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Brazil

HRI Foodservice Sector

Brazilian Hotel, Restaurant and Institutional Industry

2005

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Report Highlights:
The Brazilian hotel, restaurant and institutional foodservice sector (HRI) has been growing steadily. The Brazilian food processing industry has been increasingly attentive to sector needs, creating new and specialized marketing divisions for HRI buyers. Many U.S. exporters have an opportunity to take advantage of the low value of the dollar vis-à-vis the Euro to introduce new products.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Sao Paulo [BR3]
[BR]

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I. MARKET SUMMARY

The Government of Brazil (GOB) forecasts economic growth at 4 percent for 2005. The year 2004 saw the Brazilian economy expand by close to 5%. Brazil's President Luiz Inacio "Lula" da Silva, who took office in January 2003, has a very capable economic team whose policies have been a continuation of those of predecessor Fernando Henrique Cardoso's Administration. Brazilian exports reached a record $96.5 billion in 2004 and the trade surplus set a record at about $33 billion. At the same time, the inflation rate climbed to 7%, and a legacy of inequitable distribution of wealth continues to limit the percentage of Brazilian consumers who can afford to purchase value-added products on a regular basis. On the other hand, the Real gained in strength vis-à-vis the US Dollar in 2005, so for those who buy dollar-denominated goods, these imports have become more affordable.

Although prices are projected to increase in 2005, GOB is confident that inflation will remain under control and within expected limits. Economists predict the Central Bank will start cutting the benchmark lending interest rate (SELIC) in the coming months after inflation slows. Net exports will continue to contribute positively to growth, in addition to keeping the trade account in surplus.

As the following table shows, inflation has remained in check, the country continues to run a solid trade surplus and interest rates (though still high by international standards), have declined somewhat.

ECONOMIC INDICATORS

	2000	2001	2002	2003	2004	2005*	2006*
GDP Growth (%)	4.4	1.3	1.9	-0.2	4.9	4.0	3.5
Inflation-IPCA (%)	6.0	7.7	12.5	9.3	7.6	5.1	4.5
Interest Rate-Selic (%)	16.1	19.0	25.0	16.5	18.75	17.5	15.5
Total Exports (US$ billion)	55.0	58.2	60.4	73.1	96.5	112.0	130.0
Total Imports (US$ billion)	55.7	55.6	47.3	48.3	62.8	78.0	90.0
Trade Balance (US$ billion)	-0.7	2.6	13.1	24.8	33.7	34.0	40.0
Average Exchange Rate (R$/US$)	1.83	2.35	3.54	2.90	2.93	2.75	2.85

Source: Brazilian Institute of Geography and Statistics (IBGE), Brazilian Central Bank, Secretariat of Foreign Trade (SECEX), Getulio Vargas Foundation (FGV), Research Institute for Applied Economics (IPEA)
(1) IPCA is calculated by the Brazilian Institute of Geography and Statistics (IBGE). It is the Government of Brazil's target measure of inflation and measures price variation for products and services consumed by families with earnings from 1 to 40 minimum wage salaries in metropolitan areas of Porto Alegre, Belo Horizonte, Recife, Sao Paulo, Belem, Fortaleza, Salvador, Curitiba, Distrito Federal and Goiania.
(2) SELIC refers to the Brazilian Central Bank interest rate.
(*) Forecast

II. ROAD MAP FOR MARKET ENTRY

Brazil's foodservice sector has grown faster than overall GDP growth due to factors such as a growing demand for convenience, an increase in the share of women in the workplace, rising disposable income, increased urbanization, meal vouchers being provided to workers by employers, and a growing tourism industry. Currently, Brazilian consumers eat about one in five meals away from home.

The food processing industry in Brazil is expanding and developing new products and services in order to meet this growing demand, which will lead to opportunities for U.S. exporters of foodservice product inputs. Major food industry companies with foodservice division include:

- Sadia Food Service
- Nestle Food Service
- UBF Unilever Food Solution
- Perdigao Food Service
- Parmalat Food Service
- Junior Alimentos
- McCain
- Bunge Alimentos Food Service
- 3M Food Service
- Nutrimental
- Ajinomoto
- Bauducco
- Tetra Pack
- Aprimus
- Fast & Food
- GR S/A

Another significant factor driving the increase in foodservice sector sales is the rising demand for quick meals. Brazilians are experiencing an acceleration of their lifestyle and increasing time pressures. Additionally, fast food restaurants catering to middle-class families (who cannot afford to eat at more traditional sit-down restaurants) are contributing to growth in casual food consumption; especially in shopping malls that offer a variety of foodservice outlets that attract consumers interested in quick, relatively inexpensive meals in a safe environment.

