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TASTE THE FUTURE

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



THE TASTE OF SUCCESS!

## ANUGA FINE FOOD

THE INTERNATIONAL TRADE SHOW FOR GOURMET AND  
DELICATESSEN PRODUCTS AND GENERAL PROVISIONS

 koelnmesse

we energize your business

## MORE CULINARY PLEASURE: MORE TURNOVER FOR YOU!

These days it is impossible to imagine supermarket shelves without convenience products. However, quick and easy meals are no longer enough. **The keys here are health and culinary pleasure.** Whether sauces, soups or preserved fruit and vegetables, the ever-present healthy eating trend is also in effect here – but taste is not forgotten. **From traditional to Mediterranean and exotic – the variety of tastes is increasing!** Even oils and preservatives can awaken culinary desires, and packaging has also been playing its part for a long time now, accounting for increased customer expectations. Packaging has to be original and practical; hence, different portions from single to family sizes are being taken into consideration.

See how health, convenience and taste can be combined and leave you asking for more – at Anuga Fine Food 2009!

### AT A GLANCE: ANUGA FINE FOOD 2007.

- 3,605 exhibitors
- 100,295 visitors, 43,773 from Germany\*\*
- around 58,000 square metres of exhibition space

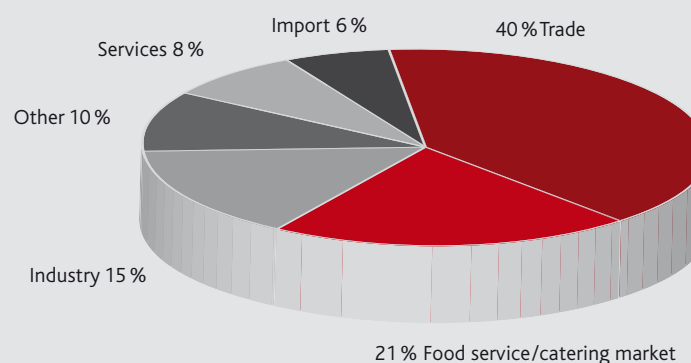
## WHAT HAS ANUGA FINE FOOD GOT GOING FOR IT? EVERYTHING!

- **Professional surroundings:** Only Anuga Fine Food showcases the entire global range of general provisions and gourmet and delicatessen products. In this competitive environment you and your products are optimally positioned.
- **Unique visitor profile:** Where else can you meet all the national and international top-level decision-makers from the trade and the food service and catering market? In 2007 the number of international visitors was over 56 %, proving there is no faster, easier way to build up your business abroad.

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



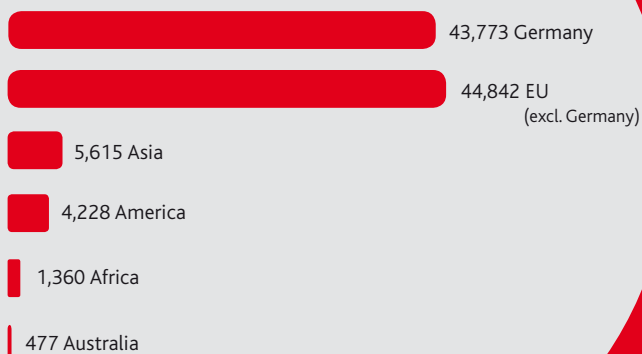
VISITORS ACCORDING TO BUSINESS SECTOR  
AT ANUGA FINE FOOD\*



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



## COUNTRY OF ORIGIN OF VISITORS TO ANUGA FINE FOOD\*\*



## LET THE DECISION-MAKERS COME TO YOU!

A good business needs the right partners – the decision-makers from the trade and the food service and catering market. At Anuga Fine Food you can meet all your target groups in one place:

- Approximately **93 % of exhibitors were either satisfied or very satisfied** with the visitors' decision-making authority.\*

Expand into new sales markets, gain new customers and intensify your existing business ties. Anuga Fine Food provides you with the best conditions!

## 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 FINE FOOD – 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. **Anuga Fine Food is also the leading**

**event – in Germany and worldwide – for gourmet and delicatessen products and general provisions.** There is no better place to ensure your success.

