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TASTE THE FUTURE

ANUGA – 10 SPECIALIZED
TRADE SHOWS UNDER ONE ROOF
COLOGNE, 10 – 14.10.2009



YOUR SUCCESS SMELLS THIS SWEET!

ANUGA BREAD & BAKERY, HOT BEVERAGES

THE INTERNATIONAL TRADE SHOW FOR BREAD,
BAKED GOODS, SPREADS AND HOT BEVERAGES

 **koelnmesse**

we energize your business

THE HOTTEST TRENDS IN BRIEF!

International specialities in the bread and baked goods segment are becoming increasingly popular. For example, in Europe muffins, bagels and donuts are very popular – and in Asia, European goods are in demand. **Growing internationalisation promises new markets and customers.** The food service and catering market is booming. Snacks and convenience products offer high growth potential. In the hot beverages sector, coffee specialities are recording particularly high growth rates – and are offering profitable business deals, especially in the food service/catering sector. As a wellness and lifestyle drink, tea remains the world's second-favourite drink. Exotic mixtures and aromatic herbs ensure variety and provide stimulating turnover.

In general, "health and functional food" is the trend. Products with additional benefits are creating new leeway for pricing and design. Those who combine convenience, enjoyment and health will stay ahead of the competition.

Serve up your specialities where everyone will be waiting for them: at Anuga Bread & Bakery, Hot Beverages 2009!

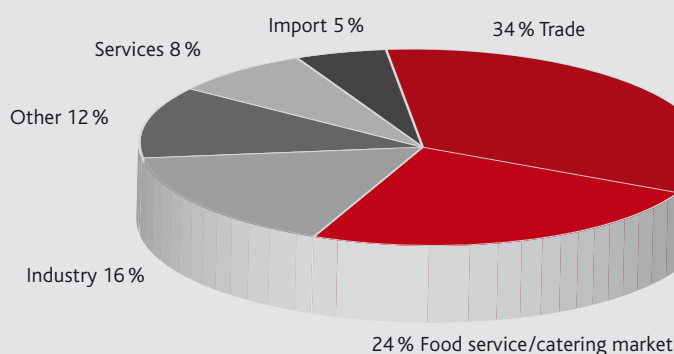
WHAT HAS ANUGA BREAD & BAKERY, HOT BEVERAGES GOT GOING FOR IT? EVERYTHING!

- **Professional environment:** As the trade and dialogue platform of choice, Anuga Bread & Bakery, Hot Beverages reflects the entire global product range. Within this competitive and expert environment your products will be optimally integrated.
- **Unique visitor structure:** Where else could you meet nearly all the top German and international decision-makers from the trade and the food service and catering market? In 2007, the share of visitors from abroad was over 56%. * This is the quickest and most efficient way for you to build up foreign business.
- **High synergy potential:** As a prominent sector platform, Anuga Bread & Bakery, Hot Beverages enjoys strong potential synergies with the neighbouring Anuga trade shows and leads even more potential visitors from similar sector segments to your stand. That's absolutely unique! Only Anuga Bread & Bakery, Hot Beverages offers these synergies!

EXHIBITORS STATE THAT THERE IS NO BETTER FOOD SHOW THAN ANUGA*



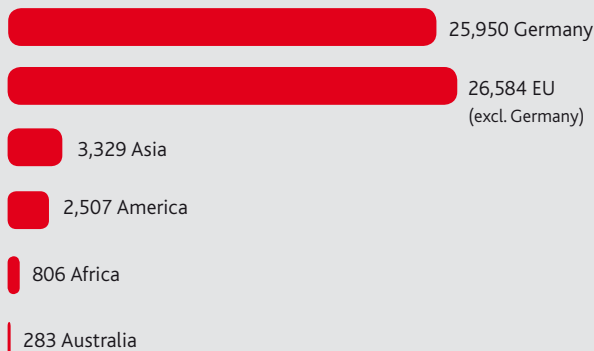
VISITORS ACCORDING TO BUSINESS SECTOR AT ANUGA BREAD & BAKERY, HOT BEVERAGES*



VISITORS STATE THAT THERE IS NO BETTER FOOD SHOW THAN ANUGA*



COUNTRY OF ORIGIN OF VISITORS TO ANUGA BREAD & BAKERY, HOT BEVERAGES**



LET THE DECISION-MAKERS COME TO YOU!