Consumer foodservice is very competitive while legal and fiscal obstacles add a heavy burden to the cost of setting up a business. Credit is very limited and the cost of capital is very high. Due to these factors, restaurants are highly stratified, either premium or economical. The low-end usually is informally organized, serves low quality foods and many times is unhygienic. High-end establishments are high quality and service-oriented, but too expensive for the vast majority of population.

One noteworthy trend in metropolitan areas is growth in sales of fast food, especially consumed during lunchtime by office workers. In addition, trendy cafes are becoming popular among the urban upper-class.

Demand for healthy food in restaurants has been limited; however, there is a growing trend among more affluent consumers to select healthier menu choices.

According to the Brazilian Institute of Geography and Statistics (IBGE), Retail food expenditure still accounts for the largest share (77%) of total food expenditures by Brazilian households.

Consumer Expenditure on Food (R$ billion current prices)

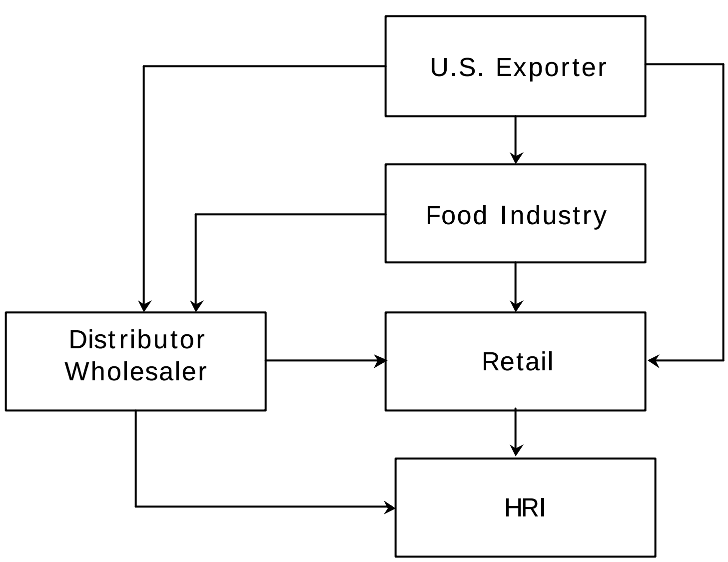
	Retail	Foodservice	TOTAL
1999	113,268.0	39,290.1	152,558.1
2000	132,390.0	46,406.5	178,796.5
2001	157,866.5	48,582.4	206,448.9
2002	168,127.8	49,699.8	217,827.6
2003	177,374.8	51,757.4	229,132.2

Source: IBGE

Advantages	Challenges
Effects of urbanization: reduction in leisure time, increase of women in the workforce	Effects of urbanization: uneven income distribution and crime in large urban areas keep consumers in their homes.
Consumer awareness of the importance of their leisure time	High administrative costs and taxes that lead to informal economy in foodservice
A lower number of people per household and more single-person households	Supermarket ready-to-eat meals
Domestic and international tourism leading to new eating habits	Chefs and HRI executives are more connected to European lifestyle
Favorable dollar exchange rate vis-à-vis Euro	U.S. products have a price disadvantage compared to domestic, MERCOSUL and many European products.
U.S. food products quality has a reliable status among Brazilian buyers.	U.S. exporters, when dealing with Brazilian buyers, should put extra effort to address cultural difference, which are often a barrier.
The Brazilian HRI industry is adopting the trend toward convenience products. Restaurants are turning their operations into assembly lines.	Lack of HRI sector awareness regarding U.S. products of potential interest.

A. Entry Strategy

U.S. exporters interested in exploring the HRI sector should develop an understanding of the market and contact local importers/distributors and wholesalers, as many Brazilian HRI companies purchase imported items from local intermediaries.



