

Trade fair for
premium food & drinks

TAVOLA

15-16-17 March 2026
Kortrijk Xpo (Belgium)



**TAVOLA
2026**



INTRODUCTION

TAVOLA

Trade fair for premium food & drinks
Location: Kortrijk Xpo, Belgium

IN NUMBERS edition 2024

1st edition
1982

every
2 years

3
days

455 exhibitors
(selected)

15 746 visitors
(professionals only)



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BELGIUM: CENTRAL LOCATION

SITUATED IN THE HEART OF EUROPE

Kortrijk: situated next to the motorway
E17 Antwerp-Ghent-Kortrijk-Lille (FR)

Kortrijk is very easy to reach and is located at only:

- 1 hour from Brussels (80 km.)
- 2 ½ hours from Paris, France (225 km.)
- 2 ½ hours from Amsterdam, the Netherlands (200 km.)
- 3 hours from Cologne, Germany (260 km.)

(travelling time by car)



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2026**

BELGIUM

AN INTERESTING MARKET

Belgium = test market

Often used by foreign manufacturers of food products as a test market for the launch of these products in Europe

A small country, where all the different European cultures are present:

- Brussels = the European capital
- Flanders ~ Germanic ~ Northern European market
- Wallonia ~ Romanic ~ Southern European market

Belgium = held in high regard with regards to culinary matters

Gastronomy in Belgium = top quality

A country of gourmands → a fastidious market when it comes to quality, taste, packaging

Belgian consumers are interested in international food, both in retail as well as with regards to gastronomy

Belgian consumers are willing to pay more for quality products → interesting margins for manufacturers / suppliers



**TAVOLA
2026**

PREMIUM FOOD & DRINKS

Only producers, distributors & importers of
high quality food & drinks

CAREFULLY SELECTED EXHIBITORS

- confectionery, bread and cakes
- dairy products
- delicatessen products and specialties
- drinks (alcoholic and non-alcoholic), coffee and tea
- dry foods
- herbs, oil, sauces, dressings
- fish and shellfish
- frozen food products
- meat, cured meats, poultry and game
- potato products, vegetables and fruit
- ready meals and catering products
- vegan products
- vegetarian products
- allergen-free/gluten-free/free from foods
- ethnic foods
- functional foods
- halal and kosher foods
- local and regional products
- novel foods
- organic and sustainable food products
- private brands
- seasonal products

