



MARCA BY BOLOGNAFIERE & ADM 2026: WHERE THE PRIVATE LABEL YEAR BEGINS

The world's only Trade Show where Large Scale Distributors exhibit alongside Food and Non-Food producers, plus complete supply chain solutions

Bologna, October – [MARCA by BolognaFiere & ADM](#) stands as a unique ecosystem in the global trade show landscape – the only event where **28 leading Large Scale Distributors** actively exhibit alongside Food and non-Food producers, creating an unparalleled platform for Private Label innovation and business networking.

Scheduled for **January 14-15, 2026**, at Bologna's Trade Fair District, **MARCA by BolognaFiere & ADM** represents an **absolute uniqueness**: where distributors don't just visit – they exhibit their future launches and innovations, transforming the traditional trade show model into a business platform where Private Label trends take shape.

The DNA of Private Label excellence

What makes MARCA by BolognaFiere & ADM distinctive is also its **complete ecosystem integration under one roof**. From product innovation spanning Food, Fresh, and Non-Food categories to upstream services through MARCA Tech – encompassing packaging, logistics, technology, and sustainability solutions – **the event offers a 360-degree view of the private label value chain**.

A dedicated innovation showcase presents breakthrough products from both Large Scale Distributors and producers, innovations recognized through the prestigious **MARCA Awards**. Combined with the MARCA by BolognaFiere & ADM **comprehensive conference program** and **specialized workshops**, this creates a pre-competitive environment where Large Scale Distributors share market vision and next-generation product developments that preview market direction. **Gala Awards Ceremony** will be held on 14th January from 6 pm at the MARCA Trend area.

Italian Excellence as global benchmark

Italian Large Scale Distributors have established themselves as trendsetters, particularly in food excellence and fresh product management, especially in fruit and vegetables where supply chain control and quality standards make the difference. **MARCA Fresh** demonstrates this expertise, showcasing the strategic fresh sector where retail quality identity is truly defined: a critical differentiator that Italian Retailers have mastered.

The **Made in Italy Private Labels** also represent a quality driver that influences international markets, with Italian Large Scale Distributors setting best-in-class standards that inspire global retail development.

This Italian DNA, combined with food heritage excellence, creates a preview of tomorrow's Private Label trends – what happens in Italy often anticipates European market evolution.

Beyond product: the complete supply chain ecosystem

MARCA by BolognaFiere & ADM is the only trade show that addresses the entire Private Label value chain through **MARCA Tech** (Hall 19), a dedicated platform showcasing the upstream services that make Private Label innovation possible. From primary and secondary packaging solutions to logistics, technology platforms, and sustainability innovations, MARCA Tech connects Large Scale Distributors and producers with the specialized suppliers who enable product excellence and operational efficiency. This comprehensive approach – spanning from concept to shelf – creates distinctive business opportunities, making MARCA by BolognaFiere & ADM an indispensable platform for anyone operating in the sector.

Global significance with Italian heart



Bologna has established itself as the Private Label capital where annual strategies are conceived and business relationships forged. The **International Buyers Preview on January 13** offers an exclusive pre-show B2B platform, attracting **over 350 international buyers** and providing direct access to category managers and decision-makers from leading distributors worldwide.

This format creates high-value business matching opportunities before the exhibition officially opens, maximizing the effectiveness of international participation. From North American chains to European distributors, the Preview has become the strategic gateway to the global Private Label community – confirming Bologna's role as the international meeting point **where the retail year truly begins**.

About MARCA by BolognaFiere & ADM

MARCA by BolognaFiere & ADM is organized by BolognaFiere in collaboration with ADM (Associazione della Distribuzione Moderna). The 2026 edition expects over 1,300 exhibitors across 35,000 net square meters, attracting more than 23,000 professional visitors from the global private label community.

FOR EXHIBITION OPPORTUNITIES AND INTERNATIONAL BUYERS PREVIEW REGISTRATION:

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