

STRATEGIC PARTNERS:



FAIR AND CONFERENCE PARTNERS:



POST SHOW REPORT 2026

10 - 12 | 03 | 2026

POLAND, WARSAW



organizer:



www.eurogastro.com.pl/en/

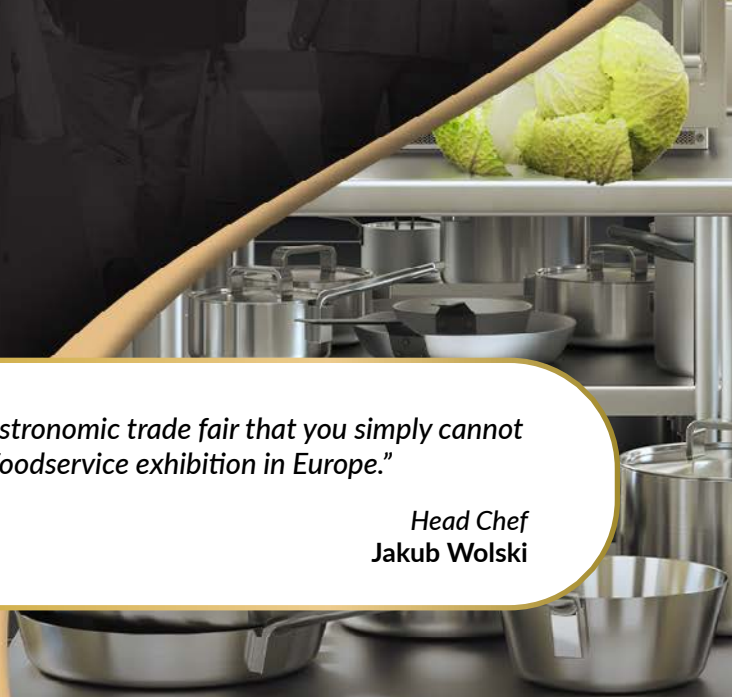


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"Eurogastro is an exceptional gastronomic trade fair that you simply cannot miss. It is becoming the largest foodservice exhibition in Europe."

**Head Chef
Jakub Wolski**



EUROGASTRO 2026

EuroGastro 2026 once again proved to be a prestigious platform bringing together leaders of the gastronomy, hospitality, and catering industries. The event gathered venue owners and managers, chefs, investors, manufacturers, and providers of innovative solutions for the HoReCa sector, creating an environment conducive to building valuable business relationships, exchanging expertise, and developing new projects. The presence of key market players enabled participants to establish direct contact with producers and distributors of modern equipment, technologies, and products supporting the advancement of contemporary gastronomy and hospitality. EuroGastro 2026 also served as a stage for showcasing the latest trends, market premieres, and solutions addressing the dynamically evolving needs of the industry. Participation in the event offered a unique opportunity to enhance brand visibility, strengthen market position, and reach a broad audience of professional visitors and industry media.

EVENT STATISTICS:

6 exhibition halls
60 000m²
Exhibition
Space

1 100
Brands
and trademarks

433
Stands

11
Culinary
shows



"EuroGastro provides an outstanding platform for the gastronomy industry to connect, exchange expertise, and explore the latest technologies. It is an event that truly supports the growth of the HoReCa market."

