

PRESS RELEASE

Italian Brand to Showcase High-Protein Keto & Functional Nutrition Innovations at Gulfood 2026

Dubai, UAE – January 2026 — **1 Attimo In Forma**, the premium Italian wellness food brand, will proudly exhibit at Gulfood 2026, the world's largest annual food and beverage trade exhibition, taking place from 26–30 January 2026 at the Dubai World Trade Centre.

Visitors can find 1 Attimo In Forma at Stand NI-J35, where the brand will showcase its latest Protein, Keto, and Healthy Breakfast product lines, developed to support modern, health-conscious lifestyles without compromising taste.

The showcased portfolio includes high-protein bars, collagen protein bars, keto-friendly and low-carb products, alongside a dedicated Healthy Breakfast range featuring protein cookies, high-protein granola, zero-added-sugar granola, and protein cereals. These products are designed to deliver convenient, balanced nutrition for consumers seeking energy, satiety, and clean-label ingredients throughout the day.

"Our Protein, Keto, and Healthy Breakfast ranges reflect how consumers are redefining everyday nutrition, functional, clean, and enjoyable," said Massimo Sanges, Founder & CEO of 1 Attimo In Forma. "Gulfood 2026 provides an important platform for us to showcase Italian innovation in the region and connect with partners who share our vision for smarter, performance-driven food solutions."

Exhibiting under Mercanda Middle East Trading L.L.C., the official UAE entity of 1 Attimo In Forma, the brand is actively expanding its presence across the Middle East and the wider GCC, targeting supermarkets, specialty health retailers, pharmacies, gyms, cafés, and hospitality channels.

Gulfood visitors are invited to explore the full product portfolio, experience tastings, and discuss distribution and partnership opportunities throughout the exhibition.

In addition to its food innovations, the brand will also unveil its new app at Gulfood 2026. The app will feature several exclusive elements, including a premium clothing line developed in collaboration with leading Italian designers, extending the brand's lifestyle and wellness positioning beyond nutrition.

Event Details

- **Exhibition:** Gulfood 2026
- **Dates:** 26–30 January 2026
- **Venue:** Dubai World Trade Centre, UAE
- **Stand:** NI-J35

About 1 Attimo In Forma

1 Attimo In Forma is a premium Italian wellness food brand offering a comprehensive portfolio across Protein, Keto & Low-Carb, and Healthy Breakfast categories, including bars, cookies, granola, cereals, and functional snacks. The brand blends authentic Italian taste with nutritional innovation to meet the needs of today's health-focused consumers.

For more information, visit: <https://mercanda.ae/>

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