WE ARE THE NO.
Use it to your benefit!

TASTE THE FUTURE
COLOGNE, 05.–09.10.2019

www.anuga.com
In the world of food and beverage there is no way around Anuga. The largest trade fair in the world is the most important meeting point of the industry as the figures of 2017 once again impressively demonstrate: with 7,405 exhibitors and around 165,008 visitors from all over the world. Anuga is clearly the no. 1 event in the world!

Anyone who didn't attend, missed the most important global trends and has to wait until the next edition. In 2019, Anuga will once more present everything that is important for the international trade audience. With ten trade shows, an informative event & congress programme as well as all trends and innovations of the industry, Anuga is going to be the highlight of the year in 2019.

“There is no other better food trade fair than Anuga” – is what 93% of the exhibitors say.

Of whom 80% are decision-makers.
USE THIS TO YOUR BENEFIT.

The largest trading place in the world for the food market offers its trade visitors the best prerequisites for good businesses. This is not only where global networking takes place, the best offers of today and the highly topical trends for the future can be discovered. With its fascinating international atmosphere and inspiring event programme - Anuga is by far the no. 1 meeting point.

"Anuga has become a fixed date in our annual Trend calendar to take our internal and external clients on a journey through the creative wonders of the beverage and food industry. As one of the largest Fragrance and Flavor houses in the industry, Firmenich is always seeking for outstanding sources of inspiration for new product ideas for our clients. We are hosting our top international customers at Anuga for inspiring "out of the box" Trendwalks that trigger new product ideas across a range of industries and product categories. We will be back!"

Timo Weyand, Vice President Global Marketing Body & Home Care, Firmenich

* compared to 2015
Anuga 2019 is going to be a trend show in a class of its own, where the future of the food market can be experienced on site. Special events present the most innovative ideas, products and concepts from all over the globe. Ten trade shows convey insights into all advanced trend themes. Congresses, conferences and workshops provide additional information and inspiration.

“...the sheer size of the event, the attention to details and offerings from across the globe, makes this a definitive visit for anyone in food business in the world. Anuga is a must visit for those who are looking for new vendors, new buyers, food enthusiasts and those who are seeking new inspiration and ideas.”

Kumar Rajagopalan, CEO Retailers Association of India
WE ARE DIVERSE

10 TRADE SHOWS IN ONE.

Over 7,400 exhibitors present themselves and their products to the international trade audience at Anuga in a targeted way. Because this biggest spectrum of offers in the world is clearly structured into ten trade shows, contacts to interested parties and potential customers can be efficiently established – something which is unique all over the world.

ANUGA FINE FOOD
The largest of the Anuga trade fairs is dedicated to delicatessen, gourmet and basic foods – the meeting point for manufacturers and importers from all over the world.

97,522
3,866

ANUGA FROZEN FOOD
Experience the developments of the frozen food market first-hand. Here you can meet up with both - the retail trade and the out-of-home market.

63,692
563

ANUGA MEAT
At the largest meat trade fair in the world the themes meat, poultry and sausages are presented in different halls in a tangible way and the trends of the industry are depicted.

57,586
907

ANUGA CHILLED & FRESH FOOD
The food trends "to-go", "ready-to-eat", fresh delicatessen and snacks are as relevant as ever and are thus once again present in a trade show for everything "fresh out of the refrigerator".

49,666
126

ANUGA DAIRY
The world's largest leading international trade fair for the milk and dairy industry provides detailed information about new products, innovative production methods and eating trends.

51,151
418

ANUGA BREAD & BAKERY
The highest international level trade fair is the meeting point for every one who is involved in the very complex market for bread and bakery products - for the retail trade or bulk consumers.

53,791
389

ANUGA DRINKS
Anuga Drinks is the largest trading place in the world for non-alcoholic beverages, alcoholic specialities and flavourings. Fruit juices are particularly under focus at Anuga.

