



22 – 26 OCTOBER 2021
FIERA MILANO RHO - ITALY
meat-tech.it



co-located with
TUTTOFOOD
MILANO



Milan, 22nd-26th of October 2021

WELCOME INNOVATION @MEAT-TECH 2021

Innovative Food Experience – PAV 15 C39

A brand-new area dedicated to plant-based production technologies where you can sample prototypes, learn about naturally derived innovative ingredients and discover food processing solutions with plant-based formulations. This is the **Innovative Food Experience** organised in collaboration with HI-FOOD.

The aim of this innovative area is to engage all key industry players in a dialogue by stimulating the participation of research and development departments and to understand their needs in terms of formulation, processing technologies, labelling and product customisation with plant-based ingredients that the market demands.

HI-FOOD, an innovative Parma-based company that delivers advanced technologies, is the first and only Italian company that studies - and patents - revolutionary naturally sourced key ingredient and material extraction and production methods for baking, gluten-free and industrial gastronomy in general.

The market for alternatives to animal products is constantly expanding and, since 2020, has experienced a real boom in demand and consumption. What is sure is that the pandemic has accelerated the transition to products considered healthier and more sustainable and, within a few years, "vegetable meat" could become competitive in terms of supply and prices.

Dealing with these issues and discussing technology and innovations are several expert at the round table cycle on "**Innovative Food Talks**":

23rd of October 2021, 10.30-11.30: **Veggie Dairy "To each his own sauce"**

Moderator: Ilaria Vesentini, Journalist Il Sole 24 Ore

Panelists:

Massimo Ambanelli, CEO Hi-Food

Emanuele Pizzigalli, R&D Officer & Co-founder Hi-Food

Marco Fraccaroli, CEO F.Ili Polli

Daniele Diotallevi, CEO BCG (Buona Compagnia Gourmet)

25th of October 2021, 10.30-11.30: **Veggie Ready Meals: "Plant based Bolognese sauce"**

Moderator: Ilaria Vesentini, Journalist Il Sole 24 Ore

Panelists:



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Massimo Ambanelli, CEO Hi-Food
Emanuele Pizzigalli, R&D Officer & Co-founder Hi-Food
Stefano Garanzini, Technical Sales & Business Development IPAS
Lucas Huber, Category Manager EAME Protein Givaudan

26th of October 2021, 10.30-11.30: **Veggy Patty - The Italian-Style Burger**

Moderator: Ilaria Vesentini, Journalist Il Sole 24 Ore

Panelists:

Massimo Ambanelli, CEO Hi-Food
Emanuele Pizzigalli, R&D Officer & Co-founder Hi-Food
Carlo Prevedini, President Momi (Food Valley)
Niall Sands, Chairman Plant-Based Foods AAK
Vittorio Moretton, Smart Proteins TMTechnical Innovation Manager Campus Company of the Firmenich Group

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To get the latest on the exhibition, visit our website: www.meat-tech.it

MEAT-TECH is the trade fair for innovative technologies and materials for processing, transforming and packaging meat, derivatives and ready meals. An exhibition that is completed with spices, aromas and ingredients for the food industry. Figures for the 2018 edition: 180+ exhibitors, 14,363 visitors and visitor satisfaction equal to 7.3 out of a maximum of 9.