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TASTE THE FUTURE

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



THE COLD TOUCH FOR SUCCESS!

ANUGA FROZEN FOOD

THE INTERNATIONAL TRADE SHOW FOR
FROZEN FOOD AND ICE CREAM PRODUCTS



we energize your business

COOL IDEAS FOR HOT PROFITS!

The deep freezer continues to be highly dynamic. **Frozen products are as popular as ever** – especially when they can also offer a healthy and balanced diet. Frozen menus that combine naturalness with excellent recipes play a key role. Fish and organic product purchases are increasing, pizza and snacks remain the top sellers.

High convenience products are on the way up, for example microwave meals that can be prepared quickly and easily – anytime and anywhere.

Demonstrate how to defrost new business potential: at Anuga Frozen Food 2009.

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



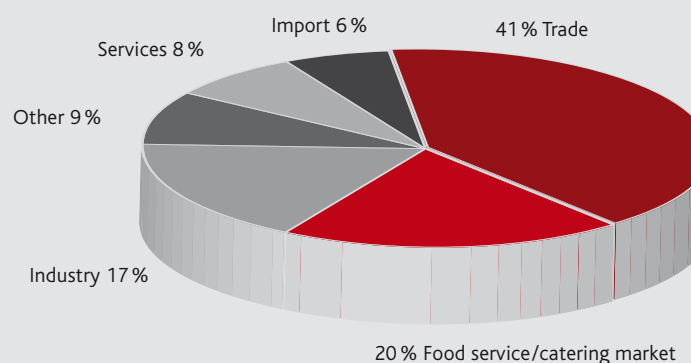
AT A GLANCE: ANUGA FROZEN FOOD 2007.

- 471 exhibitors
- 65,012 visitors, 28,374 from Germany**

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

- **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%. This is the quickest and most efficient way for you to build up foreign business.
- **High synergy potential:** Anuga Frozen Food is located close to the thematically related trade shows Anuga Chilled Food, Anuga Meat and Anuga Dairy. This means that the trade show will lead visitors from these segments to you. Only Anuga Frozen Food offers you these synergies!

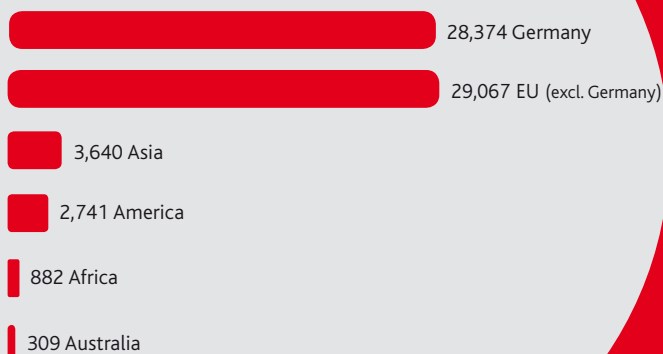
VISITORS ACCORDING TO BUSINESS SECTOR AT ANUGA FROZEN FOOD*



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



COUNTRY OF ORIGIN OF VISITORS TO ANUGA FROZEN FOOD**



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 Frozen Food you will meet all your target groups at one place and at one time:

- There were **more visitors from Europe (29,067 excluding Germany) than from Germany at Anuga Frozen Food**. In addition 3,640 decision-makers from Asia and 2,742 from America attended the show.
- Over **97 % (!) 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 contacts. Anuga Frozen 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 FROZEN FOOD – YOU CAN'T AFFORD TO MISS IT!

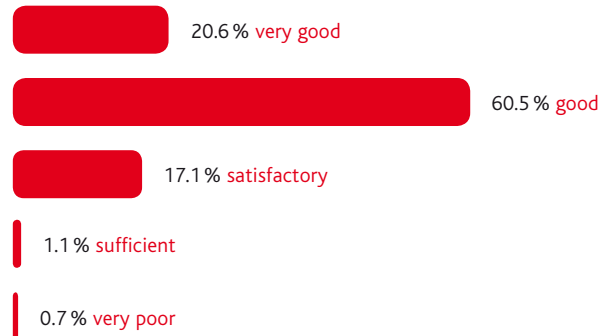
Anuga is the world's most important food and beverage trade show for the trade and the food service and catering market – **and Anuga Frozen Food is the leading**

domestic and international event for frozen food and ice cream products. Could there possibly be a better platform for your successful presentation?