57,586
576

ANUGA ORGANIC
The large organic offer from all over the globe particularly underlines the international character of Anuga. Under focus: Trend themes such as protected origin, vegan diets and fair trade.

53,791
418

ANUGA HOT BEVERAGES
Coffee and tea are rapidly developing into their own market. This development is being reflected at Anuga in the scope of a special trade show for all hot beverage experts.

63,527
250

ANUGA CULINARY CONCEPT
Discover a symbiosis between cooking presentations and contests, an exhibition and infos on the latest food service trends how the tastes of the world inspire professional chefs.

33,165
149
WE ARE INTERNATIONAL

MEET UP WITH THE ENTIRE WORLD.

The world of food has no borders. The products, markets and ideas are just as international as the many thousands of exhibitors and visitors of Anuga. Over 90% of them travel to Cologne from abroad. That is why no limits are set here to the possibilities for the global exchange of ideas and for good business.

Anuga means: GLOBAL GROWTH

SIGNIFICANT RISE IN THE NUMBER OF VISITORS AND EXHIBITORS IN 2017

Europe
- Visitors: 77,336 (+8%)
- Exhibitors: 4,087 (+5%)

Asia
- Visitors: 25,304 (+2%)
- Exhibitors: 1,492 (+6%)

America
- Visitors: 14,024 (+27%)
- Exhibitors: 851 (+6%)

Africa
- Visitors: 5,419 (+13%)
- Exhibitors: 224 (-16%)

* Percentage compared to 2015

90% of the exhibitors are international.
74% of the visitors are international.

10 TRADE SHOWS
IN ONE

www.anuga.com

96 %

“There is no other better food trade fair than Anuga” – is what 96% of the visitors say.

TOP 10 COUNTRIES OF ORIGIN*

Visitors
- The Netherlands
- Italy
- United Kingdom
- People’s Republic of China
- Spain
- France
- Poland
- Turkey
- Belgium
- USA

Exhibitors
- Italy
- Spain
- People’s Republic of China
- Turkey
- Greece
- France
- The Netherlands
- Poland
- United Kingdom
- Belgium

* not incl. Germany
Establish new contacts and groom existing ones, expand your sales channels and profit from innovative ideas: everything speaks in favour of presenting one’s own products and services at Anuga. The exhibitors can position themselves perfectly at the ten trade shows and at the same time illustrate their competence in special trend themes. That provides even more security that the right business partners will find them. So, it is worth reserving exhibition space at an early stage.

“We at the LSG Group visit ANUGA on all days of the fair. My colleagues and I need this time to track down market trends, test new products ourselves and talk to the dealers. For us networking with the big players from the market is just as important as establishing and intensifying contacts to small companies and start-ups. With our focus on airline catering we have to have our finger on the pulse of time. Small tip: The ANUGA app provides a great overview of the suppliers, the halls and many tips on visiting the fair!”

Christian Hintze, Director Category Management Food & Beverages Europe, LSG Group, Senningerberg, Luxembourg

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The trend themes 2019
- Products with protected designation of origin
- Non GMO-Products
- Superfoods
- Functional & Free from products
- Ready-to-eat products
- Organic products
- Kosher products
- Halal food
- Vegetarian products
- Vegan products
- Product based on fair trade

* compared to 2015
The global food industry is meeting up in Cologne again in 2019. And once again the demand for exhibition space is going to be high. So secure your space with an early registration.

DON’T MISS ANY TRENDS AND INNOVATIONS IN 2019!

GROOM AND CREATE VALUABLE CONTACTS.

The global food industry is meeting up in Cologne again in 2019. And once again the demand for exhibition space is going to be high. So secure your space with an early registration.

Simply register online
Download the application forms, calculate your stand costs and call up all important information - Exhibitors can thus easily get one of the coveted stand areas at Anuga 2019.

www.anuga.com
Do you have any questions? We're happy to advise you!

Contact for exhibitors
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