

TUTTOPIZZA MAKES INDIAN DEBUT AT SIAL INDIA 2025 IN NEW DELHI

The world's most iconic pizza trade show lands in the capital, uniting Italian culinary heritage with India's growing foodservice industry

New Delhi, India – The global celebration of pizza is heading to India for the very first time. **Tuttopizza**, the internationally renowned exhibition dedicated entirely to the world of pizza, will make its Indian debut at **SIAL India**, taking place from **11th to 13th December 2025** at **Yashobhoomi, Dwarka, New Delhi**.

Following successful editions in **Naples** and most recently **Shanghai**, the upcoming New Delhi showcase marks a major milestone in the global expansion of Tuttopizza. It aims to bring the vibrant and authentic pizza culture of Italy—especially the Campania region—into one of the fastest-growing food and beverage markets in the world.

A Slice of Naples in New Delhi

Since its inception in **Naples in 2016**, Tuttopizza has grown into a premier hub for the global Ho.Re.Ca. industry, pizza artisans, restaurateurs, ingredient suppliers, and equipment manufacturers. Now, Indian foodservice professionals will have a front-row seat to the best of pizza craftsmanship, innovation, and technology — right in the heart of India's capital.

“This is a new stage in the global project we are building with our partners – **Tuttopizza, the Campania Region, and Universal Marketing** – to promote pizza on every continent, within the SIAL Network,” said **Nicolas Trentesaux**, Director of the SIAL Network.

“Pizza is not just a product: it is a universal language, a link between tradition and innovation, reflecting the expertise of an entire industry.”

Adding to this, **Raffaele Biglietto**, Director and Co-Creator of Tuttopizza shared, **“India, with its deep food culture and rapidly growing F&B sector, is the perfect new frontier for Tuttopizza. We are excited to bring this celebration of pizza to New Delhi and engage with such a vibrant and diverse market.”**

More Than a Trade Show – A Celebration of Pizza

Held annually in **Naples**, the birthplace of pizza, Tutttopizza is more than just a trade fair. It is a global celebration of one of the world's most beloved dishes. Each edition brings together producers, distributors, pizzaioli, chefs, and industry professionals from across the globe to share insights, discover innovations, and elevate the craft of pizza-making.

The **New Delhi edition** will feature a **dedicated Tutttopizza International area** at SIAL India, proudly supported by the **Campania Region**. This space will shine a spotlight on pizza and its Italian roots, offering visitors an **immersive and authentic experience**. Professional pizzaioli will prepare traditional Neapolitan pizzas live during the event, offering attendees the opportunity to savour freshly baked, original recipes from the region.

"This initiative not only celebrates the art of pizza-making but also highlights Campania's excellence in high-quality food production," said **Mr. Donato Cinelli, CEO of Universal Marketing**.

Strengthening Global Bridges Through Food

With the global pizza market valued at **USD 148.6 billion in 2023** and India's foodservice industry expanding at an unprecedented pace, the timing couldn't be more perfect. Tutttopizza's debut in India underscores the power of global food events in fostering culinary exchange, business growth, and cultural appreciation.

This historic edition of Tutttopizza, in collaboration with **SIAL India, Regione Campania**, and **Universal Marketing**, reaffirms the global vision: to share pizza's universal language with authenticity, passion, and innovation.

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