

Il Buon Gusto Italiano Announces Its Participation in Marca 2026

Desenzano del Garda, Brescia – 5 January 2026

Il Buon Gusto Italiano renews its participation in Marca 2026, the leading event for Private Label and the Italian agri-food sector, scheduled to take place from 14 to 15 January 2026 at BolognaFiere, Hall 21 – Stand B65–C64.

Il Buon Gusto Italiano will be present with a stand of over 500 sqm, the largest at the exhibition, hosting 32 member companies and 6 Network partners. Participation in Marca represents a key moment of engagement with modern retail, dedicated to meetings with national and international buyers, the presentation of product ranges and the development of private label projects.

Conceived as a unified space for dialogue and exchange, the Il Buon Gusto Italiano stand will also feature an area with an open kitchen and table service, supporting product presentations and tastings from member companies.

With a consolidated presence at major national and international trade fairs, Il Buon Gusto Italiano® confirms at Marca 2026 its commitment to a coordinated approach to the sector's strategic events, offering Network companies an effective framework for engaging with the market.