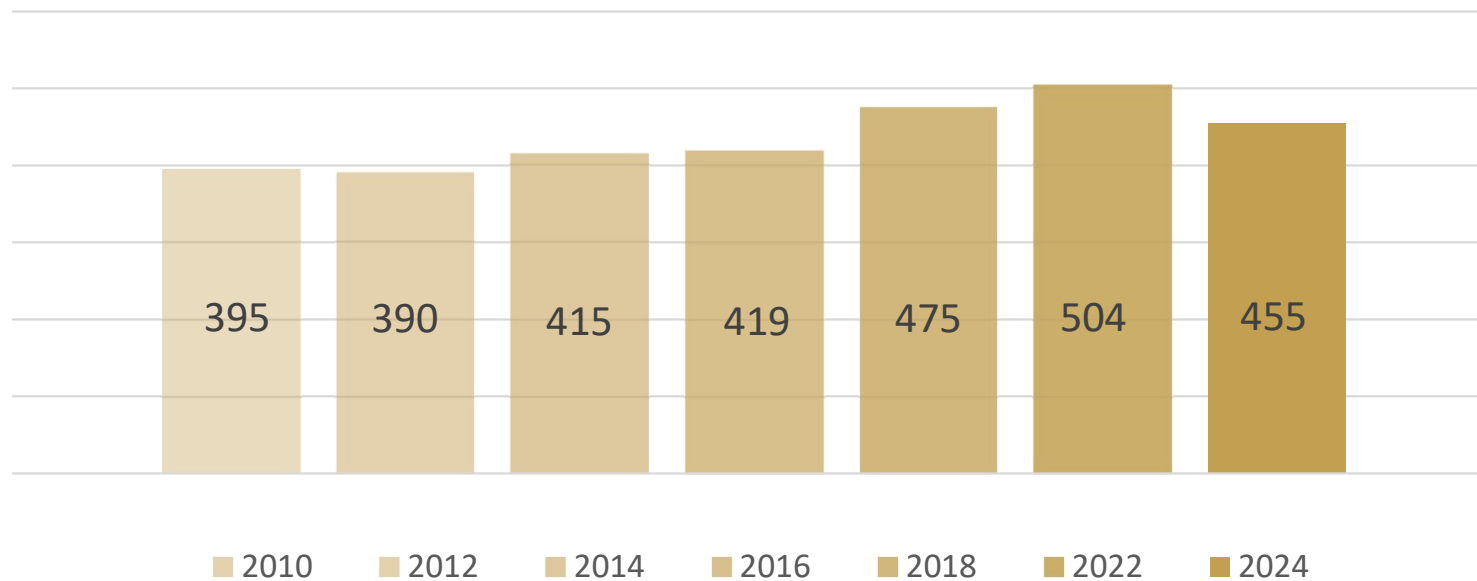


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PREMIUM FOOD & DRINKS

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high quality food & drinks

SELECTED EXHIBITORS

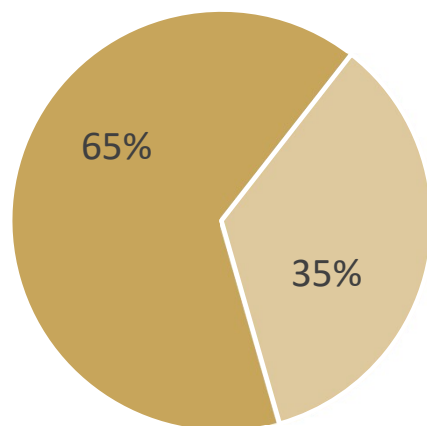


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PREMIUM FOOD & DRINKS

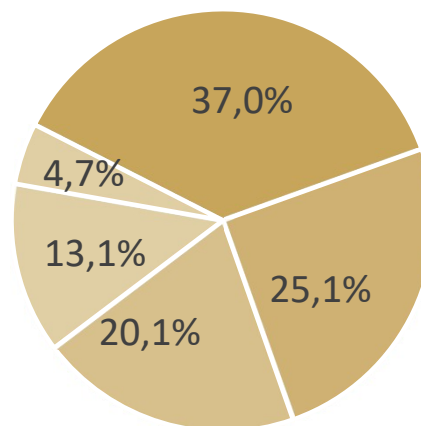
DETERMINES THE SPECIAL APPEAL & THE IMAGE OF TAVOLA

Numbers Tavola 2024



■ Belgium ■ abroad

From 17 countries



■ 6-9m² ■ 10-19m² ■ 20-39m² ■ 40-99m² ■ 100m² & +

Market leaders & small artisan producers:
a unique mix, reflected in
the stand area per exhibitor

ApaqW (Wallonië) |
Export Partner Nederland |
Business France |
British Embassy |
Embassy of India |
Amazing Indonesia