For excellent business, you need the right partners: the decision-makers from the trade and the food service and catering market. At Anuga Bread & Bakery, Hot Beverages you'll meet all your target groups at one time in one place:

- **over 90 % of exhibitors said they were (very) satisfied with the quality of the visitors.***

Expand into new sales markets, **gain new customers and strengthen your existing business contacts.** Anuga Bread & Bakery, Hot Beverages makes it all possible!

AT A GLANCE: ANUGA BREAD & BAKERY, HOT BEVERAGES 2007.

- 404 exhibitors
- 59,458 visitors, 25,950 from Germany**
- 18,300 square metres of exhibition space

PLENTY OF REASONS TO BE AT ANUGA!

- This is where supply meets demand: Only Anuga has **10 specialized trade shows** under one roof. That means every segment has its own clear, independent profile and will steer the right decision-makers straight to your stand.
- Countless innovations: Only Anuga presents all the product innovations from the global food and beverage sector. **8 trend themes** will showcase all the most important future developments.
- Strong momentum: Anuga promises to inspire you with its **exceptional supporting programme**, featuring special shows, congresses, seminars and top-quality sector events.
- Everyone's talking about Anuga: Anuga draws an enormous amount of **public interest**. In 2007, almost 2,400 journalists from 62 countries reported on this "summit meeting" of sector experts. That's perfect for your PR and marketing activities!
- Everyone's coming to Anuga! Thanks to **extensive advertising and PR**, we approach all the important decision-makers directly. You'll also benefit from the extensive range of services you can use to arrange, make and strengthen contacts quickly and easily.

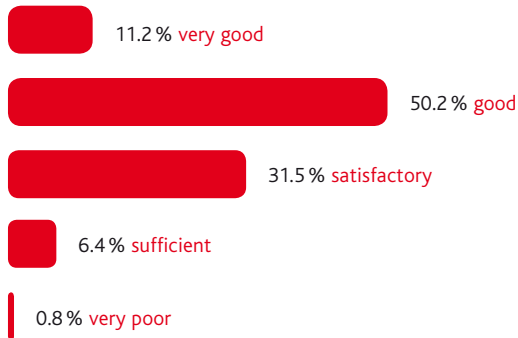
* Source: Anuga 2007 exhibitor and visitor survey.
 ** Number of admissions counted.

ANUGA BREAD & BAKERY, HOT BEVERAGES – YOU CAN'T AFFORD TO MISS IT!

Anuga is the world's most important food and beverage trade show for the trade and the food service and catering market – **and Anuga Bread & Bakery, Hot Beverages is the leading event in Germany**

and abroad in the area of bread, baked goods, spreads and hot beverages. Could there possibly be a better platform for your successful presentation?