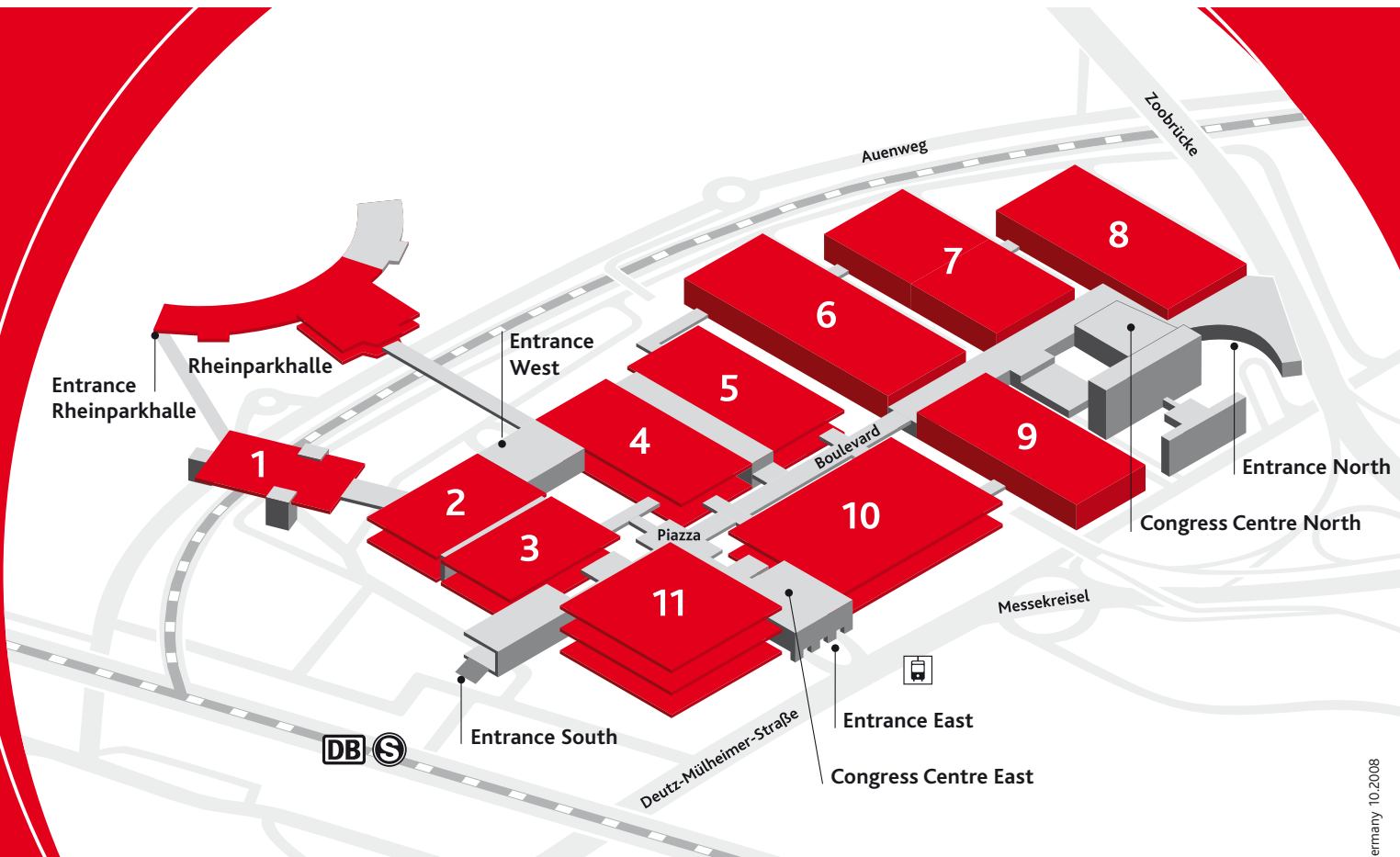
## HOW DO THE EXHIBITORS RATE THE DECISION-MAKING AUTHORITY OF THE TRADE SHOW VISITORS?\*



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



\* Source: 2007 exhibitor and visitor survey.