Importers/Distributors also supply wholesalers. According to the Brazilian Wholesaler Association (ABAD), top wholesaler in 2004 are:

Rank	Company	State	Sales (Mil R$)	Clients
1	Makro Atacadista S/A	Sao Paulo	3,420	1,097,842
2	Martins Com. E Ser. Distr. S/A	Minas Gerais	2,405	175,868
3	Arcom S/A	Minas Gerais	1,058	150,000
4	Tambasa	Minas Gerais	482	65,000
5	Zamboni Distribuidora Ltda.	Rio de Janeiro	417	10,627
6	Uniao Com. Imp. E Exp. Ltda.	Minas Gerais	326	55,100
7	Cerealista Maranhao Ltda.	Sao Paulo	319	12,753
8	Universe Distribuidora Ltda.	Minas Gerais	312	15,000
9	Santa Terezinha Distr. Prod. Ind.	Minas Gerais	311	21,000
10	Alimentos Zaeli Ltda.	Parana	300	50,000
11	Vila Nova	Minas Gerais	280	13,500
12	Cema – Central Mineira Atacadista	Minas Gerais	246	26,385
13	Pastificio Santa Amalia Ltda.	Minas Gerais	235	28,000
14	Mecantil Nova Eral Ltda.	Amazonas	230	5,230
15	Embrasil Empresa Bras. Dis. Ltda.	Minas Gerais	222	42,000
16	Pennacchi e Cia Ltda.	Parana	200	22,274
17	Carvalho e Fernandes Ltda.	Piaui	199	30,000
18	Distribuidora Coimbra Imp. Exp. Ltda.	Rondonia	197	15,226
19	Atacadao Est. Cer. Rio do Peixe	Paraiba	188	17,026

Source: Brazilian Wholesaler Association (ABAD)
Note: Average exchange rate in 2004 (R$/US$) is 2.93

U.S. exporters should look for opportunities to occupy niche markets. The growth in the HRI sector has led import companies to create specific divisions to assist the sector. Restaurants, snack shops, bakeries and pastry shops tend to buy imported products from local companies. Direct imports rarely occur in this sector as imports seldom reach the appropriate volume to justify such an operation. Nevertheless, executives from this sector frequently travel to the U.S. and Europe to investigate new trends. They are opinion leaders and can influence buying decision.

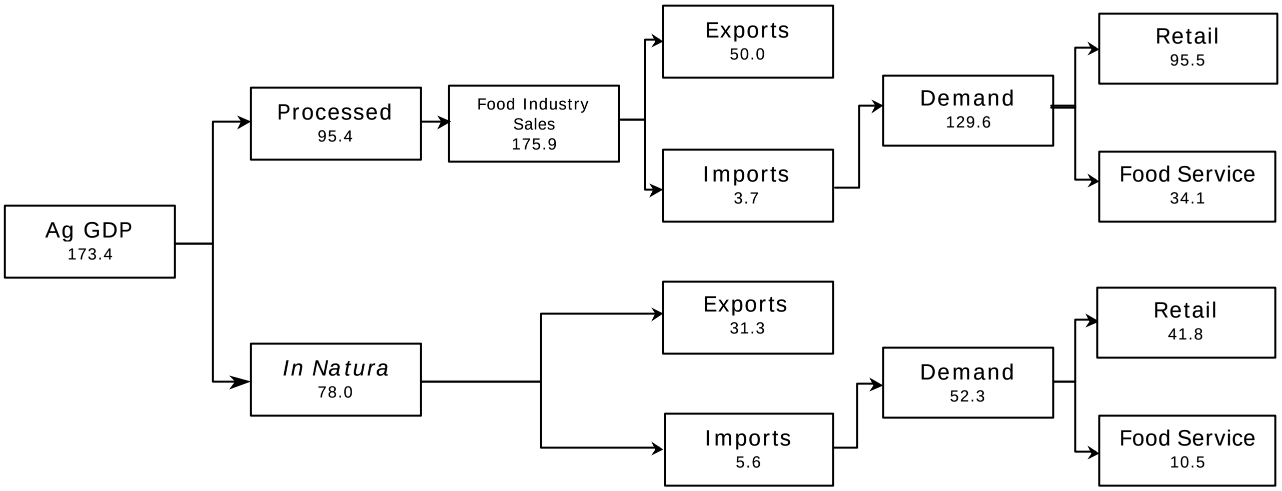
Fast food restaurants, industrial caterers and institutional foodservice can reach volumes to import directly. The major players are few. U.S. companies new to the market should consider establishing direct contact on a regular basis and participating in sector events and trade shows, which give visibility to the product and help initiate new business relationships. Hiring a local representative is often helpful. Success depends on a continuous relationship and customer service. In addition, U.S. companies can benefit from the structure local companies offer with logistics, port procedures and promotion.