ELECTOLUX PROFESSIONAL
Małgorzata Krasowska - Klemba

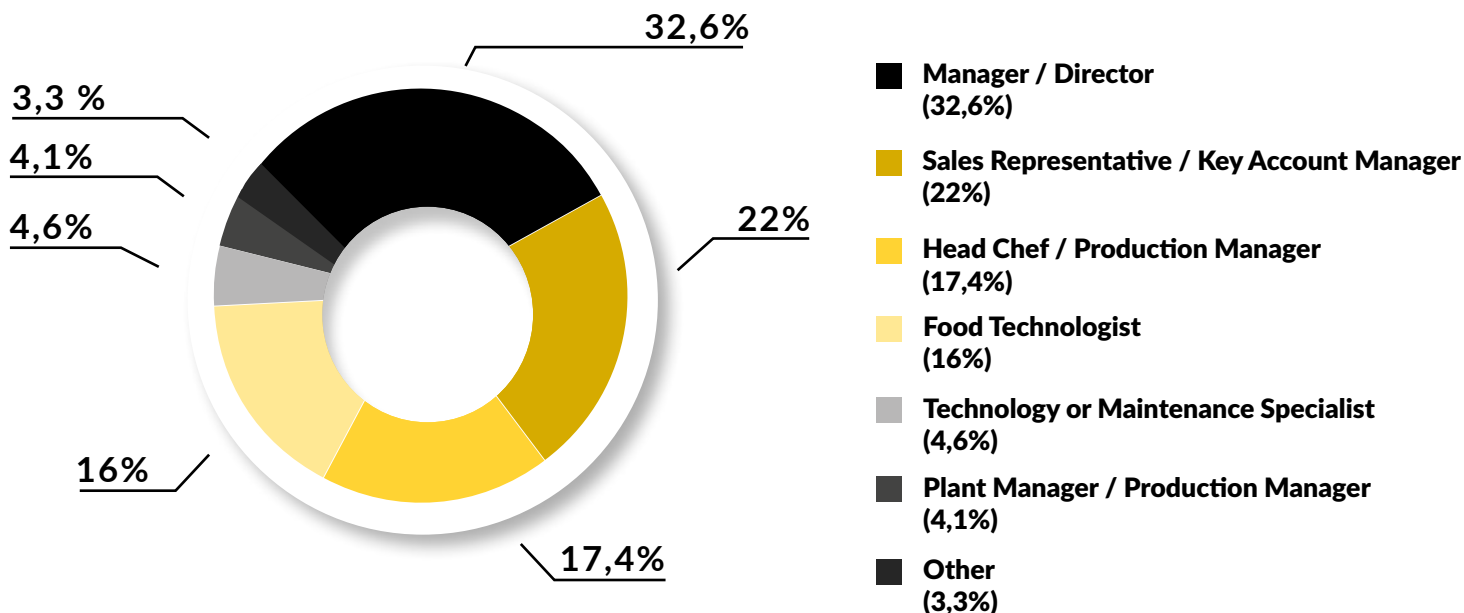


BOOK YOUR STAND
+48 518 739 124

KEY PROFESSIONAL ROLES REPRESENTED

AT THE EVENT: EUROGASTRO 2026

EuroGastro attracts participants from across the gastronomy, hospitality, catering, and HoReCa sectors, bringing together key industry representatives in one place.



BRANDS PRESENT AT

EURGASTRO 2026

STRATEGIC PARTNERS

FAIR AND CONFERENCE PARTNERS



EXHIBITORS



BOOK YOUR STAND
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+480
Exhibitors

HERE'S WHAT OUR EXHIBITORS SAY



„We are proud to be part of EuroGastro. We believe it will become a permanent element of building our company's presence and brand in this sector.”

DAWTONA
Marek Bał,
Director of Expansion
and Development Dawtona Group



83%

of exhibitors returned
to exhibit at the fair

“The trade fair enjoys excellent attendance. Our main motivation for participating is to establish connections with the entire culinary industry, which perfectly aligns with our company's business profile.”

DOBRE Z LASU
Agnieszka Wierzbicka,
President of the Management Board
of Dobre z Lasu



“We are a startup that has been operating for three years. Our main motivation for participating in this year's edition of EuroGastro was last year's event, which we consider to have been highly successful and generated significant interest. We believed that this year's edition could be even better. The organization of the trade fair is of a very high standard and highly professional. The level of interest is remarkable, and we are extremely satisfied.”