Regional, country &
thematic pavilions



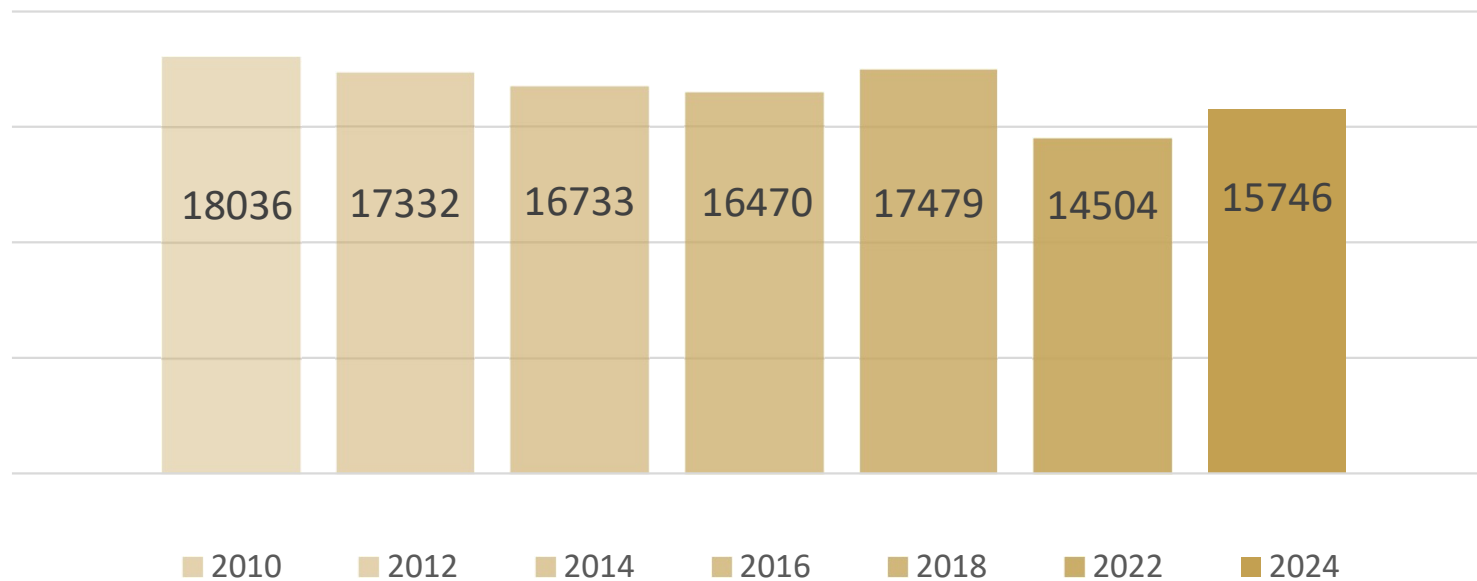
**TAVOLA
2026**

Satisfaction score exhibitors 2024: 82,09%

VISITORS: PROFESSIONALS ONLY

Only for (professional) purchasers, managers & decision makers

THE MEETING PLACE FOR FINE FOOD PROFESSIONALS



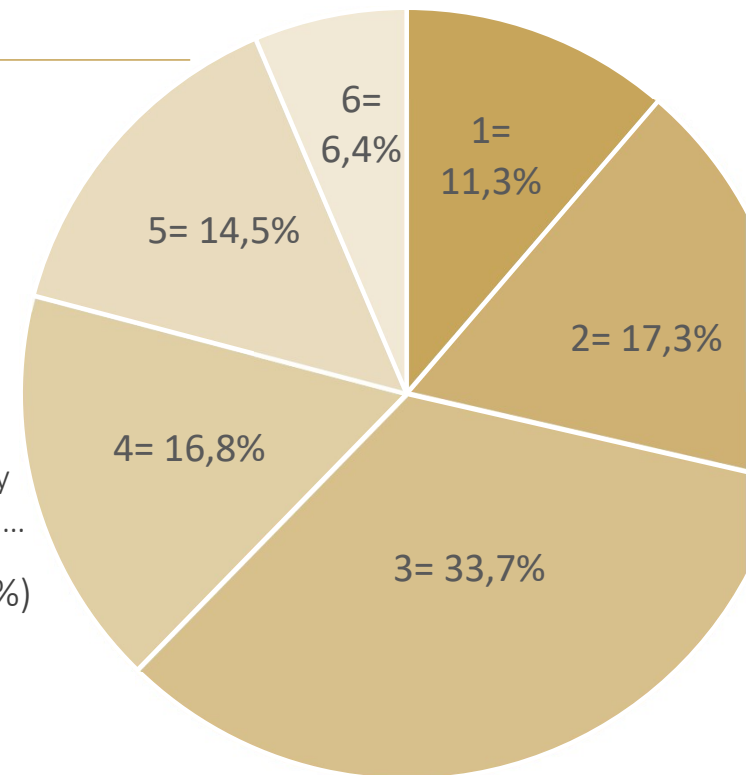
**TAVOLA
2026**

VISITORS: PROFESSIONALS ONLY

Only for (professional) purchasers, managers & decision makers

PROFILE

1. retail distribution: purchasing centers, hypermarkets & supermarkets (11.3%)
2. wholesalers for retail/catering, import/export companies (17.3%)
3. mini markets & speciality stores (33.7%)
delicatessen stores, butchers, caterers, dairies, mini markets, fishmongers, greengrocers, drinks merchants, chocolate/confectionery stores, patisseries/bakers/sandwich shops, itinerant trade, webshops, ...
4. catering companies/commercial kitchens, restaurants (16.8%)
5. producers (14.5%)
6. other (6.4%):



