

13-17
FEB 2022
DUBAI WORLD TRADE CENTRE

THE LARGEST ANNUAL F&B SOURCING EVENT IN THE WORLD

YOU'RE ON FOR INCREDIBLE FOOD REVELATIONS & REVOLUTIONS - BF THERE











120 COUNTRIES

PRESENT THEIR MOST IN-DEMAND FOOD INNOVATIONS





























Turkev







France

Switzerland

4000+ COMPANIES POWER THE WORLD'S MOST FUTURE-FORWARD **FOOD & BEVERAGE EVENT**

Featuring

























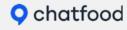


and many more...



E-COMMERCE POWERS ON

NETWORK WITH HEADS OF WORLD'S LEADING ONLINE MARKETPLACES

















WHEN POWERFUL IDEAS

NEW REVOLUTIONS

DEBATE & DISCUSS

THAT MATTER

AL MULTAQUA

THE TOPICS & TRENDS

HOURS OF INSIGHT-FUELLED CONTENT





70+ CHEFS FIRE UP YOUR IMAGINATION WITH CREATIVE, IMMERSIVE, TECH-**POWERED CULINARY THEATRICS**

PAVILION



DHARSHAN MUNIDASA MINISTRY OF CRAB -ASIA'S 50 BEST **RESTAURANTS LIST**



TOM AIKENS MUSE LONDON



OMAR SARTAWI FOOD ART AND MOLECULAR GASTRONOMY



ANTHONY DEMETRE WILD HONEY LONDON



A GROUNDBREAKING FIRST: **LAUNCHING OUR SUSTAINABLE EDITION**

Our new movement uniting the food community at the show and across the globe - zero waste, mega impact.







Gulfood 3

2 | @ GULFOOD #GULFOOD2022

INNOVATIONS DRIVE **MEANINGFUL**

WHERE







TURNING TODAY'S BRIGHTEST TALENT INTO TOMORROW'S CULINARY STARS. IN COLLAB WITH:

Hilton





HEAR FROM THE @AL MULTAQUA **LEADERS BREAKING** THE STATUS QUO

GULFOOD GLOBAL

CHANGEMAKERS

MEET THE STARTUPS

INCITING AN INDUSTRY-

WIDE REVOLUTION



Angel Investor, Co-Founder and Strategic Advisor SUMMIT VENTURE PARTNERS



NEW

EMMA BANKS Vice President, F&B Strategy and Development EMEA HILTON



WAMDA **VIEW AGENDA**



DE L'ARTA - OUTDOOR LIVING LABORATORY

MEET 1500+ NEW EXHIBITORS INCLUDING...



Bin Ablan







EXHIBITION

ARRIVING TO MAKE THEIR

MARK IN THE REGION:

AND COUNTRIES





























COUNTRIES MARKING THEIR DEBUT



Norway













Panama

Uzbekistan

The next big thing





HOSTED BY

UNITED ARAB EMIRATES MINISTRY OF CLIMATE CHANGE & ENVIRONMENT



STRATEGIC PARTNER





UNIFYING WITH PURPOSE, FOR A **FOOD-SECURE WORLD**

Hosted by H.E. Mariam Al Mheiri, UAE's Minister of Climate Change & Environment, and in partnership with United Nations Food and Agriculture Organization - the inaugural Food For Future Summit & Expo and Global Agtech Expo will collectively inspire global solutions and innovative outcomes for building a food-secure future.

Meet global front-runners in food and agritech. Hear from world leaders, government heads, policy makers, tech pioneers and visionary funders.





GLOBAL LEADERS CONFIRMED

23 FFB

KEYNOTE ADDRESS

ACCELERATING VISION 2051 UAE AND EMPOWERING SDG 2030 AGENDA.

We are proud to host the Food For Future Summit & Expo that brings together like-minded stakeholders from around the world to explore innovative ways of advancing the global transition to sustainable food systems.

