme Sabor</i></p>	
16:00 h	<p><i>Ingredalia</i></p> <p><i>KIKO</i></p> <p><i>Sporalys</i></p>	
16:15 h	<p>Sustainability (16:12 h)</p>	
16:30 h	<p><i>Uraphex</i></p> <p><i>Poseidona</i></p> <p><i>Coffee kiers</i></p> <p><i>Karetta Maluca</i></p> <p><i>Revolución sostenible</i></p> <p><i>[i] Soren</i></p>	
16:45 h	<p>Circular packaging, reuse & shelf-life (16:54 h)</p>	
17:00 h	<p><i>Bio2Coat</i></p> <p><i>Color Sensing</i></p> <p><i>Pack2Earth</i></p>	
17:15 h	<p><i>NULAB</i></p> <p><i>Regrain Beer Company</i></p> <p><i>Pots Innovative Reuse System</i></p>	
17:30 h	<p><i>Navarre Spirits</i></p> <p><i>Allbiotech</i></p>	
17:45 h	Casual Innovation Meetup	
18:00 h		
18:15 h		
18:30 h		