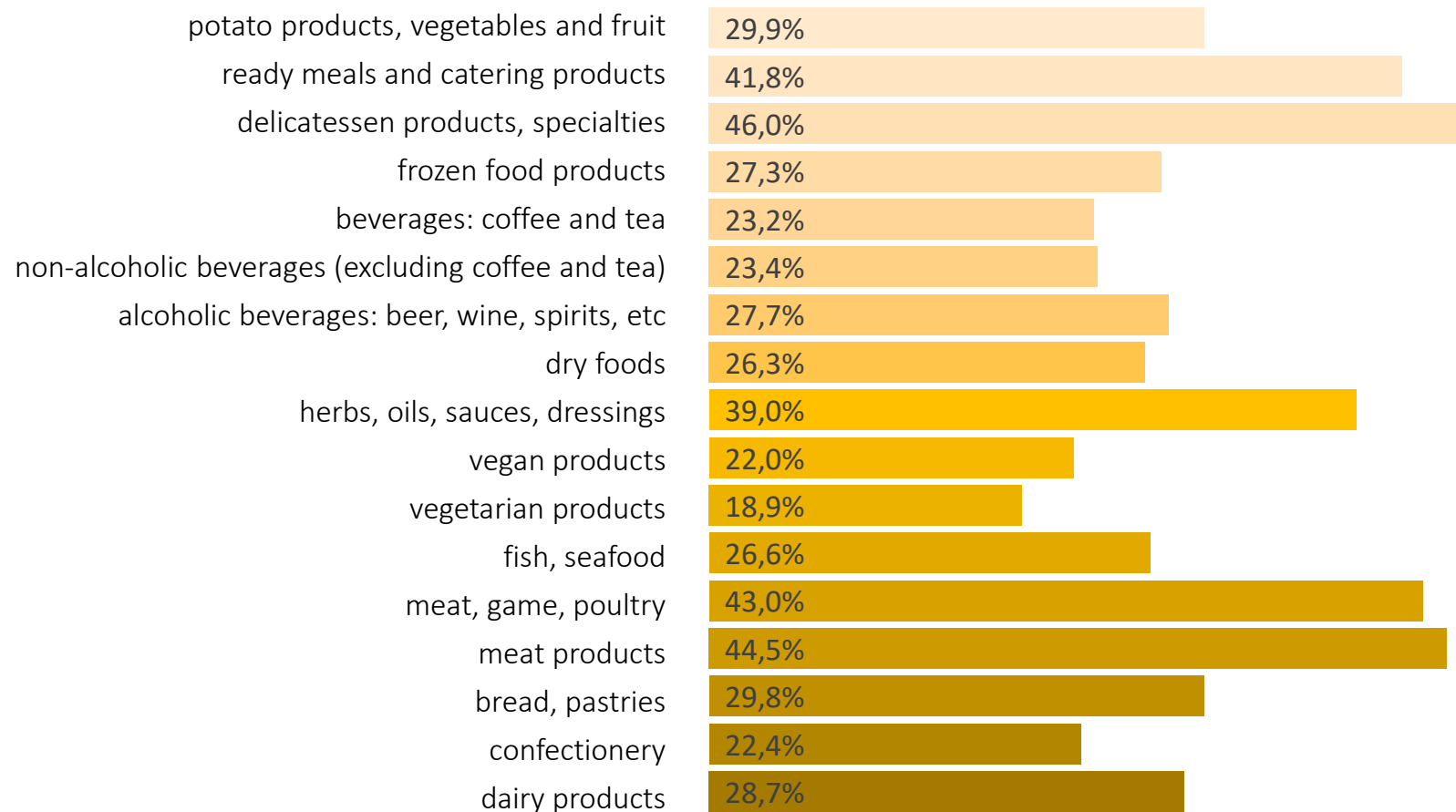
Numbers Tavola 2024



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2026**

VISITORS: PROFESSIONALS ONLY

INTERESTS



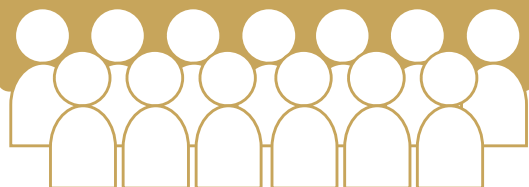
**TAVOLA
2026**

VISITORS

PROFESSIONAL & INTERNATIONAL

Numbers Tavola 2024

15 746 visitors



International:
visitors from 29 countries
(15.3% from abroad)

Strong professional
character

Satisfied visitors:
86.44%



**TAVOLA
2026**

ONLY PROFESSIONAL CONTACTS WITH
POTENTIAL BUYERS

MISSION

Tavola wants to be
a unique and tasteful meeting point
where only the best foods & drinks are
presented to a professional audience
with the aim of finding the appropriate channel
to successfully market their products.



**TAVOLA
2026**

CORE VALUES

QUALITY IS A PRIORITY

Strictly selected exhibitors and products

TASTY FROM START TO FINISH

High level of the trade show reflects in the experience, communication, ...

INSPIRATION BY INNOVATION

Retailers visit to discover



**TAVOLA
2026**

COMMUNICATION

QUALITY COMMUNICATION & PROMOTION

Promotional material
for exhibitors

- free of charge -

invitations print & digital,
banners, logo, code for free
online registration to invite
customers, ...

Campaigns

with FIT, AWEX,
hub.brussels, ...

Professional media
magazines, newsletters, websites
20+ titels

in Belgium, the Netherlands, France and
the United Kingdom

Extensive social media campaign

LinkedIn, Facebook, Instagram

Website

3 languages

Press

conference

Direct mailing

50 000+ addresses

Gold Card

especially for buyers
of large volumes

Emailing

50 000 addresses + dedicated
newsletters professional media



CONSISTENT, TARGETED AND HIGH-END
EVENT COMMUNICATION



**TAVOLA
2026**

EXPERIENCE

FOCUS ON INSPIRATION



- Visitors know there is always something new to be discovered on Tavola
- Attractive presentation of quality products, specialties & delicatessen
- Bringing a community together and stimulating quality contacts



**TAVOLA
2026**

EXCEPTIONAL PRODUCT EXPERIENCE

PROGRAMME 2024



GOLDEN TAVOLA: INNOVATIONS!