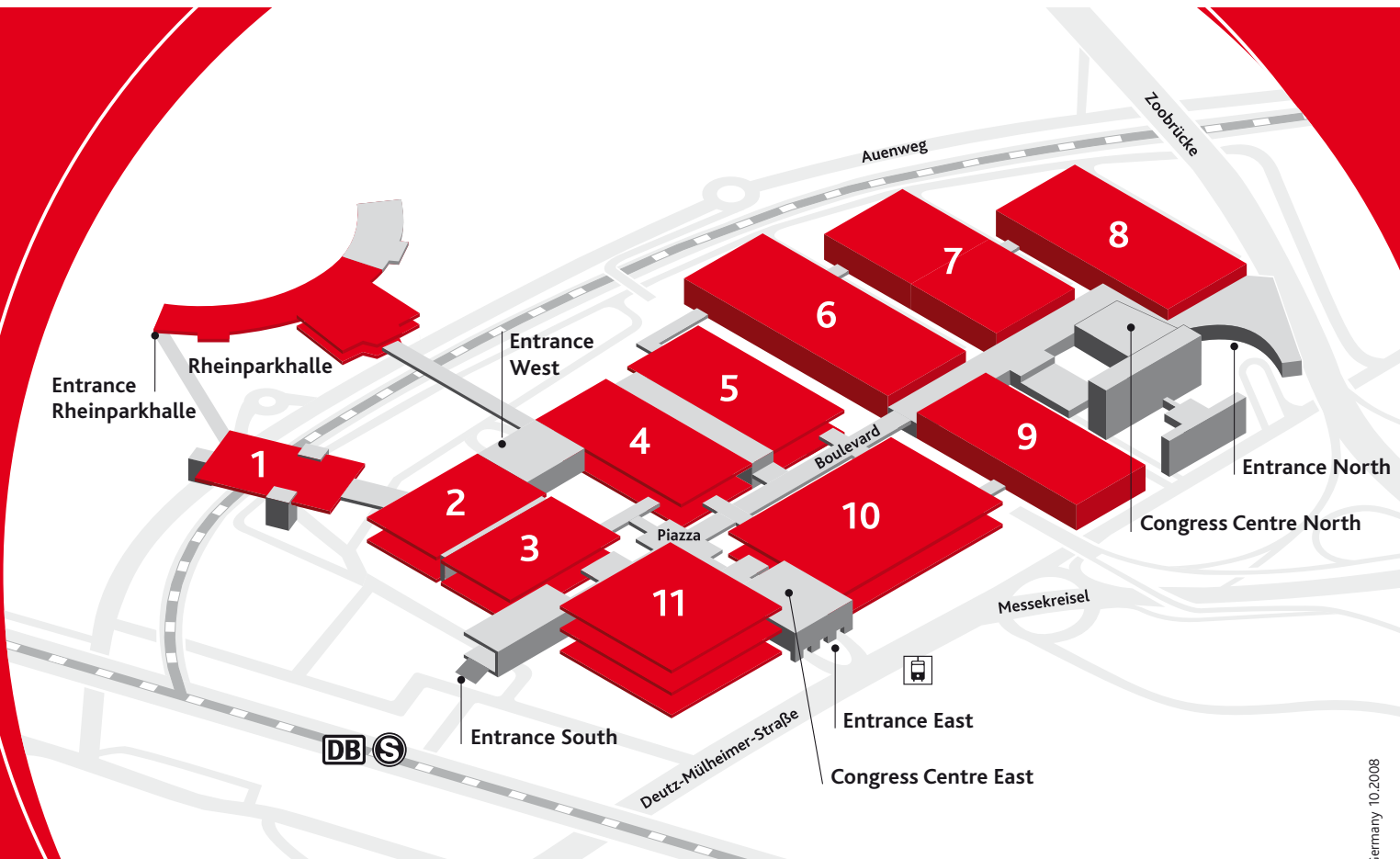
HOW DO THE EXHIBITORS RATE THE DECISION-MAKING AUTHORITY OF THE TRADE SHOW VISITORS?*



HOW DO THE EXHIBITORS RATE THEIR TRADE SHOW SUCCESS OVERALL?*



* Source: 2007 exhibitor and visitor survey.



MORE INFORMATION? CALL US!

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**ANUGA BREAD & BAKERY, HOT BEVERAGES –
THE INTERNATIONAL TRADE SHOW FOR BREAD,
BAKED GOODS, SPREADS AND HOT BEVERAGES**

**THE FASTEST ROUTE TO ANUGA BREAD & BAKERY, HOT BEVERAGES:
FAX +49 221 821-3410**

YES, PLEASE SEND US THE COMPLETE REGISTRATION DOCUMENTS.