H.E. MARIAM AL MHEIRI

MINISTER OF CLIMATE CHANGE AND ENVIRONMENT - UAE

23 FEB

GLOBAL SUPPLY CHAIN

MARTIEN VAN **NIEUWKOOP** Global Director

Agriculture and Food

The World Bank Group



DIGITAL AGRICULTURE: POLICIES & PATHWAYS

MR. ABDULHAKIM **ELWAER**

Assistant Director-General

UN FAO



FOCUS AFRICA

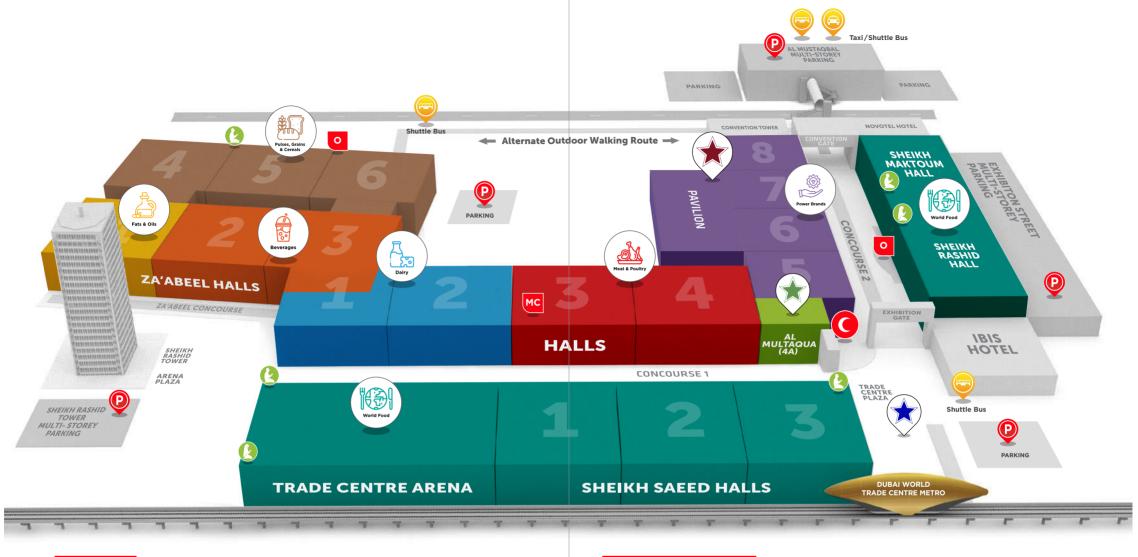
DR. AGNES KALIBATA

President, Former Special Envoy for the

2021 UN Food Systems Summit **AGRA**



















& Cereals





















FEATURES



TOP TABLE Youth X













Gulfood Global







Gulfood 9



GET A HEAD-START ON THE TOPICS AND TRENDS THAT MATTER

Global brand leaders, new age entrepreneurs, culinary celebrities and industry experts lead the power-packed talks.