GOLDEN TAVOLA AWARDS



= rewards the best new products (with strong commercial potential) of the trade show

- categories Fine Foods: Self Service – Traditional Service – Delicatessens – Foodservice
- professional jury of purchasers ; 2 rounds
- public award: awarded based on voting by visitors during Tavola
- on the exhibition floor:
 - » gallery with the selected products
 - » tasting of the winning and nominated products

117
Participants

63
selected for
the 2nd round

4 winners
8 nominees
1 public award



**TAVOLA
2026**

GOLDEN TAVOLA: INNOVATIONS!

GOLDEN TAVOLA AWARDS 2024

Winners Golden Tavola 2024,
selected by the professional jury



Winner Public Award
Golden Tavola 2024:



A MAJOR CROWD PULLER OF GREAT VALUE
FOR PARTICIPANTS, VISITORS & PRESS



TAVOLA
2026

STAND E.E.N. AGRIFOOD SG

All prices excl. VAT

FULL SERVICE

- **Counter for E.E.N.**
- **6 booth spaces with interchangeable name board**
- **Networking seating area**
- **Seminar 'Doing business in Belgium'**



**TAVOLA
2026**

TAVOLA

AN INTERESTING OPPORTUNITY

For your clients
to present their high quality food products to
this interesting market and to connect directly with buyers

For Booths at the E.E.N. stand can be booked per timeslot (very flexible!)

3 fair days × 2 timeslots per day

10:00 – 14:00

14:00 – 18:00

Price per timeslot: €595

Direct invoicing from Kortrijk Xpo to your client



**TAVOLA
2026**

OTHER FORMULAS & RATES

All prices excl. VAT

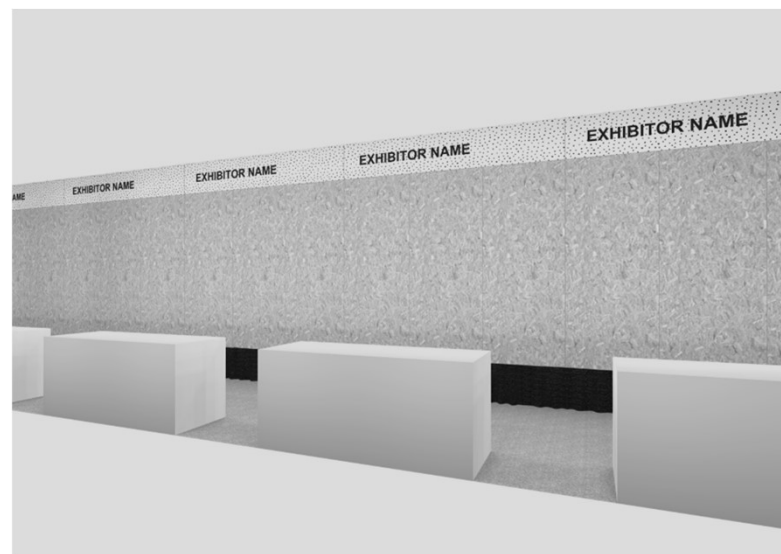
FULL SERVICE

Market stand: € 1 995.00



only for companies with small-scale production of traditional, original and high-qualitative products.
max. 1 per company ; max. 1 edition

Concept stand: € 2 895.00



only for companies with small-scale production of traditional, original and high-qualitative products.
max. 1 per company



**TAVOLA
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EXHIBIT? DIFFERENT FORMULAS

THE BEST MATCH FOR YOUR NEEDS?

SPACE ONLY

book your stand (from 8m²)
+ design and furnishing
of your stand if you wish

FULL-SERVICE

for small artisan producers with
a limited assortment only:
a Market stand
or the all-in Concept formula

SHARE A PAVILION

would you like to join
a group stand from
your region or country?
Contact us!