B. Market Structure

According to the Brazilian Food Industry Association (ABIA), Food Service in Brazil accounts for R$34.1 billion (approximately US$11.6 billion) in 2004. If other *in natura* products are taken into consideration, the total reaches R$44.6 billion.

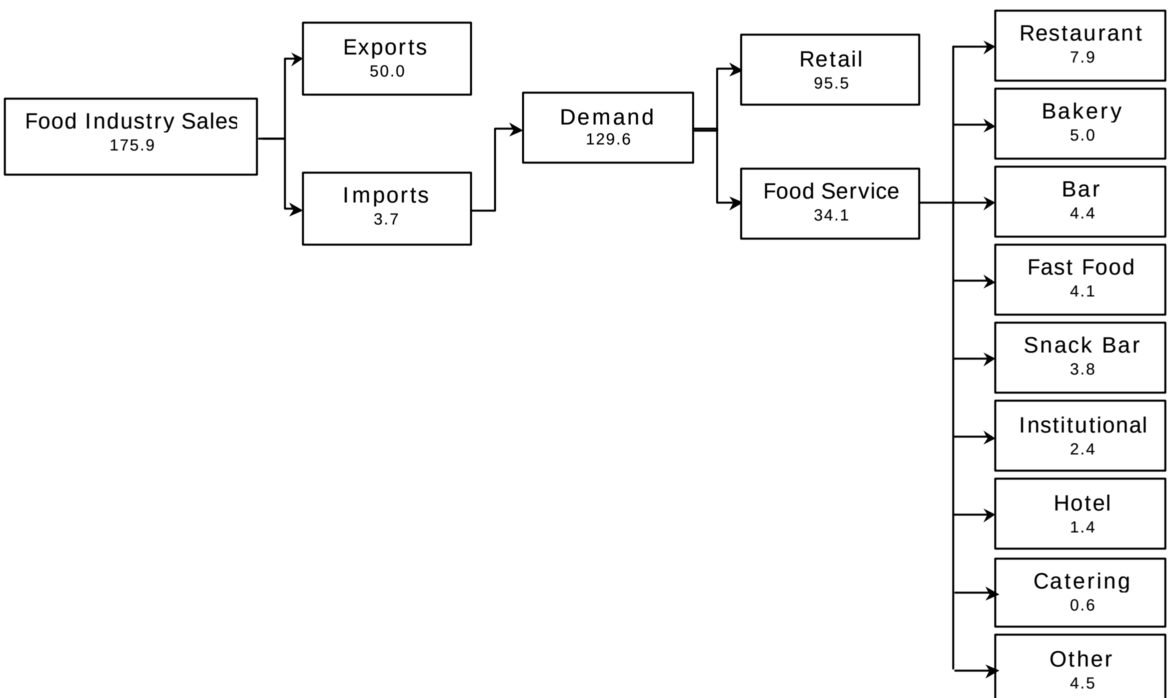
The following charts describe food distribution system in Brazil:

Food Distribution System in 2004 (R$ Billions)



Source: Brazilian Food Industry Association (ABIA)
Note: Average exchange rate in 2004 (R$/US$) is 2.93

Food Industry Sales by distribution Foodservice channels in 2004 (R$ billion)