Celebrating Excellence in the Eyes of Restaurant Rankings

MARK SANSOM Content Editor The World's 50 Best Restaurants



LEARN THE INSIGHTS POWERING THE DIGITAL MARKETPLACE'S EXPANDING ROLE IN THE FOOD CHAIN



Co-founder
HOODLY



BEN MOUFLARD
CEO and Co-founder
CHATFOOD



ROHIN THAMPI Commercial Director CAREEM



YESU YARLAGADDA
VP - Grocery
NOON



BREAKING NEW GROUND IN THE GROWTH OF THE CIRCULAR FOOD ECONOMY



DR. JIX ANTHONY Head of R&D OLAM GROUP



IMRAN JAMEEL
MEA Supply Chain Director
FONTERRA



MEHMET KEMAL YILMAZLAR Head of Procurement, Asia, Middle East & Africa UPFIELD



SHARAD BARLINGAY Head of Food Technology and R & D (India) MARS

VIEW AGENDA

GULFOOD GLOBAL CHANGEMAKERS

HOW INVENTIVE STARTUPS ARE TRANSFORMING THE WAY WE PRODUCE & CONSUME FOOD



SKY KURTZ Founder PURE HARVEST



AL ANOUD AL HASHMI Founder & CEO THE FUTURIST COMPANY



ALEXANDER KAPPE Founder and CEO GREENER CROP



CIRO ARIANNA CEO META TERRACE



FROM LEADING TOP VCS TO GAME-CHANGING STARTUPS, HEAR FROM PIONEERING WOMEN IN F&B



EMMA SAWKO Founder WILD & THE MOON



EMMA BANKS
Vice President, F&B Strategy
and Development EMEA
HILTON



MICHELE JOHNSON Co-Founder PIT FIRE PIZZA



MAHA AL FAHEEM Founder HIGH WATER

CHEF TALKS

THE INSPIRING STORIES THAT SPARKED THEIR CULINARY GENIUS AND CREATIVE MASTERY



MATTHIJS STINNISSEN
Executive Chef
BOCA DUBAI



ANTHONY DEMETRE
Chef/Proprietor
WILD HONEY LONDON



ANTONIO BACHOUR
The Best Pastry Chef
MIAMI USA



CHRISTIANE TRILCK
Head of Faculty
RICHEMONT
MASTERBAKER

VIEW SPEAKERS

BOLDEST FOOD ADVENTURES AND IDEAS COME ALIVE

GULFOOD

TOP TABLE

@ PAVILION

70⁺ Celebrity Chefs **50**⁺ Masterclasses 1000⁺ New Dishes

VIEW AGENDA



A STAR-STUDDED LINE-UP OF GLOBAL CHEFS



13 FEB, 1.00 PM

TOM AIKENS Muse London Most talented chef Britain has ever seen



14 FEB, 3.00 PM

DHARSHAN MUNIDASA Ministry of Crab Sri Lanka Asia's 50 Best



15 FEB,2.00 PM

ANTHONY DEMETRE Wild Honey London Pioneer fighting food waste



16 FEB, 2.00 PM

ANTONIO BACHOUR The Best Pastry Chef in the World in 2019

BEST OF THE REGION



13 FEB, 1.00 PM

MOHAMAD ORFALI **ORFALI BROS**



14 FEB, 12.50 PM

HATTEM MATTAR WORLD'S FIRST ARAB PITMASTER



15 FEB, 1.45 PM

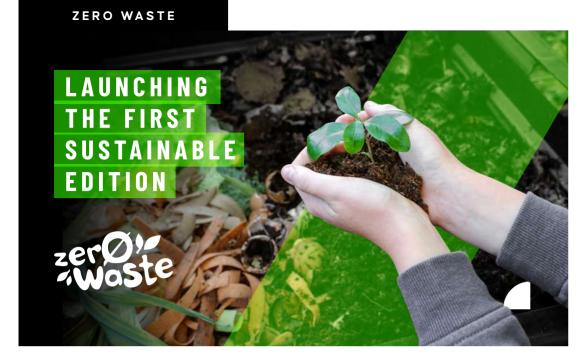
NICK ALVIS FOLLY 50 BEST DISCOVERY



16 FEB, 1.45 PM

FAISAL NASER EMIRATI CULINARY **ARTIST**





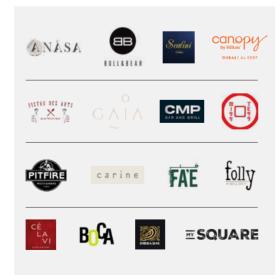
Our new movement, our mission to create a sustainable food & beverage show and to become an inspiring global benchmark for the industry.

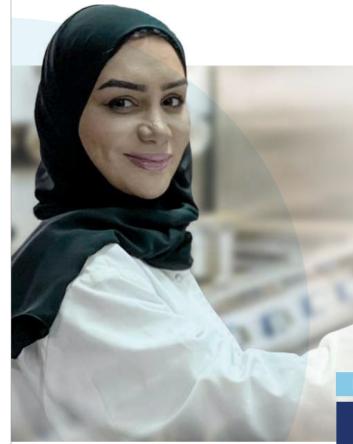
Rethinking the way we use and consume food begins at zero. The mission starts now.



Across 5 days, food waste will be collected from exhibitors as well as live-cooking stations to be used for compost production.

Uniting the food community - top chefs from hotel groups, restaurants, cafes, and dark kitchens join to make the best of ugly produce.





FIRST-EVER LAUNCHPAD FOR F&B TALENT

@ PAVILION

Right from mentorship to scholarship to hands-on learning in live kitchen environments, the opportunities to shine are limitless for the brightest young talent.

REWARDS

Hilton

Winners fly off to one of Hilton Europe's dining destinations for a hands-on learning experience from international culinary masters.

MENTORS



KASDI DAHARI **Executive Chef** Hilton Palm Jumeirah



LAILA AL MANSOORI DoubleTree by Hilton Resort and Spa Marjan Island

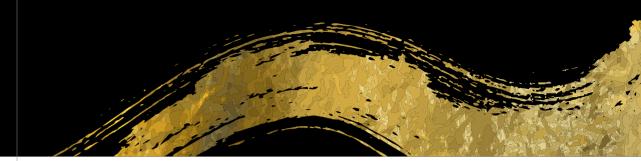
كليـة دبـى **للسـياحـة** Dubai College of Tourism

Winning chefs also receive 25% scholarship for training at Dubai College of Tourism.