ProChef
Marek Kłos,
Company Owner



VISITOR PROFILE STRUCTURE

EUROGASTRO 2026

25 503

Total Number of Visitors

Poland
92%

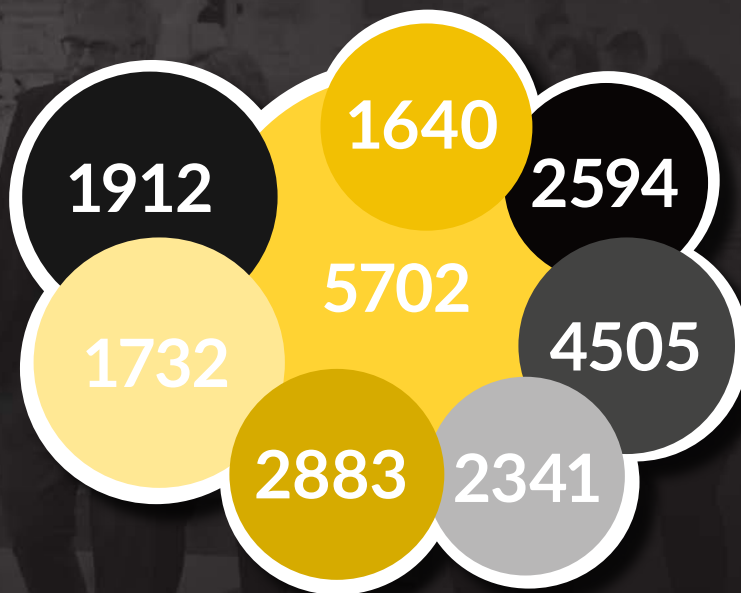
Europe
6%

World
2%

Czech Republic, Lithuania, Italy, Slovakia, Ukraine, Latvia, Germany, Slovenia, Belgium, Romania, Spain, Austria, the Netherlands, France, Moldova, Hungary, the United Kingdom, Estonia, Sweden, Switzerland, Greece, Norway, Montenegro, Ireland, Denmark, North Macedonia, Portugal, Turkey

China, USA, Mexico

SECTOR INTERESTS OF VISITORS



- New Technologies and Solutions
- Kitchen and Back-of-House Equipment
- Trends and Innovations
- Food Processing Machinery and Equipment
- Commercial Refrigeration Solutions
- Food Transportation
- Management Systems
- Process Automation

KEY REASONS WHY OUR VISITORS ATTEND

- 56% ESTABLISHING BUSINESS RELATIONSHIPS WITH MANUFACTURERS AND SUPPLIERS FOR THE GASTRONOMY, HOSPITALITY, AND HORECA SECTORS
- 49% COMPARING OFFERS FROM MANUFACTURERS AND DISTRIBUTORS OF EQUIPMENT, TECHNOLOGIES, AND PRODUCTS FOR THE GASTRONOMY AND HOSPITALITY SECTORS
- 41% DISCOVERING NEW PRODUCTS AND THE LATEST MARKET TRENDS IN THE HORECA SECTOR
- 51% MEETING WITH SUPPLIERS OF MODERN EQUIPMENT, TECHNOLOGICAL SOLUTIONS, AND CATERING INFRASTRUCTURE
- 37% PARTICIPATION IN CONFERENCES, PANEL DISCUSSIONS, AND PRESENTATIONS FOCUSED ON INDUSTRY DEVELOPMENT, INNOVATION, AND EVOLVING MARKET NEEDS
- 65% EXPLORING MODERN SOLUTIONS SUPPORTING THE DEVELOPMENT OF RESTAURANTS, HOTELS, AND CATERING ESTABLISHMENTS



MARKETING AND PR

We implement an integrated marketing and PR campaign aimed at reaching key decision-makers in the packaging sector—those responsible for purchasing, design, product development, and operational processes.

Our activities include cooperation with industry organizations, advertising campaigns, editorial articles in leading media outlets, targeted mailing campaigns, intensive online promotion, as well as a strong presence across social media and direct mail initiatives. In addition, we invest in advertising on Google and Facebook to maximize the reach and visibility of the event.

WHAT PR CONTENT HAS BEEN PREPARED?

115

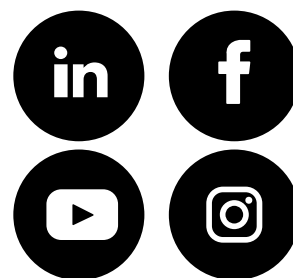
Media Publications

2,3MLN

Promotional Content Views

712K €

AVE distribution of press releases and advertisements



WE WOULD LIKE TO THANK OUR MEDIA PARTNERS:



"I believe this year's edition of EuroGastro has been highly successful. A large number of exhibitors from various sectors are present, along with a very strong visitor turnout. In my opinion, it is one of the most significant industry events of the year."

Head Chef
Beata Kaźmierczak

CONFERENCES AND ACCOMPANYING EVENTS

CULINARY SHOWS WITH OSSKIC

During EuroGastro 2026, culinary shows organized by OSSKiC took place at stand E4.46. The presentations were conducted by members of the Junior Poland National Culinary Team and the Poland Community Catering Team, who showcased a modern approach to Polish cuisine and current culinary trends. The shows were held daily starting at 11:00 AM, with subsequent presentations taking place every 1.5 hours and accompanied by tastings.



