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Anuga: Fully-booked exhibition halls and shopping baskets full to the brim

The largest and most important food fair in the world

Over 7,400 exhibitors from 107 countries

Partner country India: Culinary diversity and a high-performance food industry

Ticket Shop open: www.anuga.com / www.anuga.com

At the coming Anuga, a shopping basket that is full to the brim is awaiting the visitors from the retail trade and out-of-home market in fully-booked exhibition halls. Over 7,400 exhibitors from 107 countries will be presenting the global market offer of food and beverages throughout five days. As such Anuga 2017 has once again achieved its record result of 2015. Around 160,000 trade visitors from over 190 countries are awaited. 89 percent of the exhibitors and 69 percent of the visitors come from abroad. Anuga is the most important trade, sourcing and trend platform for the international food industry.

The trade fair not only reaches the most important decision-makers from the international trade with its comprehensive offer, it also addresses the leading customers from the out-of-home market and the buyers of the big online platforms.

Anuga covers the entire fair grounds in Cologne. It is one of the largest exhibition complexes in the world. 284,000 m² of gross exhibition space in 11, in some cases multi-storey halls, four entrances, a continuous trade fair boulevard and a central piazza ensure fast connections and a high quality of stay.

With its "10 trade shows under one roof" concept, Anuga enables a clear structure of the fair according to themes, which facilitates the orientation in the face of the abundance of the offer. There have been several changes to the concept again this year, which compress and optimise the structure of the offer.

In this way, coffee, tea & co. are being awarded their own platform for the first time, indeed under the trade show name "Anuga Hot Beverages". Until now hot drinks were covered in one trade show together with bread and bakery products.

The new trade show "Anuga Hot Beverages" is a reaction to the growing significance of this segment. The new trade is meeting with great interest and will represent a diversified range of exhibitors from the coffee and tea scene in October.



Anuga
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www.anuga.com

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The theme "cuisine" is also being re-defined at Anuga. To this end, the trade show "Anuga Culinary Concepts" is bundling cooking skills, technology, equipment and gastronomy concepts. Here, as in the previous years, the finals of the two established professional competitions, "Chef of the Year" and "Pâtissier of the Year", will once again take place. Customers from the out-of-home market have numerous points of contact here, which offer information, entertainment and contact to the stars of the cooking scene.

All of the Anuga trade shows are displaying an excellent alignment. A brief overview:

Anuga Fine Food - the trade show for delicatessen, gourmet and basic food - the largest of the Anuga trade shows unites a comprehensive and diversified offer from all over the globe. Numerous nations take part here at joint pavilions, which present the typical food and beverages of their home country. The companies represented here include among others Del Monte, Delverde, Di Gennaro, Develey, Feinkost Dittmann, Fromi, Herbert Kluth, Carl Kühne, Monini Federzoni, Monolith, Mutti, New Lat GmbH, Olitalia, Saclá, Seeberger, Seitenbacher and Yamae Hisano. Mishtann Foods, Newlat GmbH (Birkel) and Goya En España are participating as first-time exhibitors. There is going to be a Norwegian pavilion comprising of 18 companies in the Anuga Fine Food for the first time.

Anuga Frozen Food - the trade show for frozen food

The frozen food segment is one of the most important trendsetters within the trade and on the out-of-home market. At Anuga, the international industry regularly presents its innovations for both channels. Here among others big groups from the European manufacturing countries such as Belgium, France, Greece, Italy, Croatia, the Netherlands and Portugal with the frozen foods association ALLIF - Associação da Indústria Alimentar pelo Frio - are participating here. But also groups from Argentina, Ecuador, Peru and the USA enrich the international spectrum of frozen foods. Last, but not least the German Frozen Foods Institute, dti, once again has its central point of contact at Anuga Frozen Food.

The companies exhibiting at Anuga Frozen Food include 11er Nahrungsmittel, Agrarfrost, Ardo, Aviko, Erlenbacher, Gunnar Dørgard, Neuhauser, Pfalzgraf, Roncadin, Salomon Foodworld and Surgital. Furthermore, CPF, Délifrance and McCain are also exhibiting at Anuga Frozen Food.