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INNOVATIONS THAT WILL BECOME THE NEXT BIG TREND



MOST INNOVATIVE BEVERAGE



COFFEE FRUIT CASCARA **EXTRACT POWDER**

Olam International Limited Stand no: B6-39

Country: United Arab Emirates

Normally Coffee Cherry fruit & pulp is considered a waste. Olam International has turned this waste into a superfood that's rich in antioxidants and flavonoids, with a low level of caffeine.



DDD CUP-JI GREEN AND BLACK TEA



Aditya Trading Company Stand no: Z3-D30 Hall: Za'abeel 3 Country: India

All the goodness of tea, Ayurvedic (Indian herbal) ingredients & refreshing flavours, in an innovative on-the-go cup. The tea is sandwiched between the cup's base and a paper filter, just pour hot water and the tea brews hassle-free.





INNOVATION **CINNAMON COFFEE**

Biocafe Oro Stand No: S-K22 Hall: Trade Centre Arena Country: Costa Rica

A new Cinnamon Coffee with a unique process that involves processing the Coffee Cherry in a sealed, vacuumed tank for 3 days. Resulting in an extraordinary aroma & flavour with notes of sweet, fruity, caramel & cinnamon.

PPP ROCKET BEAN ROASTERY/ **RUDY'S KOMBUCHA**



King Coffee Stand No: S-G31 Hall: Trade Centre Arena Country: Latvia

100% keto, 99% coffee - the coldbrewed Kombucha is a delightful innovation that has no alcohol content and a 100% halal. It is made using the Hard Tank tech, which was awarded the best innovation by Speciality Coffee Association.

MOST INNOVATIVE DAIRY





ORGANIC BUTTER CARBONZERO



Fonterra Carbon-Zero Stand No.: D1-2 Hall: 1

Country: United Arab Emirates

Middle East gets a first-taste of the world's first carbon-zero butter at Gulfood 2022. Certified by Toitu Envirocare (New Zealand Government Institute), NZMP's organic butter is made with game-changing solutions across the production lifecycle, from renewable energy to removing methane on-farm.

CUOR D'OR



Agriolas Formaggi Stand No.: S1-D34 Hall: Sheikh Saeed Hall 1

Country: Italy Cuor d'Or dairy products are packaged with

highly sustainable materials -60% inert minerals. Perfectly suited for food contact, the product preservation inside this packaging simulates the eggshell environment. guaranteeing quality remains intact.



GREENZLY COCONUT VEGANGURT



Magda Plant-Based Stand No.: 238 Hall: 2 Country: Poland Perfect for fans of yoghurt and the environment conscious. Greenzly is a 100% plant-based vegangurt fortified with calcium, vitamins D3 and D12 that

supports the immune

system.



MAZOON



FRANKINCENSE MIL

Mazoon Dairy Stand No: A1-8 Hall: 1 Country: Oman

The first-ever recipe where fresh milk is flavoured with natural frankincense ingredients, handpicked from the South of Oman. Frankincense is known for its health benefits.



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INNOVATIONS THAT WILL BECOME THE NEXT BIG TREND



... MOST INNOVATIVE FROZEN / CHILLED PRODUCTS



DELIREFORM OAT SPREAD. **58% FAT**

Bunae Iberica

Stand No: Z1-F3 Hall: Za'abeel 1 Country: Spain

One of the healthiest & popular alternatives to butter, buttermixes & margarine - this spread is made with shea and oats, with the melt-in-themouth shea base obtained from nuts.

FRANKINCENSE PREMIUM **ICE CREAM**

Mazoon Dairy Stand No: A1-8 Hall: 1

Country: Oman



VEG-TOONA



Stand No: A4-22 Hall: 4

Country: France A 100% veggie tuna with all the flavour and fibrous aspects of fresh seafood. Its unique composition means it can be kept for 2 months in a tray



ZEBRAICE

>>> Zonama Food GmbH & Co KG Stand No: S3-A46 Hall: Sheikh Saeed Hall 3

Country: Germany

Super-refreshing and delectable icy treat made with only fruit puree, fruit juice and pineapple sugar. The ice also doesn't need to refrigerated during transportation, which is not only convenient for consumers but also helps save CO2 emissions.

