

Exhibition Regulations

Quality of the exhibited products



Messe Stuttgart · 24. – 27.04.2025

www.messe-stuttgart.de/slowfood/agb

Preamble

True to the motto "Good - Clean - Fair", Slow Food is committed to a sustainable food production and nutrition. As an international association of responsible and quality-conscious agriculturists, food artisans, gastronomers and consumers, it follows the guiding principle of "Culinary pleasure with responsibility". It is an important proposition that producers and traders are Slow Food ambassadors and must represent this philosophy in the products they offer at the trade fair.

Good: We are advocating the right of all people to delicious, healthy and culturally varied food: From the diversity of people, cultures, locations, foods and tastes, resilient societies and ecosystems can grow.

Clean: We support food systems that are as local and as robust as possible, conserve and restore the valuable resources of the earth instead of exhausting them, and protect all ecosystems and species. Our food systems play an important role in containing the climate crisis and the loss of biological diversity.

Fair: We create economic cycles that are based on partnership. All people involved in the food system are respected in their freedom of decision. We aim at achieving social justice by providing fair and inclusive working conditions and equal access to food, water and soil.

Based on these principles, Slow Food Germany has developed food quality guidelines. These are reflected in the Exhibition Regulations for the Market of Good Taste - The Slow Food Trade Fair providing orientation about which ingredients, additives and auxiliaries as well as manufacturing methods for products are permitted at the trade fair. The further development of these guidelines is an ongoing process to which you as an exhibitor can contribute.

§ 1 General Regulations

In line with the philosophy of Slow Food Deutschland all food, exhibited and offered at the trade fair must be manufactured by the exhibitor himself using traditional craftsmanship. This means that the food must be made from natural ingredients, and not isolated components.

The company should work manually. Please refer to the [Slow Food Germany Handcraft Manual](#).

All food, dishes and beverages, which were manufactured for the exhibitor by third parties or which a retailer purchases from third parties, must be marked with the name and address of the manufacturer on the product or on the menu or on the exhibition stand.

All food, dishes and beverages must be registered and their ingredients declared for the quality assessment of the exhibited products by Slow Food. Non-food products (§ 3.13; § 3.14) must also comply with the criteria defined in § 3.13 and § 3.14.

All foodstuffs, which are used to complement the offering on the exhibition stand, must be registered and declared, and satisfy the described criteria for food, dishes and beverages. Examples of such foodstuffs include bread for tasting, oil, sauces for dipping, milk and petit fours at coffee bars, as well as mustard and ketchup at eateries.

Convenience products are food preparations which produce complete meals and already contain all components of a dish, including spices and salt. These convenience products may be eaten directly or may have to be heated or cooked with water or stock.

The precondition for approval of convenience products is that the recipes and products comply with the Exhibition Regulations (ER) and, thus, with the Slow Food philosophy. The value-added chain must be transparent.

Visitors to the trade fair shall also be able to purchase the exhibited products from the manufacturer outside the trade fair. Products, which are produced specially for the trade fair and are no longer available afterwards from the manufacturer using this recipe, must be labelled accordingly on the product or on the exhibition stand.

In order to avoid waste, the use of coffee pads and capsules, as well as sugar sachets, plastic crockery, cutlery and cups is prohibited. Outer packaging is to be avoided. It is also not permitted to give away plastic bags.

In the case of ER-compliant usage (German Fiscal Code), potentially GMO-endangered ingredients/additives (e.g. soya, maize, rape, sunflower) must be proven to have not been genetically modified.

Organic producers are subject to §§ 1, 2, 4, 5, 6 and 7. In addition to § 2, the additives listed in the EU legislation on organic farming are permissible. § 3 shall not apply. The valid organic certificate must be presented upon registration.

Only companies which exhibit products according to the nomenclature and the Exhibition Regulations are allowed to take part in the trade fair. The exhibitor is generally obliged to comply with all valid legal regulations relating to the manufacture, sale and labelling of the exhibited products.

