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#anugabrazil

## **Fogo Alto heats up digital transformation in space dedicated to startups at Anuga Brazil**

*Companies developing innovative technologies and solutions to enhance efficiency in the food sector will gather at the Anhembi District.*

Efficient management, waste reduction, and increased productivity are essential needs of the food and beverage industry in Brazil. To tackle these challenges, Abrasel SP (the Brazilian Association of Bars and Restaurants) and FabLab will collaborate at the Anuga Startup Zone by Fogo Alto during the 6th edition of Anuga Select Brazil, taking place from 8 to 10 April, from 10 am to 7 pm, in the Anhembi District, São Paulo.

The Fogo Alto project was created precisely to help transform the scenario of narrow profit margins and an average lifespan of just 3.8 years for bar and restaurant establishments, according to Carlos Keiichi, head of innovation at FabLab Hub. “The sector still lacks technology, which directly affects business productivity and longevity,” he says.

The space at the fair will be an interactive environment where visitors can meet startups developing tools capable of transforming the sector's operations. From cost-cutting solutions to technologies that simplify processes, the Anuga Startup Zone promises to inspire entrepreneurs and offer viable ways to enhance business performance.

“Artificial intelligence is one of the main allies in boosting productivity in the sector. It is being used to predict demand more accurately, automate processes such as ordering and service, and create personalised customer experiences. Companies that adopt these tools can reduce waste, improve operational planning, and efficiently deliver more value to customers,” says Gabriel Pinheiro, director of Abrasel SP.

### **The initiative**

The Fogo Alto Project provides resources for three months to facilitate access to tools that tackle efficiency management challenges. The initiative is sponsored by companies, banks, suppliers, and governments, which select startups based on the direct impact their innovations have on productivity and business operations.

“We live in a scenario of digital immaturity and a shortage of consistent data to feed AI (artificial intelligence), which could significantly optimise the sector. Even with



these limitations, AI is already showing potential to improve pricing and assist employees, helping to mitigate the sector's main challenges: a shortage of skilled labour and inflation,” says Keiichi.

The tool can also be used, for example, to forecast demand and optimise stock levels. “Entrepreneurs reduce operating costs and avoid losses. The ability to suggest dishes based on preferences increases personalisation and customer loyalty, while improved service contributes to a smoother experience. These technologies, which will be showcased at the Anuga Startup Zone by Fogo Alto, represent a strategic investment, as they increase productivity and generate significant financial gains for those who adopt them,” Pinheiro emphasises.

### **Expectations for the fair**

With more than 16,000 visitors expected over the course of the three-day event, Anuga Brazil is addressing a market that accounted for 10.8% of Brazil's GDP (Gross Domestic Product) in 2023, generating R\$1.2 trillion. More than 550 exhibiting brands are set to occupy the 14,500 square metres of Pavilion 1 in the Anhembi District during the event.

“We had previously participated in Anuga with an innovation hub, which proved to be a great success. At international fairs, we have noticed that there is always a space dedicated to technology, and we need to have something similar here. When Gabriel (Pinheiro) proposed this idea in 2024, we created something to help bars and restaurants,” says FabLab's head of innovation.

Pinheiro believes that being alongside startups offering solutions aimed at increasing efficiency, such as artificial intelligence tools, stock control, and menu optimisation, reinforces Abrasel's commitment to promoting practical improvements that genuinely impact business management and results.

“Expectations are high, as the event offers a unique opportunity to connect innovations in the foodservice sector with key players in the Brazilian market. It is a time to reinforce the importance of improving productivity in the sector by showcasing tools that enhance operational efficiency and business competitiveness,” he concludes.

### **Other main attractions:**

- **Sesc Mesa Brasil** - This year's campaign has been extended, allowing visitors to contribute by donating food (1kg of non-perishable food) through the solidarity ticket/accreditation. The programme functions as a network to combat hunger, food waste, and misdistribution through partnerships between civil society, businesses, and social institutions.

- **Ice Cream Island by ABIS | Latin American Ice Cream Congress ([Clash 2025](#))**  
- In partnership with the Brazilian Association of Ice Cream Industries, Anuga Select Brazil will feature content, innovation, tastings and, for the first time, the Clash.
- **4th National Congress for Neighbourhood Supermarkets** - Connecting key leaders, supermarket owners, and entrepreneurs at the National Congress of Neighbourhood Supermarkets presented by Expo Supermercados.
- **3rd Prime Butcher Workshop** - Covering proven planning, organisation, coordination, and control strategies to achieve optimal results and full customer satisfaction, with the participation of managers, butchers, and meat specialists.
- **ABIR Congress with Innovation Panel** - Exploring innovation in the non-alcoholic beverage sector through discussions and debates led by the Brazilian Association of Soft Drink and Non-Alcoholic Beverage Industries.
- **Halal Zone** - A dedicated pavilion for Halal-certified food and beverages, in partnership with Fambras Halal, the largest certification body in Latin America.
- **Mega Business Roundtable** - Featuring three rounds of business meetings: the first with hosted buyers, the second organised by Apex-Brasil (Brazilian Trade and Investment Promotion Agency) with international buyers, and the third by FOHB (Brazilian Hotel Operators Forum), connecting with Brazil's top hotel chains.
- **Organic Atmosphere Pavilion** - Showcasing the best of the organic world in partnership with Organix, featuring national and international industries committed to sustainable, pesticide-free products.
- **Anuga Brazil Cooking Show** - Three days of culinary experiences, where renowned brands and top chefs will present spectacular classes, revealing innovative recipes and irresistible menus.
- **ABAD Lounge** - In partnership with the Brazilian Association of Wholesalers and Distributors of Industrialised Products (ABAD), this space will serve as a meeting point for the country's leading wholesalers and distributors, alongside five key buyers within the Mega Business Roundtable.

## Service

### **Anuga Select Brazil**

**Date:** 8 to 10 April 2025

**Time:** 10am to 7pm

**Venue:** Anhembi District - Pavilion 1

**Address:** Av. Olavo Fontoura, 1209 - Santana, São Paulo - SP.

**Strategic Partners:** ABIR, ABIS, ABRASEL, APEX-BRASIL, EMBRAPA and EXPO SUPERMERCADOS.

**About Anuga Select Brazil** - It is organised by Koelnmesse Brazil, which, through the trade fair, provides proper visibility to the diverse activities related to agribusiness and the food and beverage industry. This allows national and international buyers to meet in the same place to do business and discover the industry's latest innovations. The event will take place from 8th to 10th April 2025 at the Anhembi District, São Paulo.

**About Koelnmesse** - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food trade fairs and providing services and products related to food and beverage processing. Trade fairs such as Anuga, ISM - the International Sweets and Biscuits Fair, and Anuga FoodTec are recognised worldwide as undisputed leaders in their sectors. Koelnmesse also organises leading food and beverage trade fairs in key global markets, including Brazil, China, India, Italy, Japan, Thailand, the United States, and the United Arab Emirates. Through these global activities, Koelnmesse provides its customers with a comprehensive portfolio of high-quality events across different markets, ensuring a sustainable and international business network.

**More information:** <https://anuga-brazil.com.br/en/>

### **Anuga Brazil on social media:**

**Facebook:** [facebook.com/anugabrazil](https://www.facebook.com/anugabrazil)

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**LinkedIn:** <https://www.linkedin.com/company/anuga-brazil/>

**Youtube:** [https://www.youtube.com/channel/UCebO5\\_epuMPam5T6hBHVOjQ](https://www.youtube.com/channel/UCebO5_epuMPam5T6hBHVOjQ)



Photos [here](#)

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