

Abrasel Keynotes Highlight Market Trends and Data Intelligence for the Foodservice Sector

The Brazilian Association of Bars and Restaurants (Abrasel) expanded its educational footprint at Anuga Select Brazil 2024, hosting over 15 sessions led by industry experts on critical topics such as regulatory compliance, data intelligence, market trends, and financial literacy.

"In our fifth year at Anuga, our strategy was to diversify our impact by delivering highly focused content through specialists, academics, and seasoned professionals," stated **Ana Salles**, Events Director at Abrasel.

Strategic Delivery: Cost Optimization and Logistics

One of the program's highlights was the session "**Strategies for Reducing Delivery Costs**," presented by **André Mortari**, CEO of the startup *Let's Delivery*. Mortari shared actionable insights to improve business sustainability through logistical efficiency:

- **Agile Management:** Implementing faster, streamlined processes within delivery applications.
- **Logistical Diversification:** Expanding beyond "full-service" application models to explore broader logistical options.
- **Multi-Operator Integration:** Working with multiple service providers to simultaneously reduce costs and increase delivery coverage.

In addition to the technical seminars, Abrasel hosted the **Cozinha Show** (Cooking Show), an interactive space where renowned chefs shared culinary techniques and professional insights with attendees looking to elevate their back-of-house operations.

Event & Organizer Overview

Service Details:

- **Event:** Anuga Select Brazil
- **Dates:** April 9–11, 2024
- **Venue:** Distrito Anhembi, São Paulo – SP
- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

About Anuga Select Brazil Organized by **Koelnmesse Brazil**, Anuga Select Brazil is the premier B2B platform for the Latin American food and beverage industry. It facilitates high-level networking between global brands and professional buyers, serving as a vital hub for **business development** and industry innovation.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is a global leader in organizing trade fairs for the food and beverage processing sectors. With a portfolio of world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**, the organization maintains a strong presence in key emerging markets—including Brazil, China, India, and the UAE—to ensure a robust and sustainable international business network for its clients.

Digital Presence:

- **Official Website:** anuga-brazil.com.br
- **LinkedIn:** [anuga-brazil](https://www.linkedin.com/company/anuga-brazil)