§ 2 General requirements for all products

Not permitted are:

- Genetically engineered ingredients and additives
- Additives and flavourings, as well as smoke flavourings
- Sugars: All except those listed under "authorised", justified exceptions possible
- Spice extracts and flavourings in powder form
- Enriched and vitaminized ingredients and foods and dietary supplements
- palm fats and oils
- Truffles
- Powder from dairy products such as whey, cream, milk

Permitted are:

- Spice extracts and natural flavour extracts, including ethereal oils from the eponymous plants, which are extracted solely using water or alcohol through distillation, maceration or pressing. The relevant datasheet of the utilised flavour and spice extracts must be submitted with the registration.
- Sugars: glucose (dextrose), invert sugar, sucrose and syrups
- As thickening ingredients: cereal flour and starch, potato starch, locust bean gum, guar gum.

Specific requirements and exceptions to § 2 are listed under the corresponding product groups in § 3.

§ 3 Special features for product groups according to the product directory in addition to § 2

§ 3.1 Grain: grain and cereals, pseudocereals (e.g. quinoa), seeds, Baked goods and confectionery, pasta

Not permitted are: (in addition to § 2)

- Chemical baking agents and enzymes for quick fermentation, pore control, crisping, preservation, pastry thickening and moisture preservation
- Baked goods which were not completely manufactured and baked in the registered business

Permitted are: (exception to § 2)

- Traditional raising agents such as sodium hydrogen carbonate (E 500) in conjunction with tartaric acid (E 334) or potassium tartrate (E 336).
- Hartshorn salt (ammonium carbonate (E 503), ammonium bicarbonate (E 503), potash (potassium carbonate E 501) and yeast
- Mixtures of flours, seeds, yeast/sourdough (from flour and water) and acidifying cultures.

§ 3.2 Meat: raw meat, sausage specialities, ham, poultry, game and venison

Not permitted are: (in addition to § 2)

The following details are mandatory:

Origin: "born / reared / slaughtered / processed / packaged". For game: "hunted" (indication of country)

- Gelatin ham
- Maturing (ageing) meat in foil
- Dextrose (Glucose)

Exhibition Regulations

Quality of the exhibited products



Messe Stuttgart · 24. – 27.04.2025

www.messe-stuttgart.de/slowfood/agb

Permitted are: (exception to § 2)

- Citrate (E 331, E 332, E 333), as well as saltpetre and nitrite curing salt (E 250, E 251, E 252) in sausage products and ham

§ 3.3 Fish: fish, seafood, fish delicatessen

Not permitted are:

- Endangered fish species. The fishing area must be indicated.

Permitted are: (exception to § 2)

- Benzoic acid (E 210) for crabs or dishes containing crabs

§ 3.4 Dairy products

Not permitted are: (in addition to § 2)

- Cheese maturation (ageing) in foil
- Cheese with wax coating or Coating/ cheese coating (e.g. Plasticoat)
- Use of lysozyme
- Treating the rind with natamycin (E235)
- Mildly soured butter
- Long-life milk, lactose-free milk, condensed milk

Permitted are: (No exception to § 2)

§ 3.5 Crop plants and seeds

Not permitted are: (in addition to § 2)

- None open-pollinated seeds
- F1 hybrids

Permitted are: (no exceptions to § 2)

§ 3.6 Fruit and vegetables: fruit, vegetables, legumes, mushrooms, truffles

The producer is known to the exhibitor.

Permitted are: (no exceptions to § 2)

§ 3.7 Delicatessen: delicatessen (e.g. mustard, spreads, chutneys), delicatessen salads, spices, coffee beans, tea leaves

Not permitted are: (see § 2)

- Mustard with binder

Permitted are: (exception to § 2)

- Horseradish: sulphites (E 220-E 228)
- Chutneys: - non-amidated pectin(data sheet to be submitted)
- Tofu: Coagulant: Ca sulphate and Mg sulphate
- Decaffeination processes based on carbon dioxide

§ 3.8 Oils and vinegars

- Oils: the oil mill must be declared on the product
This does not apply to olive oils. In olive oils, the location of the grove and the oil mill have to be indicated.