CULINARY COMPETITION - TRADITIONS OF POLISH CUISINE - FIRST EDITION

During EuroGastro 2026, the first edition of the "Traditions of Polish Cuisine" competition took place, organized by the National Association of Chefs and Pastry Chefs (OSSKiC). The competition was held in two categories—one for culinary school students and another for professional chefs and pastry chefs. In the professional category, first place was awarded to Daniel Warszawski and Maciej Ziętek, followed by Paweł Stępnia and Tomasz Ordziński in second place, and Przemysław Szwak and Oleksandra Honcharova in third place. In the student category, the winners were the Culinary School Complex in Malinowo (Karolina Jaskólska and Grzegorz Andrzejewski), with second place going to the Food Industry School Complex in Kielce (Iwo Nowacki and Julia Janik), and third place to the Gastronomy School Complex in Warsaw (Mikołaj Rudnicki and Wiktor Tazbir).

A PLACE WHERE TECHNOLOGY MEETS CULINARY PASSION!

During EuroGastro 2026, culinary shows organized by GRAFEN took place at stand E2.39. The event combined modern gastronomic technology with a passion for cooking, showcasing innovative equipment and solutions for the HoReCa sector. Participants had the opportunity to attend sushi MasterClass sessions led by expert Paweł Trzaskowski, as well as presentations focused on pizza, bread, and pasta. The shows had a practical and educational character, supporting the development of skills and increasing efficiency in kitchen and restaurant operations. Additionally, an Investor Zone was created, offering support in the design and implementation of modern gastronomic facilities.



CULINARY SHOWS

Culinary demonstrations organized by the Chefs' Club at stand F2.01 in Hall F took place over the three trade fair days. The event focused on a modern approach to convenience products for fine dining and the presentation of practical culinary techniques. Each day featured presentations led by experienced chefs, combined with tastings of the prepared dishes. The program covered a variety of topics, including Asian cuisine, meat dishes, pizza, pasta, and modern desserts. The final day featured a series of continuous demonstrations and tastings showcasing creative product applications and culinary inspiration.

3RD POLISH GASTRONOMY FORUM

As part of EuroGastro 2026, the 3rd Polish Gastronomy Forum was organized by the National Council of Gastronomy and Catering in Hall F. The event took place on March 10–11 and featured numerous lectures dedicated to marketing, finance, and operational management in the gastronomy sector. Among the speakers were Jacek Czauderna, Patryk Pijanowski, Rafał Wawak, Patryk Tokarz, Aleksander Majchrzak, Łukasz Hackiewicz, and Marek Bąk. The topics discussed included financial management, the use of artificial intelligence, sales strategies, and product quality in gastronomy. The forum provided a valuable platform for gaining practical knowledge and exchanging experiences among HoReCa industry professionals.



CULINARY SHOWS WITH THE PROMOTION OF OPOLE CARP

During EuroGastro 2026, a three-day series of culinary shows promoting Opole carp was organized by Euro-Toques Polska at stand F2.05 in Hall F. The event featured numerous presentations led by experienced chefs, showcasing both traditional and modern approaches to cuisine. Among the presenters were Kamil Klekowski, Kinga Galla, Rafał Folwarski, Patryk Buchta, Krzysztof Grabowski, Michał Rosiński, as well as Łukasz Bąk and Daniel Żądło. The program covered a wide range of topics—from Polish and game cuisine, through pasta dishes, to banquet offerings and modern fast food. Participants had the opportunity to explore diverse culinary techniques and practical applications of products in gastronomy. The event fostered knowledge exchange and inspired the use of regional products, such as Opole carp, in modern cuisine.

CULINARY SHOWS

During EuroGastro 2026, Tarsmak organized culinary shows in the Live Cooking zone in Hall E. The event took place from March 10–12 and served as a space for inspiration and the presentation of modern solutions for the gastronomy sector. The shows were conducted by experienced chefs who presented signature dishes along with practical applications of the products. Participants had the opportunity to watch live cooking demonstrations, gain valuable knowledge, and exchange industry experience. The zone encouraged direct product interaction and effectively combined culinary theory with practice.