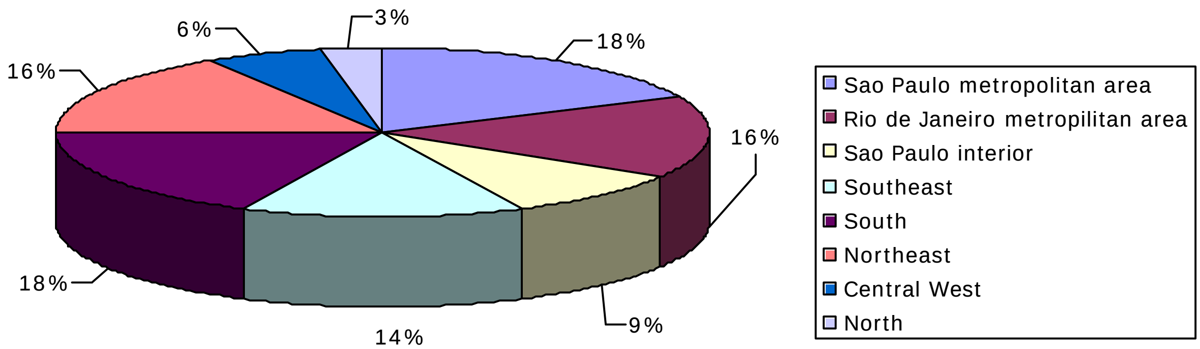


Source: Brazilian Food Industry Association (ABIA)
Note: Average exchange rate in 2004 (R$/US$) is 2.93

Governmental and Non Governmental Organization such as EMBRATUR (Brazilian Tourism Bureau), ABIA (Brazilian Food Industry Association), ABRESI (Brazilian Bar and Restaurant Association), ABERC (Brazilian Caterer and Institutional Association) and others have put significant efforts into defining the HRI industry. However, many Brazilian companies do not publicly share internal information or their revenues.

In addition, many establishments work within the informal economy. Most industry research dates from the mid-1990's. The Brazilian foodservice sector is still lacking consistent analysis to define its structure and size.

ABIA estimates regional distribution of foodservice sales in Brazil as follows:



C. Sub-Sector Profiles

Foodservice sales evolution by sub-sectors can be summarized in the tables:

Sales in Consumer Foodservice by Sub-Sector (R$ Million)

	2000	2001	2002	2003	2004
Cafés/bars	17,436.00	19,124.80	20,801.00	23,168.20	25,554.80
Restaurants	23,103.40	25,172.70	26,990.30	29,586.40	31,771.80
Fast food	12,226.10	13,446.50	14,474.00	15,952.40	17,800.90
Home delivery	87.40	101.20	114.90	139.30	188.70
Self-service cafeterias	1,091.00	1,277.00	1,421.70	1,635.20	1,972.50
Street stalls/kiosks	3,352.00	3,929.80	4,156.10	4,419.60	4,825.30
Total	57,295.90	63,052.00	67,958.10	74,901.20	82,114.00

Source: Euromonitor 2005
Note: Average exchange rate in 2004 (R$/US$) is 2.93, in 2003 is 2.9, in 2002 is 3.54, in 2001 2.35 and in 2000 is 1.83

# of outlets in Consumer Foodservice by Sub-Sector

	2000	2001	2002	2003	2004
Cafés/bars	158,862	162,070	168,071	163,973	168,013
Restaurants	65,019	65,364	66,420	63,099	63,839
Fast food	109,649	109,557	112,304	107,936	113,548
Home delivery	461	491	538	558	631
Self-service cafeterias	4,444	4,800	5,082	5,138	5,343
Street stalls/kiosks	203,582	220,012	225,734	230,495	244,270
Total	542,016	562,294	578,149	571,199	595,643

Source: Euromonitor 2005

Cafés / Bars

Coffee houses, as seen in other countries, are not significantly present in the Brazilian market, despite the fact that coffee is widely produced and consumed in Brazil. Two major coffee shop chains are Casa do Pao de Queijo and Fran's Café. Premium cafés are becoming popular in metropolitan areas such as Sao Paulo, Rio de Janeiro and Curitiba. These places emphasize the excellence of the coffee, modern but comfortable environment, and high quality of the snacks and pastries.

The Brazilian Association of Differentiated Bars and Restaurant (ABREDI) estimates that there are over 1.3 million outlets that sell liquor by the dose. Although within this figure, exporters must consider only premium bars, of which there are no more than 5,000 in Brazil.

Restaurants

Even though restaurants represent only 12% of the total establishments of the foodservice sector, this sub-sector accounts for 38.7% of the total sales. It represents the upper end of consumer foodservice in terms of price.

There is a wide range of cuisine available, Brazilian regional, European, Asian, pizza, meat (churrascarias), etc. The highest growth rate is among "kilo" [pay by the pound] restaurants, Asian, Middle Eastern and casual dining.

Fast food

In 2004, Fast food's share of foodservice sales remained steady at 21.7%. As with restaurants, a wide range of cuisine is offered.

