



www.anuga.com



TASTE THE FUTURE

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



THE SOURCE OF YOUR SUCCESS!

ANUGA DRINKS

THE INTERNATIONAL TRADE SHOW FOR DRINKS

 koelnmesse

we energize your business

HERE'S TO GOOD BUSINESS!

"**Health & Wellness**" – this phrase sums up what customers are still and increasingly expecting from their drinks. In addition to a delicious flavour, of course! **Products that bring health benefits are the most popular among consumers.** And this has a huge influence on the product range strategy of manufacturers – and therefore also on your product range.

Show how you can quench the thirst of consumers, combine health with enjoyment and celebrate your sparkling success with your partners from the trade and the food service and catering market: at Anuga Drinks 2009!

AT A GLANCE: ANUGA DRINKS 2007.

- 529 exhibitors
- 83,352 visitors, 38,997 from Germany**

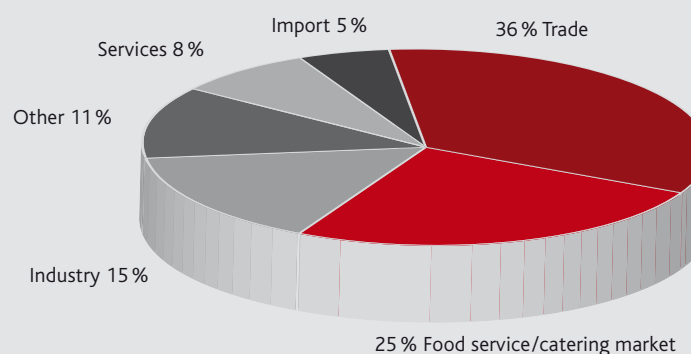
WHAT HAS ANUGA DRINKS GOT GOING FOR IT? EVERYTHING!

- **Unique setting:** A complete spectrum of drinks for the trade and the food service and catering market – from alcohol-free drinks, beer, wine and spirits, right through to the latest trend drinks. Your product range will be ideally integrated into this environment, and that applies especially to your innovations: two thirds of the exhibitors use Anuga to present their innovations.
- **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 proportion of international visitors was over 56%. This is the quickest and most efficient way for you to build up foreign business.
- **A successful debut:** The Anuga Wine Special took place for the first time in 2007. A total of 50 winemakers from ten countries presented over 180 wines in this new tasting area, where the best wines were honoured with awards by an expert panel headed by the world champion sommelier Markus del Monego. In 2009, the Anuga Wine Special will once again be the ideal presentation platform for your exquisite wines!
- **High synergy potential:** Being one of 10 specialized trade shows under one roof, Anuga Drinks benefits from this opportunity to attract visitors from the other food segments. Only Anuga offers you these synergies!

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



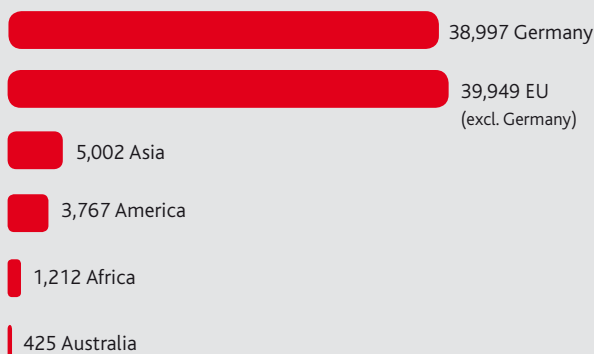
VISITORS ACCORDING TO BUSINESS SECTOR AT ANUGA DRINKS*



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



COUNTRY OF ORIGIN OF VISITORS TO ANUGA DRINKS**



LET THE DECISION-MAKERS COME TO YOU!

For good business, you need the right partners – decision-makers from the trade and the food service and catering market. At Anuga Drinks you will meet all your target groups at one time and in one place:

- There were **more visitors from Europe (39,949 excluding Germany) than from Germany at Anuga Drinks**. In addition, 5,002 decision-makers from Asia and 3,767 from America attended the trade show.
- Over **90 % of exhibitors said they were (very) satisfied** with the quality of visitors.*

Expand into new sales markets, gain new customers and strengthen your existing business relationships. Anuga Drinks 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 DRINKS – YOU CAN'T AFFORD TO MISS IT!

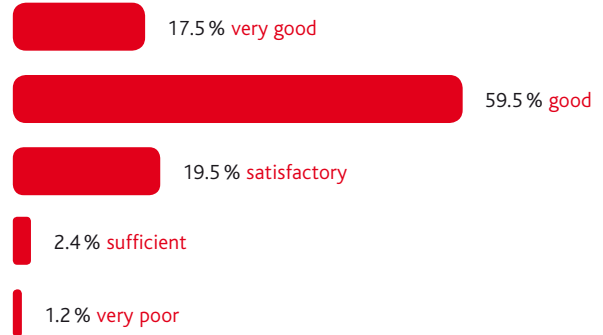
Anuga is the world's most important food and beverage trade show for the trade and the food service and catering market – **and Anuga Drinks is the leading**

domestic and international event for the drinks industry. There is no better platform for presenting your products successfully.