POLISH CLASSICS ON THE GLOBAL STAGE

At stand F4.52 in Hall F during EuroGastro 2026, culinary shows were held under the theme “Polish Classics with a Global Twist.” Chefs presented original interpretations of traditional Polish dishes in a modern, international style. The program also featured a presentation by Marek Bąk on the development of the HoReCa channel and current market trends. The shows were led by, among others, Szymon Czerwiński, Grzegorz Zawierucha, and Tomasz Królikowski. Dishes presented included potato babka with vegetable goulash, Bigos BBQ tacos, and open-style pierogi in a contemporary version. The event served as a source of culinary inspiration and an opportunity to explore new trends in gastronomy.

PRACTICAL ICE CREAM DEMONSTRATIONS, PASTRY SHOWS, AND AROMATIC COFFEE EXPERIENCES

During EuroGastro 2026, Sempre organized a series of culinary demonstrations at stand F1.02 in Hall F. The event featured ice cream and pastry presentations, as well as coffee-focused sessions, effectively combining theory with practical application. Participants had the opportunity to explore the process of artisanal ice cream production and discover modern solutions and equipment used in the gastronomy sector. The program also included dessert and macaron-making demonstrations, along with coffee tastings. Among the presenters were Igor Zaryski, Krystian Saka, and Lesia Moroz. The shows served as a source of inspiration and provided valuable practical knowledge for professionals in the gastronomy industry.



TASTING OF BAKED BRIOCHE BUNS WITH ICE CREAM

As part of EuroGastro 2026, ProChef presented its offer at stand E5.22a in Hall E. The company specializes in delivering high-quality gastronomic equipment for both professionals and cooking enthusiasts. Visitors had the opportunity to explore modern solutions and equipment from renowned brands supporting kitchen operations. A highlight of the presentation was the tasting of freshly baked brioche buns served with ice cream, prepared on-site. The showcase combined innovative technology with a unique culinary experience.



COFFEE TASTINGS

During EuroGastro 2026, Lavazza organized coffee tastings at stand F5.07a in Hall F. Each day featured two one-hour tasting sessions, during which various coffee lines were presented, including La Reserva de Tierra and Tales of Italy. Participants had the opportunity to sample different blends and explore their unique flavor profiles. The sessions were led by professional baristas, who shared insights into coffee preparation methods. The event provided an excellent opportunity to deepen knowledge about coffee and experience its diverse aromas.



THE ERA OF SOCIAL MEDIA IN GASTRONOMY

During EuroGastro 2026, the event "The Era of Social Media in Gastronomy" was held in the trade fair studio in Hall F. The session focused on the role of social media in restaurant promotion and its impact on the development of the HoReCa industry. The event was hosted by Jagna Niedzielska and Kacper Sproski, with presentations delivered by Sebastian Olma and Szymon Czerwiński. Participants gained practical insights into brand building, creating engaging content, and effectively leveraging digital channels in everyday gastronomic operations. The event provided valuable inspiration and knowledge essential for successfully navigating the modern gastronomic landscape.



TRENDS PANEL AND EXHIBITOR PRESENTATIONS

The Trends Panel and Exhibitor Presentations is a dynamic trade fair stage where experts and brands showcase the latest industry developments and product launches. Through concise, content-rich presentations and demonstrations, participants gain a condensed dose of knowledge, inspiration, and practical case studies. It is the ideal space to connect with market leaders, compare solutions, and identify potential business partners.



EUROGASTRO 2026 MEDAL AWARD CEREMONY – PTAK WARSAW EXPO 2026

On March 10–12, 2026, during EuroGastro – the largest HoReCa industry trade fair in Central and Eastern Europe – a prestigious Excellence Award Medal Ceremony was held, recognizing companies that make a significant contribution to the development of the gastronomy, hospitality, and HoReCa sectors.

AWARDS WERE PRESENTED IN THE FOLLOWING CATEGORIES:

- 🌿 Gastronomy and Kitchen Equipment
- 🌿 Hotel, Restaurant, and Bar Equipment (HoReCa)
- 🌿 Coffee, Bakery, and Confectionery
- 🌿 Bar Equipment and Accessories
- 🌿 Innovations in Personalization and Specialty Materials
- 🌿 Industry Collaboration and Support





BOOK YOUR EXHIBITION STAND

09-11 | 03 | 2027
POLAND, WARSAW



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UFI is the global association of the world's leading trade show organisers and fairground owners, as well as the major national and international exhibition associations. UFI endorses Ptak Warsaw Expo as an organiser of international trade fairs.

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Social Media Channels