Home delivery

Home delivery has boomed in the past years mainly in south and southeast region metropolitan area such as Sao Paulo, Rio de Janeiro, Curitiba, and Porto Alegre. Many restaurants and fast food establishments offer takeaway options to their customers.

D. Foodservice companies

Brand owner	Brand	outlets	sub-sector
McDonald's Corp	McDonald's	549	fast food
Petrobrás Distribuidora SA	BR Mania	334	convenience store
Vertbelo Ltda	Coco Express	307	kiosk
Cia Brasileira de Petróleo Ipiranga	AM/PM	302	convenience store
Koninklijke Shell Groep/Royal	Shell Select	302	convenience store
Casa do Pão de Queijo Ltda	Casa do Pao de Queijo	260	café
Exxon Mobil Corp	Stop & Shop	253	convenience store
Allied Domecq Plc	Dunkin' Donuts	181	fast food
Fast Food Corp	Bob's	178	fast food
ChevronTexaco Corp	Star Mart	132	convenience store
Restaurantes e Comercio de Produtos Alimenticios Ltda	Habib's	102	fast food

Brand owner	Brand	outlets	sub-sector
Fran's Brasil Ltda	Fran's Café	101	café
Sara Lee Corp	Café do Ponto	94	café
China in Box Ltda	China in Box	83	home delivery
Giraffa Ltda	Giraffa's	67	fast food
Pizzarias Mr Pizza Ltda	Mister Pizza	66	home delivery
Wilson Ltda	Mr Sheik	65	fast food
Pastelandia Ltda	Palstelandia	65	kiosk
Grão Expresso Com Ind Ltda	Café Pelé	63	café
Yum! Brands Inc	Pizza Hut	58	fast food
Água Doce Ltda	Água Doce Cachaçaria	46	bar
Rei do Mate Ltda	Rei do Mate	45	café
Fry Chicken Ltda	Fry Chicken	43	fast food
Over Dog Ltda	Over Dog	42	fast food
La Basque Alimentos Ltda	La Basque	38	fast food
Mr Pretzels do Brasil Ltda	Mr Pretzels	35	kiosk
McCafé	McDonald's Corp	35	fast food
Interplay Foods & Restaurants Ltda	All Parmigiana	34	fast food
AAP Franchising Ltda	Amor aos Pedacos	32	fast food
Pao de Circo Ltda	PizzaMille	32	fast food
Bonfiglioli, Grupo	Bon Grille	30	fast food
Baked Potato Ltda	Baked Potato	23	fast food
Spoleto Franchising Ltda	Spoleto	22	fast food
Uno e Due Ltda	Uno & Due	22	fast food
Great Food Ltda	Vivenda do Camarao	21	fast food
Jin Jin Ltda	Jin Jin	19	fast food
Pizza Já Franchising Ltda	Pizza Já	19	fast food
Casa da Empanada Ltda	Casa da Empanada	18	home delivery
Caramba Ind e Com de Sorvetes e Guloseimas Ltda	Caramba Sorvetes	18	fast food
Magic Nuts Ltda, The	Nutty Bavarian, The	18	kiosk
América Burgers Brasil Ltda	America	17	restaurant
Galeto's Ltda	Galeto's Grill & Pasta	17	restaurant
Viena Delicatessen Ltda	Viena Express	17	restaurant
Bigburger Ltda	Pastello	17	fast food
Trident Participacoes	Good Good	15	fast food
Brunella Confeitaria e Afins SA	Brunella	15	fast food
China in Box Ltda	Gendai	14	fast food
La Buca Romana Ltda	La Buca Romana	14	restaurant
Nono Miquele Ltda	Nono Miquele	14	restaurant
Expresso Pao de Queijo Ltda	Expresso Pao de Queijo	14	café
LFC Jet Chicken Alimentos Ltda	Jet Chicken	13	fast food
Serendip Ltda	Lig-Lig	12	home delivery
Viena Delicatessen Ltda	Viena Delicatessen	12	restaurant
Domino's Pizza Inc	Domino's Pizza	12	home delivery
Pastel & Amor Ltda	Pastel & Amor	11	fast food
P&C Cia	P&C	11	fast food
Pastel do Roberto Ltda	Pastel do Roberto	11	fast food
Outback Steakhouse Inc	Outback Steakhouse	10	restaurant
Martins & Costa SA	Ofner	10	fast food
Almanara Ltda	Almanara	9	restaurant
Freddissimo Gelateria Ltda	Freddissimo	9	fast food
Micheluccio Ltda	Micheluccio	8	restaurant
Pizzaria Mangabeiras Ltda	Pizzaria Mangabeiras	8	restaurant