Anuga Meat - the trade show for meat, sausages, game and poultry

Comprising of the sub-segments sausages, red meat and poultry, the world's largest business platform for the meat market offers the trade buyers an excellent orientation. The groups stands that are represented here include Argentina, Australia, Brazil, France, Ireland, Italy, the Netherlands, Spain, Turkey, Uruguay and the USA. Smaller group stands from Canada and South Africa as well as individual exhibitors from New Zealand round off the international spectrum perfectly.

The top exhibitors at Anuga Meat are Argal, Agrosuper, Bell, Beretta, Citterio, Danish Crown, ElPozo, Heidemark, Inalca, Miratorg, MHP, NH Foods, OSI, Pini Italia, Plukon, Sauels, Steinhaus, Tönnies, VanDrie, Vion, Westfleisch, Wiesenhof and Wiltmann. The French group Bigard is a newcomer here.

Anuga Chilled & Fresh Food - the trade show for fresh convenience foods, fresh delicatessen, fish, fruit & vegetables

The trendsetter segment, which has a regular spot at Anuga, targets above all customers, who have little time, yet high demands in quality and freshness and thus offers the trade and the out-of-home market attractive profiling opportunities. The exhibitors include Condeli, Kühlmann, Rügen Fisch, Renna, Settele, Wewalka and Wolf Wurstwaren. There are new group participations from Ecuador, Ireland and the USA.

Anuga Dairy - the trade show for milk and dairy products

Bundled, international competence for milk, cheese, yoghurt & co. The complete white and yellow line is represented in Cologne. Anuga Dairy offers the most comprehensive overview of the international dairy market worldwide. Joint participations from Belgium, Denmark, France, Greece, Great Britain, Ireland, Italy, the Netherlands, Austria, Poland, Switzerland, Spain and Cyprus demonstrate the large spectrum of the offer. A group from the Czech Republic will also be exhibiting at Anuga Dairy for the first time.

The top companies at Anuga Dairy include Andros, Bauer, DMK Deutsches Milchkontor, Ehrmann, Emmi, FrieslandCampina, Hochwald, Mifroma, Milcobel, Roerink Food Family and Unilac.

Anuga Bread & Bakery

Bread and bakery products in combination with jam, honey, chocolate-nut spreads, peanut butter and other sandwich spreads are an equally important assortment for the trade as well for the morning breakfast buffet of hotels. The trade show presents a comprehensive overview of the extensive international offer. As a result of separating the hot beverages off from the "Anuga Bread & Bakery" trade show, it was possible to restructure this trade show which now benefits from more space. The response to this is also excellent. The exhibitors in this segment include among others Aachener Printen, Bianco Forno, Breitsamer, Di Leo Dutch Bakery, Ditsch, Elledi, Entrup Haselbach, FürstenReform (Langnese), Gunz, Guschlbauer, Mestemacher, Kronenbrot, Kuchenmeister, La Mole, Meisterbäckerei Ölz, San Carlo, Lantmännchen, Schleicher, Ravi Foods and Vandemoortele. First-time exhibitors at the "Anuga Bread & Bakery" trade show include Austerschmidt and Eurovo.

Anuga Drinks

Beverages for the retail and food service trades. Anuga offers a wide selection of products for both target groups: From alcohol to alcohol-free. Furthermore, the special event "Anuga Wine Special" presents an attractively designed offer of wine in combination with tasting sessions and specialised lectures. The exhibitors of this trade show include among others Austria Juice, Baltika, Döhler, Gerolsteiner,

IQ4YOU, Pfanner, riha and Rauch. New German breweries such as Leikeim and Frankfurter Brauhaus are also represented at Anuga Drinks. There are new group stands from Argentina, Azerbaijan, Georgia and Norway.

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Anuga Organic

"Anuga Organic" presents a wide range of organic products from Germany and abroad with a clear focus on export. The exhibitor offer is enhanced by the "Anuga Organic Market" special event. Exclusively products are represented at "Anuga Organic", which carry an approved organic certification that is a standard on the market. The organic associations represented at Anuga include Consorzio il Biologico (IT), Danish Agriculture (DEN) and Naturland (DE). From Germany companies such as Alb-Gold, Emils Bio-Manufaktur, Ecofinia, Elbler, frizle, foodloose, Followfood, Küchenbrüder, My Chipsbox, Proviant, purefood, Tropicai, Wechsler and Zabler are participating. There are a high number of exhibitors from Italy, i.e. such as Fratelli Damiano, Lauretana, Natura Nuova, Polobio, Probios and Sipa. The same applies for the Netherlands with DO-IT, Doens Food, De Smaakspecialist, Spack, Tradin Organic, Sanorice and Trouw. Natur'Inov from Belgium is participating and from France Compagnie Biodiversité.

