

## **F4F – Expo FoodTech 2025 leads the food revolution through innovation in beverages, new ingredients, and R&D**

**From 13 to 15 May at the BEC in Bilbao, the vertical forums of the Beverage Industry, New Ingredients and R&D will address the major challenges facing the food sector, focusing on sustainability, digitalisation and technological innovation**

**Representatives from companies such as EROSKI, Danone, Hijos de Rivera, Familia Torres, Kaiku, COVAP, Gourmey and Blue Nalu will share the keys to the food of the future at Food 4 Future - Expo FoodTech 2025**

**Madrid, April 30, 2025** – The food industry is going through a time of profound change, driven by current environmental challenges, new consumption habits and the need for more sustainable and efficient production models. In this scenario, innovation in beverages, new ingredients and Research and Development (R&D) plays a decisive role in responding to these challenges and moving towards healthier, more responsible and future-proof food.

Against this backdrop of transformation, [\*\*F4F – Expo FoodTech 2025\*\*](#), the technology fair for the food industry that will take place **from 13 to 15 May at the BEC in Bilbao**, will focus on how innovation in beverages, the development of new ingredients and applied research are redefining the future of the sector. More than 8,000 professionals from the entire food value chain will gather at the event, where they will discover the most cutting-edge solutions in foodtech, robotics, automation, processing and packaging machinery, food safety and science applied to food production. All of this will be presented by more than 250 leading firms such as **Agrobank, AZTI, Basque Food Cluster, Christeyns, CNTA, Cocuus, Eurecat, Ibernova, IFR, Leitat, Tecnia** and **Basque Culinary Center**, among others.

Over the course of three days, **more than 320 national and international experts** will take part in the [\*\*Food 4 Future World Summit\*\*](#), the largest European congress on food innovation, where they will share digital transformation strategies, success stories, and the latest trends in food production and consumption. Among the influential voices attending the summit are **Javier Dueñas**, CEO of **Campofrío**; **Carmen Guelbenzu**, Food Commercial Director at **EROSKI**; **Suelen Tracastro de Souza**, Head of Health Affairs at **Danone**; **Isabel Sánchez**, CEO of **Delaviuda**; **Asunción Eguren**, CEO of **Bodegas Eguren Ugarte**; and **Joan Mir**, General Director of **Anecoop**.

### **Drinks of the future: functionality, sustainability, and new consumption habits**

The major food technology fair will shine a spotlight on the dynamic non-alcoholic beverage sector, a booming market where innovation is key to responding to emerging consumption trends, healthier preferences, and sustainability demands. Experts such as **Laura Aranda**, Business and Innovation Manager for Waters at **Danone**; **Francisco Álvarez**, Innovation Manager in Water and Non-Alcoholic Beverages at **Hijos de Rivera**; and **Montserrat Rosell**, Oenologist at **Familia Torres**, will share their insights on how brands are transforming their portfolios by developing products that combine quality, functionality, and environmental commitment.

Sustainability will be one of the core themes of the Beverages Industry Summit, especially the transition toward zero-emission industries. **Cristina Rodríguez**, Head of Sustainability at **EROSKI**,

will highlight the main challenges the sector faces in this transition—from maintaining quality and competitiveness to adapting to new regulations and gaining the support of an increasingly informed consumer.

A similar commitment to sustainability and resilience can be seen in the dairy sector, where collaboration is key to achieving the Sustainable Development Goals (SDGs). This will be addressed by representatives from leading companies and cooperatives, such as **Naroa Sarasua**, Head of Sustainability at **Kaiku Cooperative**; **Ana Alicia Bolívar**, Head of Sustainability at **COVAP**; and **Rubén Hidalgo**, Director of **Capsa Vida**, who will emphasize sector-wide partnerships as a key tool for driving more responsible production and consumption practices.

### **New ingredients and alternative proteins: innovation for more sustainable nutrition**

In parallel, the challenge of ensuring access to sustainable protein for a growing global population will open the floor for debate on new alternative sources. **Anna Handschuh**, Head of Global Public Affairs & Impact at **Gourmey**; **Lou Cooperhouse**, Founder, President and CEO of **Blue Nalu**; and **Laura Pedrós**, Business Development Specialist at **LevProt**, will explore innovative sources that can be integrated into food products to meet consumer needs and market trends—new ways to deliver nutritious solutions with a lower environmental footprint.

The future of food also hinges on the development of next-generation ingredients capable of improving the nutritional profile, functionality, and sustainability of foods. Experts from Tecalia, Leitat, and the **National Center for Food Technology and Safety (CNTA)** will present the latest research and technological advances driving this invisible yet essential revolution aimed at satisfying an increasingly informed consumer. Meanwhile, representatives from **Clusaga**, **Mediterranean Algae**, and **Poseidona** will highlight how advanced processing and preservation techniques are reshaping the rules of the game in the food industry.

### **Personalization, technology, and climate change: keys to the new food R&D**

Personalization and functionality are also gaining ground in food design, thanks to cutting-edge technologies such as 3D printing, omics sciences, and new sustainable extraction techniques. **Alvar Gràcia**, Senior Researcher at **Leitat**; **Javier Campi3n**, Coordinator of the Health and Gastronomy Area at the **GOe Tech Center of the Basque Culinary Center**; and **Leyre Urtasun Del Castillo**, Head of Product Development in the R&D Department at **CNTA**, will analyze how these advances allow for the creation of products tailored to the specific needs of different population groups—children, the elderly, athletes—opening new paths for more precise, healthy, and sustainable nutrition.

The R&D Directors Summit at Expo FoodTech 2025 will also address one of the most pressing global challenges: the impact of climate change on food security. Experts from the **Basque Centre for Climate Change (BC3)**, international representatives of the **Association Climatologique de la Moyenne-Garonne et du Sud-Ouest (ACMG)**, as well as from the **University of the Basque Country (UPV)** and the **Basque Institute for Agricultural Research and Development (Neiker)**, will delve into emerging risks for agriculture, livestock, and fisheries, and the urgent need to design adaptation strategies to ensure the future availability and quality of food.



**About Food 4 Future – Expo Foodtech** (May 13th-15th, 2025, BEC-Bilbao, Spain): is the innovation event for professionals from the entire food industry value chain. For three days, F4F - Expo Foodtech will bring together, at Bilbao Exhibition Centre (BEC), more than 8,000 food industry professionals and 250 exhibiting firms to present the latest solutions in foodtech, robotics and automation, processing and packaging machinery for the different segments of the food industry, as well as food safety and food science. In addition, it will host the Food 4 Future World Summit, the largest European congress in which to discover the latest trends, success stories and tools to transform the food and beverage industry from more than 450 international experts. F4F - Expo Foodtech is organized by NEBEXT and AZTI. This year, F4F - Expo Foodtech 2025 will be held simultaneously with [Pick&Pack for Food Industry](#), the only event in Spain specialized in packaging and logistics solutions for the food industry.

**About Pick&Pack for Food Industry** (May 13-15, 2025 | Bilbao Exhibition Centre): is an event organized by [NEBEXT](#), a company specialized in professional events focused on innovation and technology transfer, such as [HIP](#), [Digital Enterprise Show](#), [Rebuild](#), [Tourism Innovation Summit](#) or [Advanced Factories](#). Pick&Pack is a boutique innovation event for industrial leaders and SMEs in the food industry looking for solutions in logistics, intralogistics and packaging. As part of the summit, the Packaging & Logistics 4.0 Congress, dedicated to packaging, will be held. Pick & Pack 2025 will be held simultaneously with F4F - Expo Foodtech, the international innovation event for the food and beverage industry.