



Parizza becomes Parizza+Gusto:

Enter into a new era of Italian snacking!

The Italian part of the Snack Show is changing its name.

Join us on 1 and 2 April 2026 to discover Parizza+Gusto, with a broader, more gourmet, more inspiring offering dedicated not only to the world of pizza, but also to all Italian snacking.



A new name for a new impetus

The French Italian snacking market is growing, and so is Parizza!

To reflect this development, Parizza, which was historically the part of Snack Show mainly dedicated to the world of pizza, is becoming **Parizza+Gusto**.

Gone is the sole focus on this emblematic speciality - now it's time to explore **the whole world of Italian snacking**, both savoury and sweet, with authentic recipes and new innovations, raw ingredients and drinks.

The range of exhibitors is gradually expanding to reflect **all the major trends in Italian snacking**.

With Parizza+Gusto, fast-food professionals will be able to discover **the best of Italian snacking, for today and tomorrow**.



“ Changing the name to Parizza+Gusto marks a new stage in our development and extends our Italian offering beyond the world of Pizza. We're becoming the leading trade show for Italian snacking in France. More flavours, more ideas, more inspiration - professionals will leave with concrete solutions for developing, renewing and enriching their Italian offering. ”

says Béatrice Gravier,
Director of Snack Show

An enriched and inspiring Italian offering

In partnership with **I Love Italian Food (ILIF)**, an international network for the promotion and defence of authentic Italian food and wine culture throughout the world, from 2026 **Parizza+Gusto** will bring together more than **fifty new stands** showcasing the snacking offerings of Italian manufacturers and producers, with olive oils, flavoured oils, complex vinegars, Sicilian tortine, truffle arancini, pistachio toppings, tasty pestos, sparkling lemonade, craft beers, local wines and more.

Reflecting the momentum of the sector, more and more wholesalers and distributors specialised in Italian products are positioning themselves at the show: Carniato is back again and has doubled the size of its stand, while Gusto France is attending for the first time and others are also expected. Distributors will be showcasing **their diverse and varied range of Italian F&B**, in line with the trade show's change of focus.

“
With Parizza+Gusto, we have a clear ambition to offer professionals an expanded showcase for revamping their menus and capturing emerging trends in the Italian market. These two days will be a unique opportunity to discover new products, talk to industry experts and get inspired.”
adds Béatrice Gravier

Iconic events and 100% Italian entertainment

It's impossible to talk about Parizza+Gusto without mentioning **its flagship contests!** 2026 will host two essential contests - **the 20th edition of the French Pizza Championships** and **the 4th edition of the French Pasta Championships**.

I Love Italian Food (ILIF) will also be offering **a packed programme of events**, including masterclasses, show-cooking and exclusive tastings, all providing opportunities to discover Italian trends, talk to the leading players in the market and draw inspiration from their expertise.

Save The Date Snack Show

1 & 2 April 2026, Pavillon 7.2, Paris Porte de Versailles



About RX

RX is a world leader in events and trade shows. RX draws on its sector expertise, data and technology to develop businesses, communities and individuals. Active in 25 countries and 42 business sectors, RX organises around 350 events a year. RX is committed to creating an inclusive working environment for all its employees. RX enables companies to grow through data and digital solutions. RX is part of RELX, a global provider of data, analytics and decision-making tools for professionals and businesses. For more information, go to www.rxglobal.com.

RX France creates leading, high value-added events in some 15 different markets. Our high-profile national and international events include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet* and many others. Our events are held in France, Hong Kong, Italy, and Mexico. For more information, go to www.rxglobal.fr.

*Organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France

About I Love Italian Food

I Love Italian Food is an international network and non-profit organisation, with the mission of promoting and defending authentic Italian food and wine culture throughout the world.

I Love Italian Food was born in Italy in 2013, in the heart of the Food Valley, based on the Facebook page created by Marco Bonini and an idea by Alessandro Schiatti to build a non-profit organisation around it. Over time, I Love Italian Food has grown into a company and an international community which, in recent years, has reached 3 billion social contacts, organised over 100 international events and achieved over a billion video views.

Press Contact - Agence Match

Clémence Bodinier

clemence@agencematch.fr - +33(0)6 33 41 45 04

Oanh Lecomte

oanh@agencematch.fr

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