TRUFFLE SPICE SEASONING

Tartuffi Jimmy Stand No: S1-D14 Hall: Sheikh Saeed Hall 1

CAROB SYRUP BIO

Country: Portugal

Carob World Portugal Stand no: S-L18

Hall: Trade Centre Arena

natural. Carob is trendina

worldwide as a great

potassium.

healthy ingredient with

many essential nutrients

such as iron, calcium and

Alternative sweetener that's

healthy, versatile and a 100%

Country: Italy Sprinkle an explosion of flavour that mixes the spice of the chilly with truffle for an enriching condiment. A new type of seasoning, available in a very user-friendly pack.



.... MOST INNOVATIVE HALAL PRODUCTS



MARBAANA UNSMOKED CHICKEN BACON STRIPS



Marbaana Stand No: S3-C44 Hall: Sheikh Saeed Hall 3



with higher protein, lower-fat and irresistible natural flavour.



VITASOY CAFE FOR BARISTAS ALMOND MILK

Vitasoy Stand No: S-308 Hall: Trade Centre Arena Country: Australia

Halal-certified milk with the one of the highest content of almond, compared with other brands. The café range has been exclusively formulated to froth like milk. enabling baristas to deliver the perfect plant-based coffee every time.



and 1 year in a can -

making it great for trade



INNOVATIONS THAT WILL BECOME THE NEXT BIG TREND



MOST INNOVATIVE ORGANIC PRODUCT

CONGO DARK CHOCOLATE 70% COCOA HAZELNUTS HEART

Neogourmets Stand No.: S2-B46 Hall:Sheikh Saeed Hall 2 Country: France

Developed with years of research and using only fruit as the source of sugar, here's the first bean-to-bar chocolate with no added sugars, no sweeteners and no additives.



FALCON GALLANT

Moon Water Stand No: Z2-E44 Hall: Za'abeel Hall 2 Country: Spain



ORGANIC APPLE CIDER VINEGAR WITH THE **MOTHER GUMMIES**

Acetificio Stand No.: S1-C16 Hall: Sheikh Saaed Hall 1 Country: Italy

Unlike other apple cider vinegar gummies, Andrea Milano's product uniquely uses only organic apple cider vinegar, unfiltered with the mother.



WATERMELON SEED OIL IN CAPSULES

International Trade Centre Stand No: S-141 Hall: Trade Centre Arena Country: Switzerland

A product innovation that's yet to hit retail chains, the capsules contain 50% watermelon oil and no sugar despite it tasting sweet. Perfect as a dessert or as an ingredient in confectionery



MOST INNOVATIVE HEALTH, WELLNESS AND PLANT BASED PRODUCTS

POSIKU ORGANIC BLUEBERRY RAW CHOCOLATE

Roosiku OU Stand No: S-E48 Hall: Trade Centre Arena Country: Estonia If you thought pure & raw chocolate was bitter, think again. This organic chocolate contains an impressive amount of wild blueberries (40g berries in 37g chocolate) to deliver a silky

FETTUCCINE ZERO+

Spinosi Stand No: Z2-C90 Hall: Za'abeel Hall 2 Country: Italy

Made out of red lentil flour, this unique pasta is designed for athletes and sports lovers. It's packed with protein and fibre that's ideal for anyone who likes to watch their weight, exercise or simply stay fit.



FREAKIN' HEALTHY® PLANT **BASED CHEESE SPREAD**

smooth flavour with vitamins flavonoids & antioxidants

Agthia Group PJSC Stand No: B8-9 Hall: 8 Country: **United Arab Emirates** UAE's first locallyproduced clean-label veaan cheese.

It's also a breakthrough in production, as the cheese is based on cashews unlike most products that are coconut-based. Tastes just like cheese, feels so healthy.

HAPPYGUM

Happygum GmbH Stand No: S2-F51 Hall: Sheikh Saeed Hall 2 Country: Austria

> ready to spread happiness around the world. Happygum is a sciencebased gum that supports psychological power metabolism.



Gulfood 21 20 GULFOOD #GULFOOD2022



INNOVATIONS THAT WILL BECOME THE NEXT BIG TREND



BEST PACKAGING DESIGN IMPACT

MANUKA HONEY SPOON +20 UMF +83 MGO



Emirates First and only +20 UMF honey packed in on-the-go spoons, this is one of the best daily doses of nutrition you'll try this year. The packaging is a breakthrough for the whole honey and beehive industry.