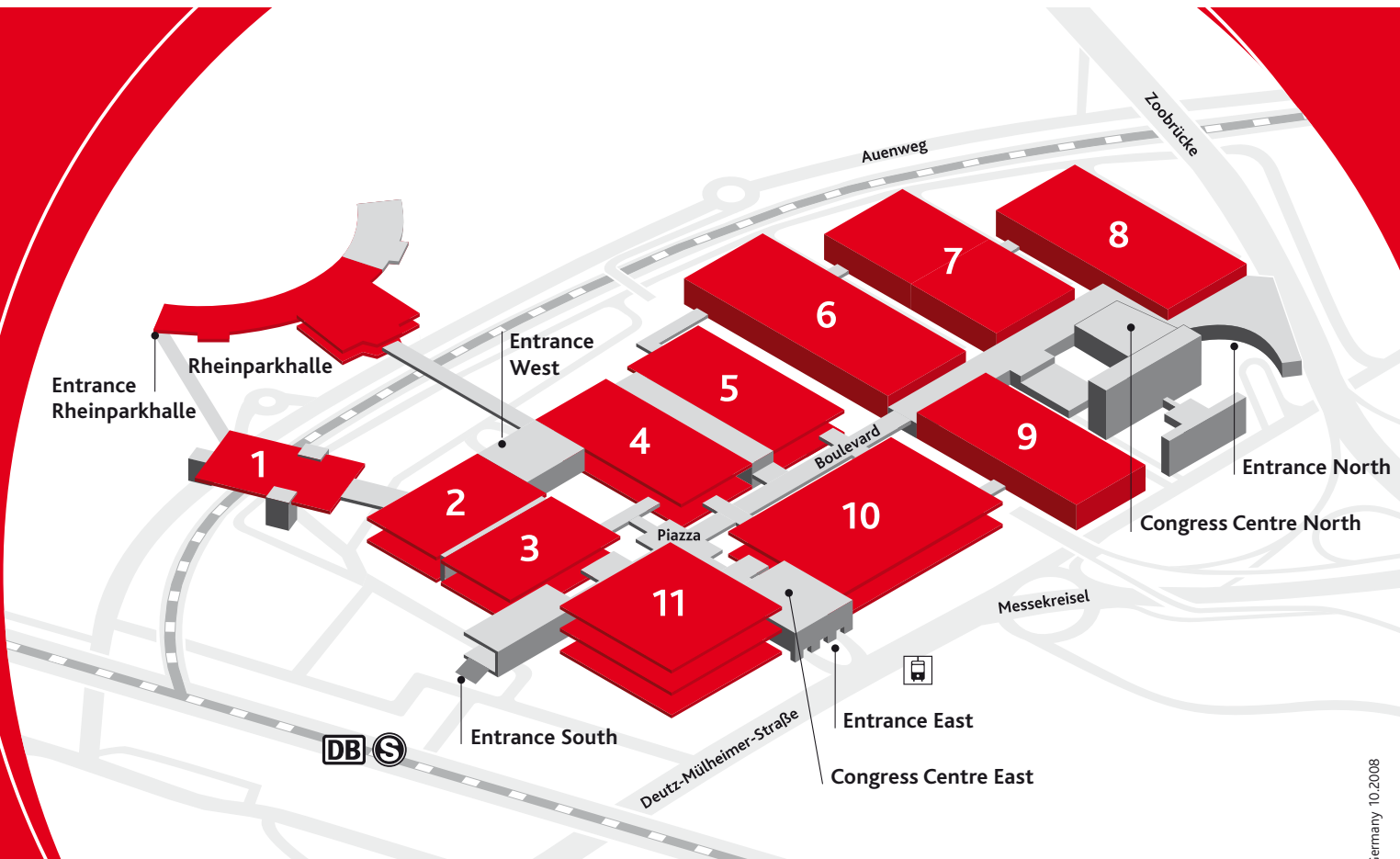
HOW DO THE EXHIBITORS RATE THE DECISION-MAKING AUTHORITY OF THE TRADE SHOW VISITORS?*



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



* Source: 2007 exhibitor and visitor survey.



MORE INFORMATION? CALL US!

JULIANE RIEGER

PHONE +49 221 821-3272

J.RIEGER@KOELNMESSE.DE

Koelnmesse GmbH
 Messeplatz 1, 50679 Köln, Germany
 Phone +49 221 821-3272
 Fax +49 221 821-3410
 anuga@koelnmesse.de
 www.anuga.com



ANUGA DRINKS – THE INTERNATIONAL TRADE SHOW FOR DRINKS

THE FASTEST ROUTE TO ANUGA DRINKS:

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 CHILLED FOOD
- 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!

JULIANE RIEGER

PHONE +49 221 821-3272

FAX +49 221 821-3410

J.RIEGER@KOELNMESSE.DE

ANUGA DRINKS IS A HIT!

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

« The clear focus on this segment generated a positive response on the part of customers and exhibitors alike.

Werner Gerdes, Managing
Director of Sales, RIHA

« At our company, Anuga holds a fixed place in our events diary. In 2007, we could once again draw positive conclusions. We used Anuga to present truly innovative products. Our sales partners from the food industry, the drinks industry and the food service market were able to see and taste products like Rheinfels Fitlife, Sinalco SUGAR FREE and Sinconade for the first time here in Cologne. It was especially important to us to witness the reactions live and to receive direct feedback about our concepts. Anuga creates the framework to strengthen existing business relationships and to secure many new ones whilst at the same time gaining new inspiration, and all this concentrated at one location and within the space of a few days. We therefore view Anuga as a very important forum for the food sector.

Wilhelm Josten, Spokesperson of the Board of Management,
RHEINFELSQUELLEN H. HÖVELMANN



« Our presentation at Anuga 2007 was very successful. With the range of products for the German and international markets, the revamping of our sponsoring strategy and the latest sales promotion activities conducted on the run-up to the show, Anuga was again primarily used as a platform for our international customers. We engaged in many very productive discussions with business partners from all across the world at the trade show stand in Hall 8. And our German customers, especially those from the trade, also responded very positively to the invitation to come to Cologne.

Christoph Hermes, Head of Corporate Communications,
WARSTEINER GRUPPE