

TOÑO PÉREZ, THREE-MICHELIN-STAR CHEF AND OWNER OF ATRIO, HEADLINES H&T 2026

H&T, the Hospitality Innovation Fair, will feature Extremaduran chef Toño Pérez, a leading figure in Spanish haute cuisine, at the closing of the 6th National Hospitality Forum on February 3rd, with a keynote lecture entitled “Changing the World Through Gastronomy”.

Málaga, 26 December 2025. – Toño Pérez, three-Michelin-star chef and owner of the restaurant Atrio in Cáceres, will be one of the main highlights of H&T 2026, the Hospitality Innovation Fair, taking place February 2nd–4th at FYCMA (Málaga Trade Fair and Congress Centre), organized by the Málaga City Council.

The Extremaduran chef, a reference in Spanish haute cuisine, will be the keynote speaker at the closing session of the 6th National Hospitality Forum on Tuesday, February 3rd, at the Main Stage. This is H&T's space designed for internationally renowned experts to share the latest trends, research, and solutions for the industry. Pérez's keynote will be titled “Changing the World Through Gastronomy.”

Toño Pérez's cuisine, artistic and creative, combines sensitivity and rigor with the deep flavors of his native Extremadura. It is celebrated for its simplicity and taste, honoring the exceptional local products of his homeland, such as Iberian ham, Torta del Casar cheese, lamb, paprika, game, and olive oil. Together with José Polo, also owner of Atrio and responsible for its world-class wine cellar, Pérez opened the restaurant in 1986, a project that has become an emblem of Extremaduran and Spanish gastronomy.

Main Stage and Kitchen Lab

In addition to the National Hospitality Forum, the Main Stage will host a series of conferences on sustainability, digitalization, artificial intelligence, customer experience, human resources, talent, and internationalization. All these topics align with Andalucía Nexus, the Technological Innovation Hub for Tourism of the Andalusian Government.

The Main Stage will also host the 7th edition of the H&T Awards, an initiative aimed at recognizing talent, innovation, and the most disruptive solutions in the HORECA channel, tourism industry, equipment, services, and gastronomy. Open to large companies, SMEs, micro-enterprises, entrepreneurs, startups, and spin-offs, the awards offer sector visibility, fair access, and cash prizes for winning projects.

In Kitchen Lab, Carranza Hostelería will participate as the equipment partner. Some of the live culinary demonstrations have already been announced, featuring a trio of chefs recognized for their culinary excellence. The program will debut with Hugo Muñoz from Ugo Chan in Madrid, awarded one Michelin star and two Repsol Suns, presenting “The Soul of Japanese Cuisine in Madrid.” Víctor Gutiérrez of Víctor Gutiérrez in Salamanca, with one Michelin star and two Repsol Suns, will present “Peruvian Cuisine – Spain's Only Peruvian Star,” alongside Benito Gómez of Bardal in Ronda (Málaga), awarded two Michelin stars and two Repsol Suns.

This space will also host a new edition of the Young Chef Provincial Competition Sabor a Málaga, created to support hospitality schools and promote the gastronomic culture of Málaga's agri-food sector.

Sala de Catas (Tasting Room)

Wine enthusiasts will enjoy a full program of tastings and lectures exploring Spain's and Europe's most emblematic wine regions, led by top experts and winemakers in Sala de Catas (Tasting Room), an exclusive area dedicated to wine and oenology. These sessions provide professionals and enthusiasts a unique opportunity to discover the richness and diversity of wine and beer, explore iconic regions, and learn from experts sharing their knowledge, experiences, and product insights.

The program will open with the H&T 2026 Awards Final Tasting, a closed-door session in which Carles Aymerich, restaurant manager and head sommelier at Restaurante Esperis Roca; Antonio Carlos Miñán, brand ambassador at Aguirrebeña Compañía Vitivinícola; Custodio López Zamarra, honorary president of the Madrid Sommeliers Association; Juan Miguel Rubio, CEO of Seiton Business Consulting; and Rafael Bellido, president of the Union of Spanish Sommeliers Associations (UAES), will evaluate the competition's best wines.

Simultaneously, an oenology itinerary will allow attendees to explore historical designations of origin, grape varieties, aging potential, Gran Reservas, terroir expression, sparkling wine production, beer varieties, and traditional designations, as well as discover the factors that make certain regions worldwide wine benchmarks, such as Jerez or Burgundy in France.

This space provides the chance to learn from experts, acquire tasting, pairing, and preservation techniques, and share experiences that bring participants closer to the essence of each product, delivering a complete sensory and educational experience. Confirmed sommeliers Fritz Michael Wöhr (Vins Alemany), Paco Berciano (Vinoteca El Lagar and Alma Vinos Únicos), and Peter Sisseck (Dominio de Pingus) will be joined by experts from Mahou-San Miguel in Málaga, Makro, Bodegas Perica, Bodegas Hacienda Monasterio, Bodegas Montecastro, DIVA Bordeaux, Ebrocork, and Gramona.

H&T is organized by FYCMA (Málaga Trade Fair and Congress Centre), managed by the Málaga City Council. Premium Partner: Andalusian Government's Ministry of Tourism and Andalucía Exterior. Institutional promoters include Málaga City Council and the Provincial Council of Málaga through Turismo y Planificación Costa del Sol and the promotional brand Sabor a Málaga. Sector promoters include the Association of Beach Business Owners Málaga-Costa del Sol (Aeplayas), Málaga Hospitality Association (Mahos), and Association of Hotel Owners of the Costa del Sol (Aehcos). Golden Partners: Cajamar, Makro, and Nespresso Professional. Silver Partners: Cervezas San Miguel and Solán de Cabras. Bronze Partner: Gastrocampus de Innovación, promoted by the University of Málaga through the Faculty of Tourism.

All the information about the fair is available at www.salonhyt.com, and on its profiles: [Facebook](#), [Instagram](#), [X](#) y [LinkedIn](#).