GALERIE DU THÉ"S EMPEROR"S PEAK WHITE TEA

Ahmad Tea Stand no: S1-A16 Hall: Sheikh Saeed Hall 1 Country: United Kingdom

Galeries du The works with gardens across the globe, to vaccum seal the tea at source and delivered to consumers in threeply packaging that repels any moisture. The result: freshness that is above anything you've experienced in small-batch teas.





.... MOST IMPACTFUL SUSTAINABLE PRODUCT

KARIBON® DP10441

Bunge Iberica S.A.U. Stand No: Z1-F3 Hall: Za'abeel 1

Country: Spain

A 100% shea-based product that's without the traditional palm oil. Shea is a wild crop from West Africa, fully sustainable and fully inclusive. as their shea is gathered through a women's collective, who harvest the nuts and sell what they don't need for their households.



DATE Z - BRONZE

Lakrids by Bulow A/S Stand No: S2-A22 Hall: Sheikh Saeed Hall 2 Country: Denmark

The first confectionery company in the world to launch a product-line packed in jars made of 100% recycled plastic. The company uses a 100% green energy, reducing CO2 emissions by 98%.



LONG CHIPS

Pernes L. SIA Stand No: S-G29 Hall: Trade Centre Arena Country: Latvia

An eye catchy and innovative design for a product that's equally bold and unique. All flavour descriptors are hand-painted by an artist.





DRIP COFFEE- SAN MARCOS AND SAN RAMÓN

Tertulia Brugge S.A. Stand No: S-K22 Hall: Trade Centre Arena

Country: Costa Rica Single-serve drip coffee in a compostable envelope and recyclable box, this is an innovative breakthrough not only for its game-

changing coffee serving but for its exciting packaging.



LIGHTLY SALTED ALMONDS IN COMPOSITE CANISTER

PACKAGING

Limited Stand No: B6-39 Hall: 6 Country: United Arab **Emirates**

Olam International

Quality almonds that improve bee habitats. In collaboration between beekeepers, the product facilitates best-practice

pollingtor protection to protect the bee population. It's packed in a composite canister made from biodegradable, recyclable material.



PEANUT BUTTER SMOOTH T&V 4 Life S.R.O. Stand No: S-D34

Hall: Trade Centre Arena Country: Czech Republic The delicious peanut butter arrives in recycle-

friendly glass jars that also preserves the freshness. The product labels are made of compostable material that breaks down into water, biomass and carbon dioxide disintegrating as compost.



PLAN YOUR VISIT **HEALTH & SAFETY**

FLY WITH EMIRATES

Book your travel today to Gulfood and fly Emirates to avail 10% OFF

Promotion code: Travel Validity:

EVE6DGF

8 - 22 Feb 2022

BOOK YOUR TRAVEL

VIEW T&CS

SAVE WITH THE CLOSEST HOTELS





VIEW MORE HOTEL DEALS

THE SUSTAINABLE WAY TO GET TO THE EVENT

Why not just leave your car and help preserve the environment by using public transportation instead? Without the hassle of looking for parking, it's super convenient too.



DUBAI METRO

The Dubai World Trade Centre metro station allows direct access to our venue. The station (Number 22) is on the Red Line within Zone 5.



20% OFF ON 8 RIDES

to & from Dubai World Trade Center (DWTC)

Promo code: Gulfood2022 Duration: 6 - 20 Feb 2022

SAFE, SMART & SEAMLESS EXPERIENCE

We are committed to provide you with a safe environment to do business, in accordance with all the health & safety guidelines set out by the local authorities.



Wearing masks at all times is mandatory



Seamless, contactless entry to the show



Strictly no eating and drinking while walking through the aisles



Social distancing rules apply



Disinfection protocols are followed in all areas



Dedicated food & beverage sampling areas within stands and halls

CLICK HERE

to view the full health & safety measures for Gulfood 2022

PCR TESTING CENTRE

LOCATION: Sheikh Rashid Hall Balcony (1st floor next to

the Bubble Lounge)

TIMING: 12 - 18 February 2022, 08:00hrs - 20:00hrs COST: AED 150 payable with cash or credit card

Scan the QR code and use the 'chat function' to upload your documents and book your PCR Test in advance.



HEALTH & SAFETY ADVISORY

Do not attend the event if you have fever, cough, shortness of breath, are feeling unwell or suspect you have symptoms of COVID-19

Emergency Medical Service onsite - Al Wasl Reception, next to Exhibition Hall 5. Telephone: +971(4) 306 4040

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GET AHEAD AND START PLANNING YOUR VISIT TODAY!















Download the App



Gulfood 27