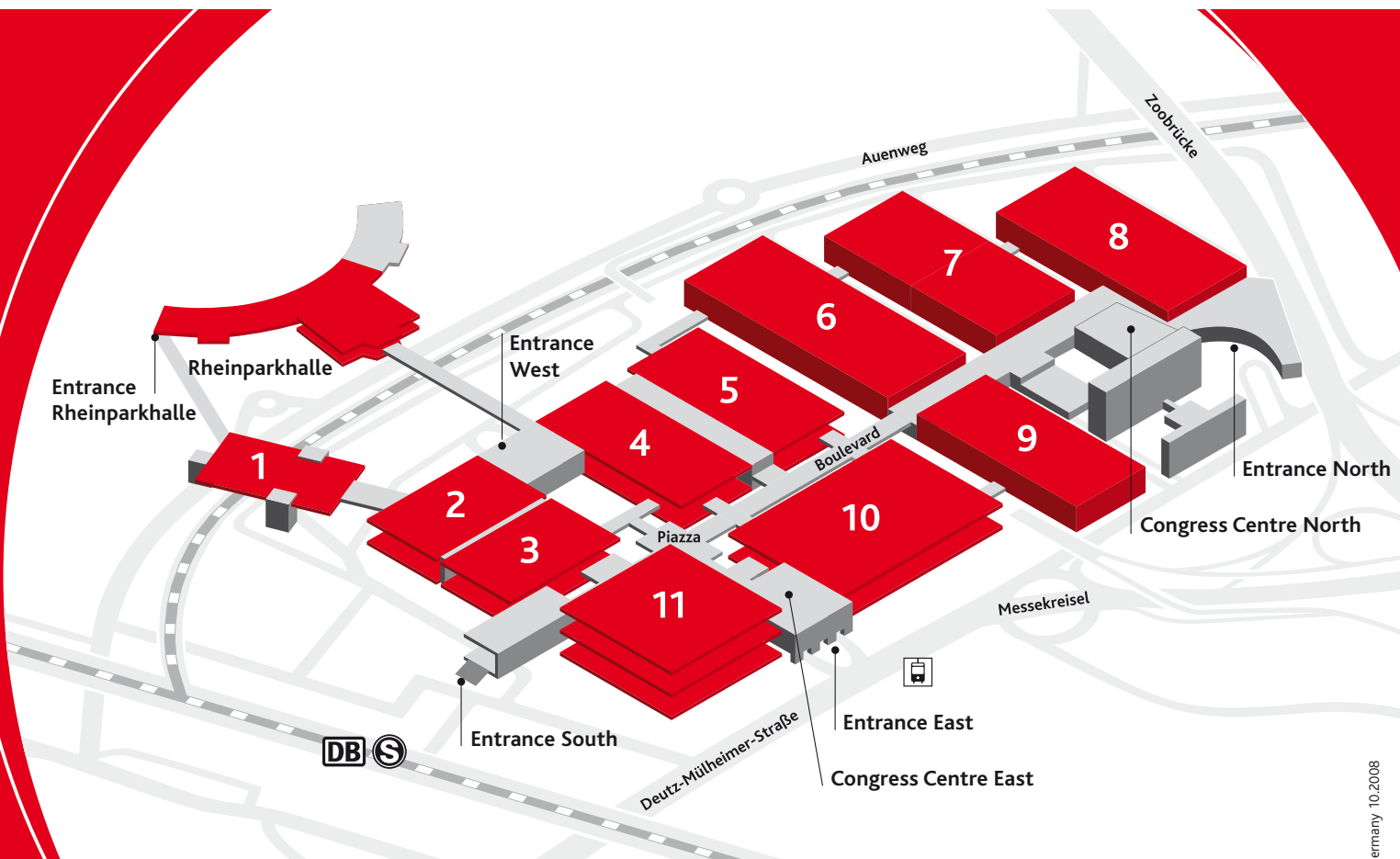
HOW DO THE EXHIBITORS RATE THE DECISION-MAKING AUTHORITY OF THE TRADE SHOW VISITORS?*



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 FROZEN FOOD –
THE INTERNATIONAL TRADE SHOW FOR
FROZEN FOOD AND ICE CREAM PRODUCTS**

THE FASTEST ROUTE TO ANUGA FROZEN 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 CHILLED FOOD
- ANUGA MEAT
- 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 FROZEN FOOD IS A HIT!

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



« For our company, Anuga is the most important export communication platform, the trade show for introducing new products and for attracting new customers and intensifying our existing customer relationships.

Dirk Brünz,
Board of Management,
Pfalzgraf-Konditorei GmbH



« Anuga 2007 once again powerfully confirmed its role as the international leading trade show. At the trade fair we were able to close many interesting sales contracts due to the high number of German and international decision-makers present at the show. For the first time, there was also a noticeable amount of demand from decision-makers from the Middle East. This has encouraged us to strengthen our activities there, i.e. sponsoring at the World Association of Cooks Society in Dubai (WACS 2008) and membership in the Emirates Culinary Guild (ECG), in order to build up confidence in the region.

Hans Böttcher, Export Director, Frisch & Frost,
Nahrungsmittel Ges.m.b.H.



« Anuga has a very international scope and is next to InterCool the most important food show for us. Here we meet potential customers from across the globe – so we can strengthen existing contacts and forge new ones. Anuga is the global barometer of the latest trends for the frozen food sector. The tk-report chose our "Chi" sorbet as the most innovative new product at Anuga: "The candidate was able to capture the natural power of the universe with its tingly fresh energy sorbet with oxygen gaining full marks. For us the sorbet was the secret winner among the top innovations chosen by Koelnmesse as part of Taste_07" (Anuga trade show report issue 11/07). For Frenzel*** Anuga means communication, business and innovation – the optimal framework for product innovations. It's a trade show that is tailor-made to meet our needs and is a fixed event in our trade show calendar along with InterCool. Thank you very much, Ms. Ritter. Our best wishes for you and your team in Cologne!

Volkmar Frenzel, Frenzel*** Tiefkühlkost e.K.

