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The European Pizza Show 2024: A New Standard of Excellence and Innovation in the Pizza Sector

London, 29 November 2024 – The **European Pizza Show 2024**, organised by **Bellavita Expo** and powered by **Cibus Parma** and **TuttoFood Milano**, was held on 26 and 27 November at Olympia London, reaffirming its status as a premier global event for the pizza and culinary industry.

With over **9,700 attendees**, nearly 50% of whom travelled from outside the United Kingdom, the European Pizza Show highlighted the vibrancy and diversity of the sector. **277 Food & Beverage brands** showcased more than **4,500 products**, providing an extensive showcase of the latest trends in ingredients, equipment and services. The event also featured the **World Pizza Summit**, where over **50 top international speakers** addressed emerging opportunities and challenges within the industry.

The European Pizza Show 2024 set a new standard for innovation and quality, as demonstrated by the enthusiastic response from both exhibitors and attendees. The event drew significant attention to leading industry players like Mulino Caputo flours, La Gioiosa Prosecco and Birrificio Angelo Poretti, alongside more artisanal companies. This unique blend of tradition and trendsetting innovation underscored the event's role as a global hub for industry connections.

Held during the two-day show, the annual **Bellavita Awards** recognised outstanding achievements in food and beverage. Judged by **215 international experts**, with support from the Cibus Buyer Programme, the competition celebrated excellence across multiple categories.

Winners:

- **Best Product:** Gluten-Free Pizza Base by Revolution Food
- **Best Packaging:** Maurino - Organic Extra Virgin Olive Oil by Scovaventi
- **Best Storytelling:** Burratina Cheese by La Latteria
- **Best Ingredient:** Fior di Latte Mozzarella, Slow Maturation by Sorì
- **Most Innovative:** Water-Based Black Forest Gateaux Gelato by Ariela's Gelato





The show also hosted the **European Pizza Chef Competition**, judged by world-renowned pizza chefs including **Daide Civitiello, Antonio Falco, Errico Porzio, Peppe Cutraro, Michele Pascarella** and **Alberto Buonocore**.

Winners:

- **Traditional Neapolitan Pizza:** Elio Barbone, Pizzeria Pellone, England
- **Contemporary Pizza:** Wojciech Madys, Neapolska Pizzeria, Poland

In addition, the prestigious **50 Top World Artisan Pizza Chains**, organised by **50 Top Pizza** during the final day of the show, awarded the title to the Spanish group **Grosso Napoletano**.

"The European Pizza Show in London exceeded all expectations, welcoming nearly 10,000 attendees over two days, including visitors from 34 countries outside the UK. We are proud to be the hub for the global pizza sector, bringing together both leading international brands and emerging innovators. The overwhelmingly positive feedback reaffirms the industry's trust in our event as a platform for building meaningful connections and driving growth", said Aldo Mazzocco, CEO of Bellavita Expo.

The European Pizza Show looks forward to welcoming the global pizza community back in 2025 for another exceptional event.

For Press Office Enquiries: info@bellavita.com

About European Pizza Show

The European Pizza Show is the leading trade show dedicated to the pizza industry in Europe, organised by Bellavita Expo Ltd, a partner of Fiere di Parma (Cibus - TuttoFood Milano).