COMPANY

SURNAME, FIRST NAME

POSITION

ADDRESS

TOWN, POSTCODE

PHONE/FAX

E-MAIL/WEBSITE

WE ARE A MANUFACTURER/SUPPLIER OF

WE ARE ALSO INTERESTED IN THE FOLLOWING TRADE SHOWS:

- ANUGA FINE FOOD
- ANUGA DRINKS
- ANUGA CHILLED FOOD
- ANUGA MEAT
- ANUGA FROZEN FOOD
- ANUGA DAIRY
- ANUGA ORGANIC
- ANUGA CATERINGTEC
- ANUGA RETAILTEC

WE ARE ALSO INTERESTED IN THE FOLLOWING EXHIBITION AREA:

- WELLFOOD FORUM (HEALTH & FUNCTIONAL FOOD/OTC)

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ANUGA BREAD & BAKERY, HOT BEVERAGES IS A HIT!

« Anuga Bread & Bakery, Hot Beverages is the most important trade fair for our company in the context of all of our trade show activities. Our focus is on the expansion of our export business.

Susanne Ruther, Head of Marketing & PR,
BREITSAMER + ULRICH

« For years now, Anuga Bread & Bakery, Hot Beverages has been our top event for reaching trade visitors from Germany and abroad. Anuga enables us to optimally present our varied product range to potential customers from every area of interest in a targeted manner and attracting new customers.

Uta Westerholt, Assistant to the
Executive Director, INTERCOOKIES Gebäck-
und Kuchenspezialitäten GmbH

« From our point of view Anuga is the most complete and important trade show for the global food industry. Here you have all nations and (potential) customers with high purchasing power concentrated in one place. Anuga is also a unique platform for presenting our latest innovations and discovering new trends. You can't miss this exhibition as you gain the highest degree of efficiency when you are at this show.

Arjan van Dijk, Brinkers Food BV

« Also this year Anuga was a thundering success. Part from the large quantity of exhibitors and the large variety of food stuff exposed, Anuga offered us many visitors from all over the world, but more important the quality of the visitors was extremely high. Anuga gave us the perfect opportunity to express Caffè Corsini's images and qualities in the outmost way.

Estel Gast, Export Manager,
Corsino Corsini SpA

« We made a big mistake in hesitating so long to become an exhibitor at Anuga. The many international contacts made at Anuga are very valuable, particularly because they were almost exclusively trade visitors.

Dipl.-Kfm. Reymond H. Säfft,
Managing Director,
BEST COFFEE COMPANY GmbH

« Anuga 2007 was the first official market launch of our premium segment company's new espresso coffee, which is roasted over olive wood. We had a 40 m² stand in the espresso Hall 2.2. If we had known there was going to be such an overwhelming amount of customers, we would have opted for a much larger stand right from the start. We were able to make contacts with importers from 32 countries. Binding contracts were made with 15 of these importers within the first three months after the show. In terms of our business, Anuga was an outstanding success. In addition, we also won Koelnmesse's Taste_07 Award, which naturally focused even more attention on us. At Anuga 2009 we will rent a stand that is at least three times as big, and we are very much looking forward to the event!

Mariella Krebs, Management Board, MariaSole GmbH

« In the fifth Generation Business the best idea was participate in Anuga, we could increase our market, our clients and sales to the European Union from America.

Norma Gaya,
Gaya Vai-Mex S.A de C.V

« Kronenbrot is a large-scale bakery, and for us Anuga is the most important fair for domestic and international business activities. Each time we have exhibited at this event we have made valuable contacts that enable us to continually enter new sales markets. In addition to allowing us to maintain our contacts with existing customers, Anuga once again showed that it is a truly outstanding platform for gaining new customers. The high-quality visitor structure and large turnout of top decision-makers is unmatched. We will be exhibiting once again at the next Anuga!

Wolfgang Mainz, Management Board, Kronenbrot KG

« Anuga Bread & Bakery, Hot Beverages is the mirror of the World Food market in the category. Over the years, it has become the must-participate and visit exhibition for all serious companies in the Food Trade, ahead from any other show in the world by miles. It is the best stage to display one's products and services which can be put forth to the largest consumer base that gathers under one roof. Our participation in the event has been very successful over the years and we intend to be there for each show. KEEP IT UP.

Prakash Kejriwal, Director, Kejriwal Group