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TASTE THE FUTURE

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



FRESH NEW BUSINESS SUCCESS!

ANUGA CHILLED FOOD

THE INTERNATIONAL TRADE SHOW FOR
CHILLED FOOD AND FISH PRODUCTS

 koelnmesse

we energize your business

FRESH IDEAS FOR FRESH TURNOVER!

The latest trend is that of freshness – the freshness of chilled food. Chilled food is still a relatively new booming segment. The food trade and the food service and catering market report that chilled food has **extremely promising prospects for growth** – if this segment is properly developed and expanded in a targeted manner. The trend has gotten off to good start, and our task now is to consistently and intensively convince more and more consumers of the advantages of fresh and chilled **convenience products**.

Come and show visitors how you're promoting this segment, how you're cooperating with your partners to achieve **optimal added value**, and which new strategies in the segment are leading to success – at Anuga Chilled Food 2009.

AT A GLANCE: ANUGA CHILLED FOOD 2007.

- 99 exhibitors
- 62,399 visitors, 27,234 of them from Germany**
- 6,000 m² of exhibition space

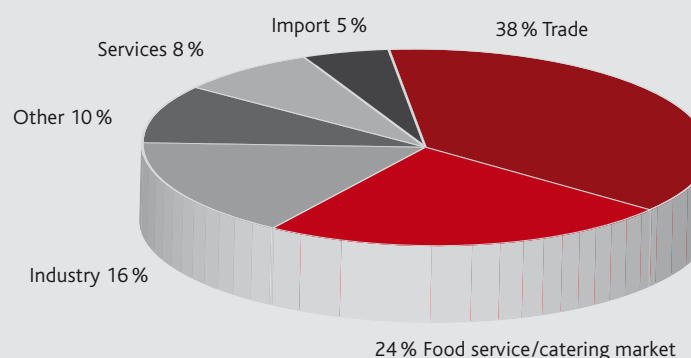
WHAT HAS ANUGA CHILLED FOOD GOT GOING FOR IT? EVERYTHING!

- **Professional environment:** Anuga Chilled Food is the only trade show worldwide that combines fresh convenience products from all segments – from ready-to-eat salads and main dishes to sliced fruit, fish, delicatessen salads, fruity smoothies, ready-to-eat pasta dishes and chilled dough. Your product range will be ideally integrated into this competitive environment, and that applies especially to your innovations: two thirds of the exhibitors use Anuga to present their innovations.
- **Unique visitor structure:** Where else can you meet almost all of the national and international top-level decision-makers from the trade and the food service and catering market? In 2007 the proportion of visitors from abroad was over 56%. There is no faster and more efficient way to build up your business abroad.
- **High synergy potential:** Anuga Chilled Food is located close to the thematically related trade shows Anuga Meat, Anuga Frozen Food and Anuga Dairy. This means that the food show will lead visitors from these other segments to you. Only Anuga offers you these synergies!

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



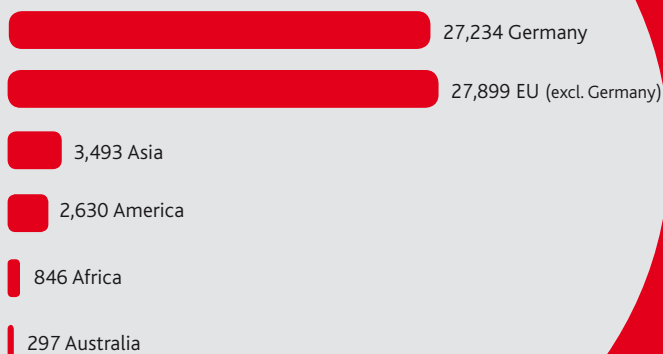
VISITORS ACCORDING TO BUSINESS SECTOR AT ANUGA CHILLED FOOD*



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



COUNTRY OF ORIGIN OF VISITORS TO ANUGA CHILLED FOOD**



LET THE DECISION-MAKERS COME TO YOU!

For good business, you need the right partners – the decision-makers from the trade and the food service/ catering market. At Anuga Chilled Food you'll meet all of your target groups at the same time in one place:

- **More visitors from other European countries (27,899, not including Germany) came to Anuga Chilled Food than from Germany.** In addition, 3,493 decision-makers from Asia and 2,630 from America attended the trade show.
- More than 93% of the exhibitors were satisfied or very satisfied with the **decision-making authority** of the visitors.*

Expand into new sales markets, gain new customers and intensify your existing business ties.

Anuga Chilled Food makes it all possible!

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.

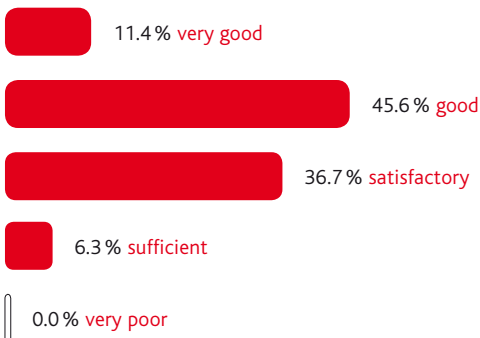
** Number of admissions counted.

ANUGA CHILLED FOOD – YOU CAN'T AFFORD TO MISS IT!

Anuga is the world's most important food and beverage trade show for the trade, the restaurant and hotel business, and the food service and catering market – **and Anuga Chilled Food is the leading domestic and**

international event for chilled food and fish products. There's no better platform for presenting your products successfully.

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 CHILLED FOOD – THE INTERNATIONAL TRADE SHOW FOR CHILLED FOOD AND FISH PRODUCTS

THE FASTEST ROUTE TO ANUGA CHILLED FOOD:

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 MEAT
- ANUGA FROZEN FOOD
- ANUGA DAIRY
- ANUGA BREAD & BAKERY, HOT BEVERAGES
- ANUGA ORGANIC
- ANUGA CATERINGTEC
- ANUGA RETAILTEC

WE ARE INTERESTED IN THE FOLLOWING EXHIBITION AREA:

- WELLFOOD FORUM (HEALTH & FUNCTIONAL FOOD/OTC)

MORE INFORMATION? CALL US!

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ANUGA CHILLED FOOD IS A HIT!

THE EXHIBITORS ALL AGREE:
ANUGA IS THE WORLD'S MOST IMPORTANT MEETING PLACE
FOR THE FOOD AND BEVERAGE SECTOR.



« Anuga 2007 was a resounding success for us. As a market-leading producer of chilled juices, we were ideally placed in the innovative Chilled Food hall.

Thilo Mann, Marketing Manager,
FSP FRISCHSAFT Beteiligung
GmbH & Co.KG

« The Gottfried Friedrichs company has been exhibiting at Anuga without interruption since 1952. The trade show has been supporting our company for more than half of its history, which goes back over a hundred years. The fair has become an important component of our corporate culture. In particular, Anuga Chilled Food 2007 offered themes relevant to the sector in modern and visitor-friendly trade show halls, an interesting supporting programme, and a completely customized platform for the entire food industry. From our point of view, Anuga Chilled Food offers middle-sized companies in particular an excellent forum for picking up innovative product concepts. That's why we're already looking forward to participating in 2009 – and to the next 50 years of Anuga Chilled Food.

Norbert Krümpelmann, Managing Director,
GOTTFRIED FRIEDRICHS KG

