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European Pizza Show 2025, A Record-Breaking Edition in London

London, 27 November 2025 – The 2025 edition of the European Pizza Show has concluded with outstanding results, reaffirming its status as the leading international trade event dedicated to the pizza industry and the wider HoReCa sector. Organised by **Bellavita Expo** in partnership with **TuttoFood Milano** and **Cibus Parma**, the event once again proved to be an essential hub for professional networking and industry development.

Held on **26-27 November 2025**, Excel London was transformed into a one-of-a-kind meeting point, attracting more than **10,000 qualified attendees from 43 countries**. Among them were key decision-makers from major restaurant and pizzeria chains, independent restaurateurs, importers, distributors, speciality store owners, retail buyers and category managers, chefs and influential figures from the European gastronomic landscape. The event was also honoured by the presence of the Italian Ambassador to the United Kingdom, Inigo Lambertini.

More than **300 exhibiting brands** took part, representing food and beverage, services, ovens, equipment and technology. Notably, the show saw a 75% increase in tech companies, confirming the strong upward trend in HoReCa digitalisation – from intelligent delivery systems and software-assisted front-of-house management to applications powered by artificial intelligence.

As every year, leading players from the food and beverage sector played a central role, including top producers of flour, dairy and tomato preserves, alongside pasta makers and cured meat specialists. Considerable attention was drawn to the **Sicilian Pavilion**, which showcased 15 companies, and the **Molise Pavilion**, representing 10 companies. Both regions brought a curated selection of regional excellence – from Sicilian pastries such as Modica chocolate, cannoli and artisanal panettoni to Molise's organic olive oils and wines – true ambassadors of their local agri-food heritage.

The event also delivered entertainment and competition. The European Pizza Chef Competition saw 42 up-and-coming pizzaioli compete in a thrilling challenge, awarding **Vincenzo Abbate** of Fresco (London) in the Traditional Neapolitan category, and **Nicola Falanga** of Biga (Brussels) in the Contemporary category. Additionally, the prestigious ceremony honouring the 50 best artisan pizza chains – organised by **50 Top Pizza** – crowned **L'Antica Pizzeria Da Michele** as the overall winner.





A major contribution came from the **Incoming Buyer Programme** supported by the **ITA London Office**, the event's institutional partner. The programme hosted over 100 buyers from across Europe and facilitated the **Bellavita Awards**, celebrating excellence in Italian food and beverage. Among this year's winners were **Cirulli** (overall winner) for its extra virgin olive oil; **Trespaldum** from Molise for its innovative oil packaging; **Cental Formaggi** from Sardinia for its pesto-flavoured canestrato; **Delumè** for its innovative edible customisable wafers used to garnish dishes; and the historic **Mazzetti d'Altavilla**, representing Italy's distinguished liqueur-making tradition.

The European Pizza Forum also drew great interest, bringing together over **30 high-profile speakers** from across Europe. Topics included the future of foodservice, the evolution of delivery, pizza-and-wine pairing trends, shifting consumer habits, and new models for talent development and investment. The talks were organised in collaboration with another key event partner: **Pizza, Pasta & Italian Food Magazine**.

"European Pizza Show 2025 has been our most successful edition yet. It's not just the numbers that prove it, but also the relationships forged and the business opportunities unlocked," said **Aldo Mazzocco, CEO of Bellavita Expo**. "The event has now become an unmissable appointment for European and international industry professionals, and it will continue to grow."

The next edition will return to Excel London on **18-19 November 2026**, with the aim of surpassing this year's achievements and further strengthening its role as a global reference point for the pizza and HoReCa industry.

For further information:

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About European Pizza Show

The European Pizza Show is Europe's leading professional trade event dedicated to the pizza industry, organised by Bellavita Expo Ltd, a partner of the Fiere di Parma group (Cibus – TuttoFood Milano).