## MORE INFORMATION? CALL US!

ANUGA TEAM

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**ANUGA FINE FOOD –  
THE INTERNATIONAL TRADE SHOW FOR GOURMET AND  
DELICATESSEN PRODUCTS AND GENERAL PROVISIONS**

**THE FASTEST ROUTE TO ANUGA FINE FOOD:**

**FAX +49 221 821-3410**

**YES, PLEASE SEND US THE COMPLETE REGISTRATION DOCUMENTS.**

COMPANY

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SURNAME, FIRST NAME

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POSITION

---

ADDRESS

---

TOWN, POSTCODE

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PHONE/FAX

---

E-MAIL/WEBSITE

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WE ARE A MANUFACTURER/SUPPLIER OF

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**WE ARE ALSO INTERESTED IN THE FOLLOWING TRADE SHOWS:**

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

**WE ARE ALSO INTERESTED IN THE FOLLOWING EXHIBITION AREA:**

- WELLFOOD FORUM (HEALTH & FUNCTIONAL FOOD/OTC)

**MORE INFORMATION? CALL US!**

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# ANUGA FINE FOOD IS A HIT!

With its acquisition of Theodor Kattus GmbH – including the brands KATTUS, BAMBOO GARDEN and FUEGO – Fuchs, Europe's largest condiments producer, has expanded its expertise to include the international delicatessen sector. This led to the birth of the new premium brand ESCOFFIER. The interest from the trade has once again been tremendous. We have struck a positive balance.

Dieter Fuchs, Fuchs Gewürze GmbH

At this year's Anuga, Thailand was selected to be the first partner country. This program, in combination with the improved hall plans, generated extra traffic for our booth. That certainly put us in the spotlight as the number one distributor of authentic Asian food brands in Europe.

Jo Janssen, CFO,  
Heuschen & Schrouff  
Oriental Foods Trading B.V.

Anuga is the world's biggest food show, and it has once again gained importance and increased in quality. Anuga continues to be the ideal place for us, a leading supplier of nuts and dried fruit, to build a close relationship not only with our national and international customers but also with our global suppliers. We will definitely be returning in 2009!

Ralph Beranek, Sales and Marketing Executive,  
Seeberger KG



We are a highly specialised family company, and Anuga has been a "don't miss" event for us for over 50 years. It is the leading market place and industry gathering for food and nutrition. Here you can meet trade decision-makers from management, purchasing, sales and marketing, and not just from Germany and Europe, but from around the world.

Hanns-Thomas and Hartmut Schamel,  
Schamel Meerrettich GmbH & Co. KG

As a company offering play dough that is edible and can be baked, we made our first appearance at Anuga 2007 and won the Taste\_07 Award with our innovative product "Essknete" (edible play dough). The rush of interest from the trade and the industry was indescribable. Our appearance at the fair was a huge success, which is continuing today. So there is no doubt that we will return to Anuga in 2009!

Stefan Kaczmarek, Managing Director,  
123 Nahrungsmittel GmbH

As one of the most important exhibitions for the trade and the food service and catering market, Anuga is an excellent stage upon which we, as a producer of mustard and delicatessen products, can showcase our entire range of services and offerings – from products for the retail food trade to solutions for the food service and catering market. We were particularly delighted to have the opportunity to display such a wide range of offerings to an international specialist audience for different sales markets.

Michael Durach, Managing Director,  
Develey Senf & Feinkost GmbH

For many years, Anuga has been a successful platform for prominently presenting SACLÀ as an internationally active company.

As the world's biggest trade show for the food industry, Anuga 2007 has once again proven that trade visitors are specifically looking for innovative, authentic and high-quality products. Business at Anuga is always conducted with high intensity, in an efficient manner, and with a long-term perspective. For us, Anuga 2009 will once again be a trend barometer for developments on both the German and the international market.

Detlef Kluge, Branch Director,  
SACLÀ Deutschland GmbH