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Outstanding prospects for Anuga 2019

10 trade shows under one roof: Clear structure with new themes

Seven months before the event begins, very good registration figures have been recorded for the coming Anuga in Cologne from 5 to 9 October 2019. In total, around 7,400 exhibitors from around 100 countries are expected to participate. Anuga, the world's biggest and most important business platform for the international food industry by far, will thus also be the benchmark for all food trade fairs worldwide again in 2019, in terms of both quality and quantity. In 2019 the event is celebrating its 100th anniversary.

In addition to numerous, large market leaders, the majority of the international group organisers have also confirmed their participation at the trade fair, indeed at all 10 trade shows.

"10 trade fairs under one roof": Once again in 2019, the successful concept of Anuga will ensure a good overview and a well-arranged layout divided up into themed areas.

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 regional specialities of their home country. Cross-cutting issues such as halal, superfoods or functional foods are also at home here.

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 hospitality and foodservice market. The manufacturers are not as successful at presenting new products and continually improved solutions that are more convenient for the consumers in hardly any other segment. At Anuga, the international industry regularly presents its innovations for both channels - the food trade and the out-of-home market.

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 ever increasingly more important meat alternatives, whether vegan or vegetarian sausage products or meat products made of insects also find their platform here.



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

The trendsetter segment, which has a fixed place at Anuga, predominantly presents products for consumers with little time as well as in-between snacks.

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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 bundles international market leaders as well as specialists from all over the globe and serves the entire global market with the largest and most significant collection of products and innovations.

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.

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. Particularly innovative trend beverages and continually new flavours tempt the visitors to browse through the product ranges of tomorrow.

Anuga Organic

Anuga Organic presents a wide range of organic products from Germany and abroad with a clear focus on export. The range of exhibits is enhanced by the special event "Anuga Organic Market", which also focuses on the organic products of Anuga exhibitors from other trade shows. Furthermore, impulse lectures by the practitioners and pioneers of the organic segment are being offered in the Anuga Organic Forum so that the visitors can inform themselves in detail about the current developments.

Anuga Hot Beverages

Here, 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. Strong brands in the coffee section will attract the trade fair visitors as well as a first-class and diversified, international selection of tea.

Anuga Culinary Concepts

The hospitality and foodservice 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. Among others, the top-class finals of the young talent competitions, the "Chef of the Year" and "Pâtissier of the Year", will be

held on the integrated "Anuga Culinary Stage" and a diversified stage programme will be offered.

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The 35th Anuga will take place from 5 to 10 October 2019 in Cologne. It is exclusively open to trade visitors on all days.

Note for editorial offices:

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