



TASTE THE FUTURE
COLOGNE,
05. – 09.10.2019

Anuga Drinks
Everything at a glance.

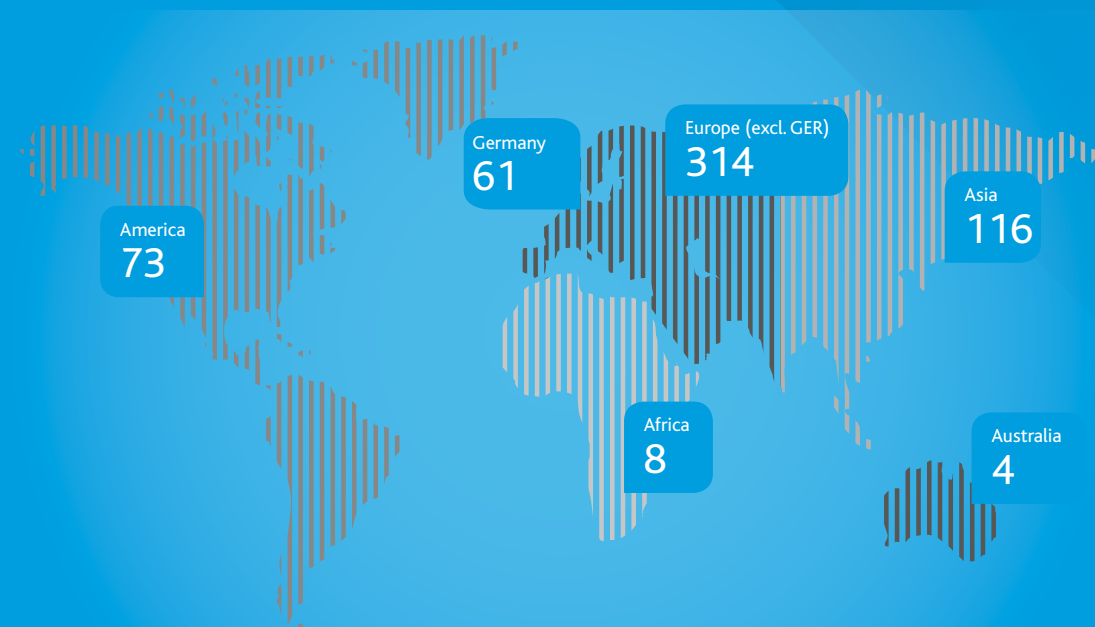
ANUGA
WINE SPECIAL



 Anuga Wine Awards, which were distinguished by the Sommelier World Champion

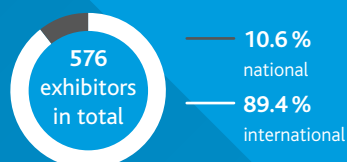
29 x Silver
19 x Gold
6 x Double Gold

Origin of the exhibitors from abroad



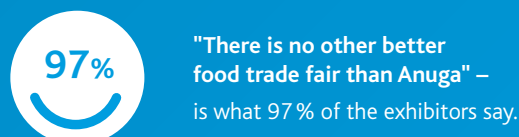
EXHIBITORS*

Origin of the exhibitors



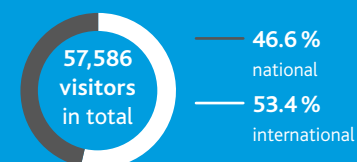
Top countries of origin of the exhibitors (excl. Germany)

- Italy
- Turkey
- Spain
- United Kingdom
- Austria
- Thailand
- Greece
- The Netherlands
- Poland
- Mexico



VISITORS

Origin of the visitors



Origin of the visitors from abroad



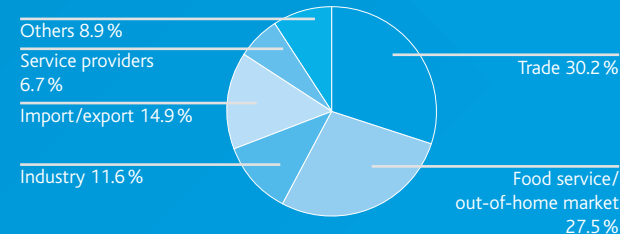
Europe (excl. Germany)	17,497
Asia	6,396
America	4,643
Africa	1,600
Australia	584



Influence on procurement/purchasing decisions

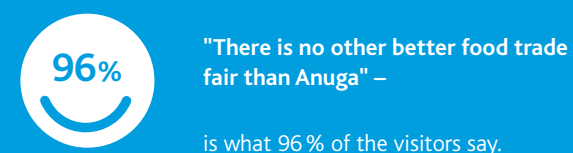
Key responsibility	30.3 %
Co-responsibility	25.5 %
Advisory/influential	16.7 %
Not involved	11.4 %
Others	16 %

Economic branches



Area of responsibility (single response)

Business, company, factory managers	23.3 %
Purchasing, procurement	9.0 %
Production and Maintenance	7.1 %
Research and Development	6.6 %
Sales, Marketing, PR	26.4 %
Logistics, warehouse, IT	1.4 %
Finances, Administration	3.4 %
Other trade visitors	22.8 %



Top countries of origin of the visitors (excl. Germany)

1 The Netherlands	6 People's Republic of China
2 Italy	7 Belgium
3 USA	8 Turkey
4 France	9 Thailand
5 Austria	10 Spain