**TAVOLA
2026**

FORMULAS & RATES

All prices excl. VAT

SPACE ONLY: STAND AREA

Renting price of bare floor stand area: € 155.00/m²

Boost your visibility:

Connect Essential: € 600.00 (name listing in the show guide ; 1 lead scan app ; 3 exhibitor's badges per 16m² ; 3 garbage bags ; 1 parking ticket a day construction-fair-dismantling ; promotional material with invitation cards, etc. ; use of the visitors' registration system

upgrades available to increase your visibility onsite and/or online:

Connect More € 1 250.00 – Connect Pro € 2 250.00 – Connect Ultimate € 4 950.00

(see portal or further at 'extra promo' for additional information)

Extra open sides & multi-storey stand

- Supplement 2 open sides: € 200.00
- Supplement 3 open sides: € 300.00
- Supplement 4 open sides: € 500.00
- Supplement two- storey stand: € 750.00

Please note: only a maximum of 60% of each open side may be obstructed.

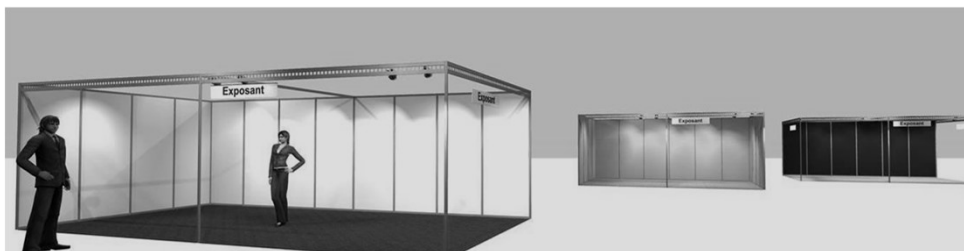


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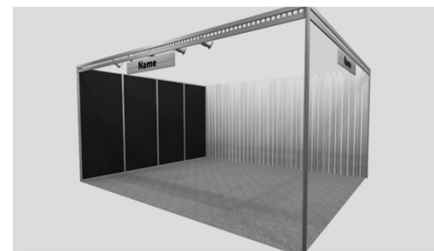
FORMULAS & RATES

All prices excl. VAT

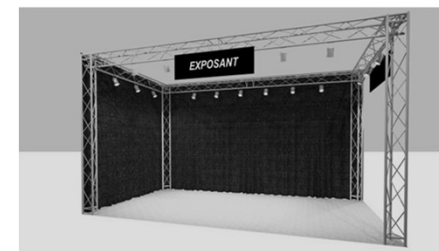
SPACE ONLY: SHELL SCHEME STAND



Casa H2.50m: € 40.00/m²



Green H2,5m: € 58.00/m²



Truss



Wood H2.5m: € 78.00/m²

Wood H3.0m: € 84.00/m²



Matrix H2,5m: € 49.00/m²

structure H4.5m:

≤ 40m²: € 60.00/m²

> 40m² & ≤ 80m²: € 39.00/m²

> 80m² & ≤ 120m²: € 33.00/m²

> 120m²: € 26.00/m²

black cloth H4.5m:

€ 21.50/running meter

name plate: € 112.50/piece



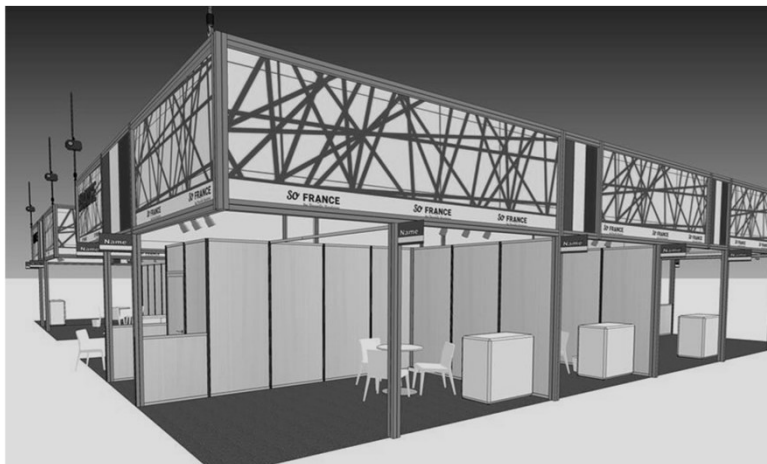
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2026**

FORMULAS & RATES

All prices excl. VAT

FULL SERVICE

Participating in a country, region or theme pavilion?