Brand owner	Brand	outlets	sub-sector
Yamashita Comércio de Alimentos Ltda	Flying Sushi	8	fast food
Ligue Pizza 1 Ltda	Ligue Pizza 1	8	home delivery
Frando Assado Ltda	Frango Assado	7	fast food
Viena Delicatessen Ltda	Rascal	5	restaurant
Carlson Cos Inc	TGI Friday's	5	restaurant
CoolBrands International Inc	I Can't Believe It's Yogurt	4	fast food
General Mills Inc	Häagen-Dazs	3	fast food

Source: Euromonitor 2005

III. COMPETITION

Prices of imported goods are high compared to domestic goods. Freight cost, exchange rate and taxes are the main constraint for U.S. exporters. Adding to these obstacles, European eating habits are well known due to traditional/cultural ties, which gives their exporters a certain advantage. American companies can benefit from the current dollar devaluation vis-à-vis the Euro.

IV. BEST PRODUCT PROSPECTS

Changes in lifestyle, such as increaasing participation of women in the workforce, increased urbanisation and time pressures will foster foodservice growth in the coming years. According to trade information, foodservice growth should reach an annual average of 2.0%.

Consumer demands, progressive modernization and globalization are likely to open new challenges to the sector. HRI companies and suppliers will need flexibility, good marketing strategies, improvement in quality standards and customer service.

Subsectors still not totally explored are: up scale bakeries and cafes, asian food, casual dining restaurants and natural/vegetarian restaurants Demand for healthy food in restaurants has been limited; however, there is a growing trend among more affluent consumers to select healthier menu choices.

A. Products Present in the Market Which Have Good Sales Potential

The Brazilian food processing industry is paying more attention to the foodservice sector in the last few years. Several specific products to the sector were launched in the market. Those new products are mainly frozen products, long shelf life and/or proper size/portion read-to-prepare.

B. Products not Present in Significant Quantities but Which Have Good Sales Potential

When targeting the Brazilian market, U.S. firms may consider that potential products used as:

- **Semi-processed ingredients** – should provide benefits for large-scale producers; have acceptable quality throughout & extended shelf life.
- **Ready-to-eat products** - more emphasis should be given to sophisticated and specialty items such as ethnic cousin.

C. Products not Present Because They Face Significant Barriers
Except for poultry meat and products, other animal origin products (beef, pork, seafood, and dairy) are allowed into the Brazilian market. The producing plant must be inspected and approved by the Brazilian Animal Products Origin Inspection Service (DIPOA). Unprocessed products of plant origin (fruits, seeds, grains) can be exported to Brazil after a pest risk analysis of the product is completed by the Brazilian Plant Health and Inspection Service (DDIV), and if accompanied by USDA/APHIS/PPQ phytosanitary certificate.

For additional information on regulations regarding imports of agricultural and food products from the United States, please see "Food and Agricultural Import Regulations and Standards (FAIRS)" report, number BR5619, dated July 7, 2005, at www.usdabrazil.org.br or www.fas.usda.gov.

V. POST CONTACT AND FURTHER INFORMATION

U.S. Agricultural Trade Office
AMCONGEN, São Paulo
Unit 3502
APO AA 34030-3502

Rua Henri Dunant, 700
04709-110 São Paulo, SP
Phone: (55 11) 5186-7400
Fax: (55 11) 5186-7499
E-mail: ATOSaoPaulo@usda.gov

Office of Agricultural Affairs
AMERICAN EMBASSY
Unit 3500
APO AA 34030-3500

Av. das Nações, lote 03
70403-900 Brasilia, DF
Phone: (55 61) 3312-7101
Fax: (55 61) 3312-7659
E-mail: agbrasilia@usda.gov

USDA Brazil Home Page:
www.usdabrazil.org.br

To obtain a copy of Brazilian importer lists, to be included in the U.S. Suppliers List or for other USDA services available to U.S. food and beverage exporters, please contact:

