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"Berry strong" premiere for veganfach 2016

"It was the best trade fair I have ever been to", "So many cool stands", "It was a fantastic day", "A great trade fair". These are just a few of the comments that the visitors made about the first veganfach in Cologne. In total, more than 4,000 visitors attended the premiere of the trade fair in Cologne on 4 and 5 November 2016. "The premiere of veganfach totally satisfied our expectations," Koelnmesse Chief Operating Officer, Katharina C. Hamma, said, delighted. "Our visitors were extremely impressed by the wide spectrum of offers. It demonstrates that many people have been waiting for a trade fair that presents the entire spectrum of vegan offers," continued Hamma. With a 26 percent share of foreign exhibitors, 'from the very start' veganfach is, furthermore, the largest and most international vegan trade fair in Europe.

So, there was plenty for the visitors to see, try out and buy. 137 exhibitors from 15 countries offered a wide spectrum of products and services for all those, who attach importance to a sustainable lifestyle free of animal products or who wanted to inform themselves about vegan alternatives to everyday products. Vegan products from all areas of daily life were presented from A to Z: Including food and beverages, cosmetics, fashion and accessories as well as kitchen appliances, household goods, home textiles and furniture.

veganfach proved to be an important business platform

With around 1,000 international trade visitors from the industry, trade and food service sector - including buyers from major retail groups such as Edeka, Rewe, Kaufland, Globus or Coop, the cooperative society - veganfach has proved to be an important business platform from the very start. They came to Cologne on the first day of the fair for the exclusive lecture programme. Under the title "Serious Trend or Media Hype?", they discussed the lifestyle theme of our times at the pro forum of veganfach 2016. The forum was organised by Koelnmesse and the Anuga partner, the out-of-home media of the dfv media group (gy-praxis, food-service, FoodService Europe & Middle East).

"Optimum frequency of trade and private visitors"

Thus, the premiere of veganfach also celebrated a wonderful debut as an important business platform. Günter Kautz of LikeMeat also shared this opinion: "The trade fair should definitely be held again. There was an optimum frequency of visitors at veganfach among both the trade and private visitors." The basis for the success is the large international expertise, which Koelnmesse brings with it in organising food fairs and events on the processing of food and beverages. Trade fairs such as the Anuga, ISM and Anuga Food Tec are established world leaders. In this connection, already at Anuga in 2015 around 1,000 companies stated that their portfolio includes vegan products.



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For Christian Vagedes, founder and Chairman of the German Vegan Association, the successful premiere is a sign that the vegan lifestyle has already long since become more than a trend: "It was brilliant! The mood of both the exhibitors and visitors was super. And the high interest shown by all groups of visitors more than clearly shows that a vegan lifestyle has established itself in all social classes." This is also how Katharina Nolte by Corkando, who was particularly delighted about the wide-ranging interest, sees it: "What positively surprised us is the fact that the people were interested in everything, living, accessories, etc. The vegan section seems to be expanding. The people enthusiastically come to the stands and talk about it. They are very communicative and pass the information on."

Exhibitors praise high quality of visitors

The high international quality of the event also impressed the foreign companies which exhibited at veganfach. For example, Linda Mense from the Peru Business & Trade Office was pleased to take this good opportunity to be able to introduce new products in Germany and stated that "there was interest in imports." Sebastian Klotz of P&F Food also emphasised the quality of the visitors: "The trade fair was very well-attended and high-quality discussions were held. We established interesting and promising business contacts." The open atmosphere also made the premiere of veganfach especially interesting for young start-ups. In this way, Jan Rein from the KORO drugstore was totally satisfied with the first trade fair appearance of his company: "veganfach was a wonderful debut on the trade fair scene for us as a young start-up."

The concept of addressing both private and trade visitors was expressly welcomed by the exhibitors. As Marco Steinhilber, founder and CEO of Innosnack, commented, "I find the combination between a trade and consumer trade fair very good." "We made great contacts in the trade visitor section and are very satisfied." Andreas Gebhard, CEO of Vegine, was also delighted about "interested trade visitors from the trade, food service sector and international industry as well as interested end consumers." Jonas Boltze from Cascara also praised the audience: "We encountered a very interested audience that was open to new products." His summary: "We feel at home."

Something for everyone: The supporting programme of veganfach 2016

The private visitors, who came to Cologne for the premiere of the trade fair, also felt at home at veganfach. Because something was offered for everyone. And not only at the stands of the exhibitors. The diversified supporting programme also contained several highlights. For example, the celebrity chef, Björn Moschinski, gave tips on how to impress guests with vegan cuisine. His credo was "Great taste doesn't need meat." The French shooting star of the vegan scene, Sébastien Kardinal, shared this opinion. His "vegan sausage" cooking show was also very well-attended, as were the presentations that addressed the many possibilities of using the Thermomix for vegan cuisine.

The well-known television host and book author, Katharina Kuhlmann, guided the visitors through the high-class programme. She spoke with innovative entrepreneurs and celebrities on the "green sofa" about their experiences with a life without animal products. Among others, the star of the German TV series, GZSZ, Anne Menden, was one of the celebrity guests. The devout vegan passionately asserts herself for the protection of nature and species and explained at veganfach why protecting animals and the environment is so important to her.

And the really young visitors also didn't get a raw deal at veganfach: Children's face painting with vegan paints or creatively designing jute bags (which can ideally be used for packing Christmas gifts inside) were also on the agenda as well as - in line with the imminent advent period - writing the first Xmas post to Santa directly from the vegan Winterland. It almost goes without saying that the culinary needs of the visitors was also taken into consideration: the food trucks of Bunte Burger and Vincent Vegan provided the visitors with vegan delights in the vegan chill zone.

The next veganfach will be staged from 3 to 4 November 2017.

Koelnmesse - Global Competence in Food

Koelnmesse is an international leader in organising food fairs and events surrounding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in other growth markets around the globe, in Brazil, in China, in India, in Japan, in Thailand, in Turkey and in the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of tailor-made events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

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