Let us connect you with the organizers of the pavilion that may be applicable to you.
Contact us at sales.tavola@kortrijkxpo.com



**TAVOLA
2026**

BOOST YOUR VISIBILITY: PACKAGES

	ESSENTIAL	MORE	PRO	ULTIMATE
EVENT SERVICES				
3 exhibitor badges per 16m ²	✓	✓	✓	✓
1 red, 1 blue en 1 green garbage bag (mixed, PMD and food waste)	✓	✓	✓	✓
1 parking ticket per day (building day, fairdays, clearing day)	✓	✓	✓	✓
Basic WiFi	✓	✓	✓	✓
LEAD GENERATION				
Use of the registration platform and promotional material to invite your network	✓	✓	✓	✓
Check in advance which of your invited guests will visit the fair	✓	✓	✓	✓
Lead scan app: smartphone application to scan visitors' badges (with contact details + profile)	1	2	5	20
ONLINE VISIBILITY (YEAR ROUND)				
Inclusion in the exhibitor list	✓	✓	✓	✓
Company profile with logo	✓	✓	✓	✓
Highlight products online	5	10	15	20
Logo at the top of the exhibitor list	✗	✗	✓	✓
Logo on homepage	✗	✗	✓	✓
Upload video & catalogue to your online profile	✗	✓	✓	✓
ONSITE VISIBILITY (DURING THE EVENT)				
Logo on the fair plan in the corridors	✗	✓	✓	✓
Logo on the fair plan in the fair guide	✗	✓	✓	✓
Logo on the visitors' badges	✗	✗	✓	✓
Logo on the cover of the fair guide	✗	✗	✗	✓
Logo on TV screens in Rambla/transit entrance hall	✗	✗	✓	✓
Personalised visual at the entrance of Rambla South + North	✗	✗	✗	✓
Discount on a selection of extra promotional products (lanyards, posters for toilet blocks)	✗	-10%	-15%	-20%
VISIBILITY IN THE EVENT MARKETING CAMPAIGN				
Advertorial (photo + tekst) in pre-event newsletter	✗	✗	✓	✓
Logo in the registration confirmation email of the visitor	✗	✗	✓	✓
Social media post	✗	✗	1	2
GOUDEN TAVOLA				
Reduction on Gouden Tavola participation (value: 300 EUR)	✗	-10%	-25%	-50%
	600 EUR	1250 EUR	2250 EUR	4950 EUR
			possible for exhibitors with stand area from 30m ²	possible for exhibitors with stand area from 50m ²



**TAVOLA
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EXTRA PROMO

All prices excl. VAT

FOR EXTRA VISIBILITY



Lead scanning app :
€ 95



Lanyards:
€ 2 500



Billboard 12x3m on parking:
€ 1 500



Billboard 16x4m on hall 4:
€ 2 950



Posters in toilet blocks:
€ 1 750



A creative idea of your own?
Contact us!



**TAVOLA
2026**

A TRADE FAIR WITH NO EQUAL

- Only for premium products: fine foods and drinks, presenting the best of the best
- Addresses the right audience
- Receiving high satisfaction rates of visitors and exhibitors
- Tavola is known for being one of the most beautiful and most qualitative food trade fairs in Europe
- A strong reputation thanks to the efforts of the exhibitors, visitors and partners



**TAVOLA
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UPCOMING EDITION

TAVOLA 2026

15-16-17 March 2026 - Kortrijk Xpo (Belgium)

www.tavola-xpo.be



www.facebook.com/tavola.xpo

www.linkedin.com/showcase/tavola-xpo

www.instagram.com/tavola_xpo

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