

No. 7 / November 2018, Cologne
#veganfach

veganfach

That was planttastic!

It was a trade fair of superlatives: not only Germany's sexiest vegan and the strongest vegan in Germany were guests at veganfach 2018. With more than 7,400 visitors (a plus of more than 20 percent), more visitors came to veganfach than ever before. The exhibitors could also definitely be pleased that they not only looked, but also bought a lot. The companies were also enthusiastic about the large number of international trade visitors. Many high-quality, international trade visitors from industry, commerce and food service were registered. Purchasers and trend scouts from companies like Aldi Süd, apetito, DB Gastronomie, Delhaize, Edeka, Galeria Kaufhof, Henkel, Metro or Rewe use veganfach to inform themselves about new products of the industry and to follow the exclusive lecture programme.

For Koelnmesse Chief Operating Officer Katharina C. Hamma, the trade fair is a successful example for the expansion of the nutrition theme from b2b to b2c: "With veganfach, we have been able to convincingly transfer this theme to a high-class consumer event on the basis of our experience as a leading provider in the nutrition segment". She was especially pleased that trade visitors also recognised this: "Many buyers and trend scouts from commerce and food service have used veganfach to inform themselves about the latest consumer trends".

There was also a lot for food pros to discover. This is because 30 young companies and startups alone came to veganfach 2018 to present their new products. However, not only buyers and trend scouts were pleased at the many product innovations that aren't yet available in the supermarket. Private visitors were also enthusiastic about the diversity and quality of the products. At all the stands one could hear how much vegan products have continued to develop in terms of flavour and consistency. Besides the vegan label, the focus of consumers was especially on those products that are also produced and packaged as organic, are in keeping with fair trade principles, are sustainable and healthy.

However, the veganfach offering wasn't limited to food products. Companies from the cosmetics, chemist, health products, household goods or fashion segments also presented themselves. Visitors thus also tested, for example, vegan ankle boots, pumps and boots, bags made of wood or cork, as well as individually designed drinking bottles of glass. An expression of the great drive for innovation of the companies was also the number of products submitted for the Vegan Innovation Award, which was conferred on the first day of the trade fair at veganfach: 40 companies, and thus a quarter of all exhibitors, submitted a total of 54 products, which were evaluated by the jury.

veganfach
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www.veganfach.com

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vegane gesellschaft
deutschland e.v.

The morning of the first trade fair day was once again traditionally reserved for our international trade visitors. Here too, trade visitors could experience real highlights. The out-of-home media team of dfv media group (gv-praxis, food-service, Foodservice Europe & Middle East) once again invited experts in practice, presented the exciting concepts and revealed one or two of the secrets of their success. Thus, for example, Gordon Faehnrich from the BackWerk bakery chain showed how a vegan expansion of the assortment can be successfully implemented in system food service. And Horst M. Kafurke from Innogy Gastronomie answered questions revolving around how one introduces a 50 percent vegan meal offering to company restaurants and at the same time inspires guests with it.

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In addition to the exceptional product presentations, veganfach also offered visitors some real infotainment fireworks. This year, the vegan chef, author, food consultant and food service hostess Sophia Hoffmann guided visitors through the programme on the veganfach stage. Special highlights of this year's event programme were the new cooking shows. The stage was transformed into an open kitchen several times and the motto was: "pay attention and try this at home"! In addition to Germany's sexiest vegan and the strongest vegan in Germany, more vegan celebrities and interesting speakers drew visitors again and again to the veganfach stage.

In the end, everyone agreed that this veganfach was not only a complete success. No, it was planttastic.

veganfach 2018 in figures

118 companies from 13 countries participated in the trade fair. These included 92 exhibitors from Germany and 26 exhibitors from abroad. The share of foreign exhibitors was 22 percent. Around 7,200 private visitors, as well as trade visitors from industry, commerce and food service came to veganfach 2018.

Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

The next events:

ANUFOOD China - The leading food & beverage exhibition serving North China, Beijing 21.11. - 23.11.2018

ProSweets Cologne - The international supplier trade fair for the sweets and snacks industry, Cologne 27.01. - 30.01.2019

ISM - The world's largest trade fair for sweets and snacks, Cologne

27.01. - 30.01.2019

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Note for editorial offices:

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