Processed Products Division
Foreign Agricultural Service
U.S. Department of Agriculture
1400 Independence Ave., SW
Washington, DC 20250
Phone: (202) 690-3576; Fax: (202) 690-0193
E-mail: AGXDIV@fas.usda.gov
Home Page: www.fas.usda.gov

Other sources of information include:

A. Brazilian Associations

ABIA – Brazilian Food Processors' Association
Av. Brigadeiro Faria Lima, 1478 - 11° and.
01451-913 Sao Paulo, SP, Brazil
Phone: (55-11) 3030-1353
Fax: (55-11) 3814-6688
E-mail: abia@uol.com.br
Home Page: www.abia.org.br

ABRESI – Brazilian Association of Gastronomy, Hospitality and Turism
Largo do Arouche, 290 - 9º andar - Vila Buarque
01219-010 São Paulo SP
Phone: (55 11) 3327-2082
Fax: (55 11) 3224-0228
Email: abresi@abresi.com.br
Home Page: www.abresi.com.br

ABRASEL – Brazilian Bars and Restaurant Association
R.Itápolis,1468 - Pacaembu
01245-000 São Paulo SP
Phone: (55 11) 3663-6391
Fax: (55 11) 3663-1872
Email: secretariasp@abrasel.com.br
Home Page: www.abrasel.com.br

ABERC – Brazilian Institutional Catering Association
Rua Estela, 515 – Bloco B - cj. 62 - Paraiso
04011-904 São Paulo SP
Phone: (55 11) 5573-9835
Fax: (55 11) 5571-5542
Email: aberc@aberc.com.br
Home Page: www.aberc.com.br

B. Specialized Publications

Revista Gula
Rua Helena, 260 - 8º andar - Vila Olímpia
04552-050 São Paulo SP
Tel.: (55 11) 3049 3361
Email: publicidade@edpeixes.com.br
Home Page: www.gula.com.br

Basilico
Basilico Internet Editora
04551-080 São Paulo SP
Rua São Tomé 119 10º andar conj. 105
Tel.: (55 11) 3044-5108
Email: comercio@basilico.com.br
Home Page: www.basilico.com.br

C. Trade Shows

GOURMET &CIA
July 25 - 29, 2006
Venue: Centro de Exposições de Curitiba - Parque Barigui – Curitiba, PR
Diretriz Feiras e Eventos Ltda
Rodovia do Café – KM Zero – BR 277 Barigui 82.010 480 - Curitiba - PR
Tel.: (5541) 335.3377
Fax: (5541) 335.3377
E-mail: diretriz@diretriz.com.br

Web site: www.diretriz.com.br

Gourmet & Cia - 6th South Brazilian Gastronomy Fair. Presents technological developments to the food industry and promotes the market for high-level gastronomy to suppliers and the public in general. Speeches with wine and sparkling wine experts, workshops with some of the main chefs in Brazil, professionally decorated tables aimed at connecting companies, professionals and consumers.

EQUIPOTEL 2006
September 12 – 15, 2006
Venue: Pavilhão de Exposições do Parque Anhembi – São Paulo, SP
EQUIPOTEL - Feiras, Edições e Promoções Ltda.
Rua Afonso Celso, 797
04119-060 SÃO PAULO SP
Tel: (55-11) 5574-5166
Fax: (55-11) 5549-5043
E-mail: equipotel@equipotel.com.br
Web site: www.equipotel.com.br

This international trade show is dedicated to the hotel, restaurant and institutional sector. Open only to sector professionals.

BOA MESA EXPOGOURMET 2006
September 26 -30, 2006
Venue: International Trade Mart - SÃO PAULO
Jatobá Eventos S.A.
Av. Brigadeiro Faria Lima, 1461, cj. 54
01407-000 - SÃO PAULO - SP
Tel: (55-11) 3819-7955
Fax: (55-11) 3097-0565
Email: boamesa@boamesa.com.br
Web site: www.boamesa.com.br

This is an annual trade show for high-end food and beverages, equipment and services for the HRI sector. Although this is a small show (approximately 155 exhibitors and 39.000 visitors), it has high opinion-maker potential, gathering together as it does Brazil's top chefs and introducing them to new trends, products and cooking techniques through classes, tasting, and exhibits. Open to the general public.