Permitted are: (no exceptions to § 2)

§ 3.9 Sweets: chocolate, marmalades, jams, jelly, fruit spreads, honey, ice cream, confectionery, coffee, beans, tea leaves, ice cream

Not permitted are: (in addition to § 2)

- Anonymous honey: the name of the beekeeper must be shown on the product
- For ice-cream: UHT-milk, lactose-free milk, dextrose

Permitted are: (exception to § 2)

- For marmalades, jams, jellies, fruit spreads: (datasheet must be submitted)
- For milk chocolate and milk chocolate spreads: powdered milk, Plant-based beverage powders
- For chocolate and chocolate spreads: soya lecithin as an emulsifier, sunflower Lecithin

§ 3.10 Alcoholic beverages, alcoholic mixed beverages and their alcohol-free counterparts

The ingredients have to be declared with the registration.

§ 3.10.1 Beer and mixed beer drinks

For non-alcoholic beer, the dealcoholisation process must be specified.

Not permitted are: (in addition to § 2)

- Hop extracts
- Hop oil

Permitted are: (no exceptions to § 2)

§ 3.10.2 Wine: wine, sparkling wines

Only wines from winegrowers where the work in vineyard and cellar is in the hands of the winegrowers

The following must be indicated:

- Cultivated area in hectares
- Annual production in hectolitres
- Hand or machine harvesting
- Spontaneous fermentation or GMO-free pure yeast
- Cultivation of regional or autochthonous varieties or PIWIs

Not permitted are: (in addition to § 2)

- Wines from vineyards with more than 75 hl/ha
- Wines produced by means of dehydration and/or mash heating
- Aromatised wines flavoured with wood shavings or wood pellets
- Wines originating to less than 75% from the wine grower

Permitted are: (exception to § 2)

- Sulphites (E 220-E 228)

§ 3.11 Non-alcoholic beverages: water, juices, lemonades, soft drinks Coffee, tea, plant-based drinks

Not permitted are: (in addition to § 2)

- Fruit and vegetable juices: flavour extracts and concentrates
- Permitted are:** (exceptions to § 2)
- Decaffeination processes based on carbon dioxide

§ 3.12 Dishes on offer

- The ingredients must comply with the requirements of the corresponding product groups
- The food suppliers generally prepare the food themselves at the trade fair. In individual cases, e.g. associations, the exhibitor may be exempted from this requirement.

§ 3.13 Kitchens & kitchen utensils

in each case paying special attention to the selection of materials, manufacturing technology and place of manufacture

- Handcrafted kitchens
- Handcrafted kitchen utensils
- High-quality kitchen tools and equipment
- High-quality table linen, cutlery, glasses and crockery

Demonstration vegetables are allowed insofar as their use is guaranteed after the trade fair. The use must be specified with the product registration.

§ 3.14 Non-food products

- In accordance with whole-animal use (nose-to-tail), exhibitors may offer products from animals which they reared themselves, for instance skins, wool and products made from them, e.g. soaps.
- Raw materials and plant-based products must come from the company itself.

§ 4 It is at the discretion of Messe Stuttgart, in consultation with Slow Food Deutschland, to decide who participates in the trade fair. Slow Food Deutschland will make a decision regarding product approval. The exhibitor will be notified in good time if there are any objections by Slow Food Deutschland. The decision is final.

§ 5 Companies may only exhibit products which comply with the Exhibition Regulations.

§ 6 The use of disposable crockery is generally not allowed. (See § 1)

Permitted are: (exception to § 2)

Small tasting bowls for sampling products. Their volume **must not exceed 30 ml**.

§ 7 Acknowledgement and confirmation of the Exhibition Regulations for the Market for Good Taste. - Slow Food Trade Fair 2025

By signing the registration form for the Slow Food Trade Fair, I hereby confirm that the products I/we offer at the trade fair have been registered by me/us and that they comply with §§ 1, 2, 3, 5 and 6 of the Exhibition Regulations for Slow Food 2025. If incorrect information is provided regarding the ingredients, additives or manufacture of an exhibited product, the exhibitor must immediately remove the goods in question from the stand at the request of Messe Stuttgart. If the product in question is not removed or in the event of a breach of §§ 1, 2, 3, 5 and 6 of the Exhibition Regulations, a contractual penalty of € 200 per product will be charged. In the event of recurrence, the stand will be closed and the exhibitor will be excluded from taking part in future trade fairs.