Several companies are placing their focus on the trend theme vegan food, for instance Das Eis, joy.foods, PureRaw, Purya!, Tofutown, Topas and Veganz. The Bulgarian supplier Roo'Bar, who already exhibited at ISM in Cologne is a further new exhibitor.

Anuga Hot Beverages

For the first time, Anuga is presenting coffee, tea and cocoa at their own trade show and is thus doing justice on an international level to the theme that is attractive for both the trade and the out-of-home market. The exhibitors include DEK, Dr. Suwelack, Dilmah, Establecimiento Las Marias, Instanta and Pellini. Furthermore, pavilions from Argentina, China, Italy, Japan, Colombia, Korea, Sri Lanka, Turkey and Taiwan offer an even wider variety of hot drinks.

Anuga Culinary Concepts

The out-of-home market is growing further and also provides the trade with new impulses. The newly created Anuga Culinary Concepts offers room for ideas, innovations and networking. The exhibitors here include AHT, CSB Systems, DIAGEO, Dick, Ille and Unilever. Among others, the top-class finals of the "Chef of the Year" and "Pâtissier of the Year" will be held on the integrated "Anuga Culinary Stage".

Partner country India

With its multi-faceted food industry, India is the ideal casting for the role of the partner country of the world's largest and most important trade fair for food and beverages. But also with its international famous and globally widespread cuisine, India offers many opportunities to convince the trade and the food service sector of its diversity and efficiency.

As group organisers the Indian Trade Promotion Organisation (ITPO), the Agricultural & Processed Food Export Development Authority (APEDA) and for the first time the Indian Oilseeds and Produce Export Promotion Council (IOPEPC) are represented at Anuga by numerous Indian firms. Beyond this, many individual exhibitors are participating. Hence, there is going to be a record number of Indian exhibitors at Anuga 2017. In addition to tea and spices, rice, cereals and pulses, the products exhibited also include ready-made meals and organic products.

Supporting programme

Congresses with high-profile line-ups, lectures and award ceremonies, various special events as well as the show stage "Anuga Culinary Stage" offer information and entertainment at Anuga and enable an exchange within the industry.

Initial overview:

- Anuga Executive Summit
- Professional Foodservice Forum
- Anuga OliveOil Market (special event)
- Anuga Wine Special with award ceremony (special event and seminar programme)
- Anuga Organic Market (special event)
- Anuga Taste Innovation Show (special event)
- Anuga Trend Zone (lectures and a special event on the theme of trends by Innova Market Insights)
- Final of the professional cooking competition "Anuga Chef of the Year"
- Final of the "Pâtissier of the Year" competition
- Anuga Power Breakfast (lecture programme for foodservice professionals)
- iFood 2017 - Innovation Food Conference - the German Institute for Food Technology (DIL) is organising the Innovation Food Conference, iFood Conference for short, on 9 October. The motto of this year's conference is "Discovering megatrends in food".
- E-GROCERY CONGRESS @Anuga 2017 - digital strategies in the retail trade, one of the prevailing trends in the retail business will be comprehensively presented and discussed for the first time.
- DEHOGA Food Service Marketplace
- BVLH RETAIL FORUM 2017
- Grips & Co. - Final of the competition for aspiring professionals from the trade.

About Anuga:

Koelnmesse organises Anuga in close and trusting cooperation with the Federal Association of the German Retail Grocery Trade e.V., Berlin, (BVLH). Other industry sponsors include the Federation of German Food and Drink Industries and the German Hotel and Restaurant Association.

The trade fair is open daily from Saturday, 7.10.2017 to Wednesday, 11.10.2017 from 10:00 a.m. to 6:00 p.m. Exclusively trade visitors are granted access.

More information and tickets: www.anuga.com / www.anuga.com

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Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in organising food fairs and events regarding food and beverages 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:

veganfach, Cologne, Germany, 3.-4.11.2017

AndinaPack, Bogota, Colombia, 07.-10.11.2017

ISM, Cologne, Germany, 28.01.-31.01.2018

ProSweets Cologne, Cologne, Germany, 28.01.-31.01.2018

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