

Agrupal and Murcia Government presents the potential of the Region of Murcia's food industry at the SIAL trade fair with a high-calibre culinary showcase

- **The business association, boasting over a century of history and representing more than 80 agri-food companies, is organising an official presentation and an exclusive live cooking demonstration on 19 October.**
- **Renowned chefs Juan Guillamon (Almo Restaurant, 1 Michelin Star) and Maria José Pagán (Tandem Restaurant) will prepare their culinary creations using products from the Murcian agri-food companies participating in the trade fair.**
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Murcia, 11 October 2026 — The Food Industry Association of Murcia, Alicante and Albacete (Agrupal) reaffirms its commitment to the development and international growth of the agri-food sector through its active participation in the SIAL trade fair, one of the world's most significant showcases for food innovation and industry.

On **19 October**, at **12:00 BST / CEST**, the Region of Murcia's official pavilion stand (**Hall 2 – Stand N110**) will host the **official presentation of the regional food industry**. The event will highlight the quality, innovation, and diversity of Murcia's industrial landscape, alongside the export capacity and manufacturing heritage that position the Region of Murcia as an industry benchmark. The institutional presentation will feature addresses by Mr Joaquín Buendía, Regional Minister of Agriculture for the Government of the Region of Murcia, and representatives from Agrupal.

Following this, at **12:30**, avant-garde gastronomy will take centre stage with a **live cooking demonstration** featuring two distinguished figures of Murcian cuisine: **Juan Guillamon, from Almo restaurant (awarded 1 Michelin Star)**, and **Maria Jose Pagán, from Tándem restaurant**. Both chefs will craft a selection of dishes live, exclusively using produce supplied by the Murcian food companies exhibiting at SIAL.

A century of history driving agri-food excellence

With a track record spanning over 100 years, Agrupal represents more than 80 food processing companies and producers in the Region of Murcia across key sectors, including: canned and preserved vegetables, frozen foods, juices, olives, confectionery, citrus derivatives, bakery and pastry goods, ready meals, herbs and spices, snacks, and crisps, as well as ancillary products for the food manufacturing industry.

Through this promotional campaign at the SIAL trade fair, Agrupal aims to consolidate the position of regional brands across international markets and continue demonstrating the unique value of Murcian produce through the culinary prowess of its finest talents.

Event Summary:

- **Event:** Official Presentation of the Region of Murcia Food Industry & Culinary Live Cooking Showcase.
- **Date:** 19 October.
- **Schedule:**
 - 12:00 – **Official presentation** of Agrupal and the regional food industry.
 - 12:30 – **Live cooking showcase** with Juan Guillamon (Almo Rest.) and Maria José Pagán (Tandem Rest.).
- **Venue:** SIAL Trade Fair – Region of Murcia Official Pavilion Stand (**Hall 2 – Stand N110**).

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