

No. 12/ hac/ September 2015, Cologne

Preliminary report

## Record number of exhibitors at Anuga 2015: Over 7000 exhibitors from 108 countries

The industry, trade and out-of-home market meet up every two years for the world's largest and most important trade fair for food and beverages

Around 155,000 trade visitors are expected to attend the food industry's world summit

Greece is the partner country of Anuga 2015

Supporting programme on the industry and consumer trends

Anuga, which is being held in Cologne from 10 to 14 October 2015, is completely fully-booked. Spanning 248,000 m<sup>2</sup>, the entire hall capacity of Koelnmesse, which is the fifth largest fair grounds in the world, is booked up to the very last square centimetre. More than 7,000 suppliers from over 100 countries are expected at the fair. As such, Anuga is once again the world's biggest and most important business platform for the international food industry. Thanks to excellent participations from home and abroad, Anuga is competently represented at all ten trade fairs and is thus an ideal information and procurement platform for buyers from both the trade and the out-of-home market. Anuga will be opened on Saturday, 10 October 2015 by Christian Schmidt, the German Minister for Food and Agriculture. Evangelos Apostolou, the Greek Minister for Agricultural Development and Food, will also hold a speech during the opening ceremony of Anuga. Greece is the partner country of Anuga 2015. Among others, the supporting programme of the trade fair is focusing intensely on the industry and consumer trends.

### Exhibitors

Over 7,000 exhibitors from over 100 countries will be presenting their products in Cologne in October. Hence, the event is experiencing further growth after already having achieved an excellent result in 2011 and 2013.



Anuga  
10.10.–14.10.2015  
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Chairman of the Supervisory Board:  
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Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

Market leading companies as well as smaller and medium-sized suppliers exhibit in all 10 trade fairs of Anuga. They stand for the wide spectrum of offers as well as for the economic importance of Anuga. The full list of exhibitors is available on the Anuga homepage.

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A brief overview:

- **Anuga Fine Food**

Delverde, Develey, Di Gennaro, Fromi, Carl Kühne, Lee Kum Lee, Mutti, Paramount Pistachio & Almonds, Saclà, Seeberger and Yamae Hisano. Numerous international pavilions, including for the first time the Fiji Islands, Georgia, Qatar, Moldavia, Saudi Arabia and the Ukraine. The joint stand of the German Ministry for Agriculture and Food and the German Food and Drinks Industries (BVE) is located in Hall 10.2, where discussions and cooking shows will take place under the motto "made in Germany".

- **Anuga Frozen Food**

Agrarfrost, Almondy, Ardo, Aviko, Brasil Foods, Gunnar Dafgard, Farm Frites, Lamb Weston, Pickenpack, Salomon Foodworld, Surgital and Wernsing. Joint participations from Egypt, Belgium, China, France, Italy, the Netherlands, Poland, Portugal and Spain.

- **Anuga Meat**

Bell, Beretta, Campofrio, Danish Crown, JBS, MHP, Nippon Ham Foods, Plukon Poultry, Rügenwalder Mühle, Tönnies, Vion, Westfleisch and Wiesenhof. There are large joint participations from Argentina, Australia, Belgium, Brazil, France, Italy, Canada, Austria, Spain, South Africa, Turkey and the USA.

- **Anuga Chilled & Fresh Food**

FCondeli, Edmund Merl, Heinrich Kühmann, Henglein, Popp, Renna, Rügen Fisch, Stührk Delikatessen and Wewelka.

- **Anuga Dairy**

Bauer, Delizia, Ehrmann, Emmi, FrieslandCampina and Hochwald Foods. With joint participations from Belgium, France, Greece, Great Britain, Ireland, Italy, the Netherlands, Austria, Poland, Switzerland, Spain and Cyprus. For the first time groups from Argentina, Australia and Thailand will be participating.

- **Anuga Bread & Bakery, Hot Beverages**

Darboven, Ditsch, Dilmah, Lambertz, Langnese, Lavazza, Harry Brot, Kronenbrot, Kuchenmeister

- **Anuga Drinks**

Baltika Breweries, Bitburger Braugruppe, Döhler, Erbak Uludag Icecek, Gerolsteiner Brunnen, Karlsberg Brauerei, Pfanner, Rauch, Riha WeserGold and Rudolf Wild.

- **Anuga Organic**

Alb-Gold, Fratelli Damiano, Dr. Goerg, Lauretana, Topas, Tradin Organic, Voelkel and Zabler. Enhanced by the "Anuga Organic Market" special event

- **Anuga FoodService**

Bartscher, Cup&Cino, Ille, Liebherr, Saro, Ubert and Unox. The "Anuga Culinary Stage" that is located here is the venue of the Final of the "Anuga Chef of the Year" and further cooking shows. The "DEHOGA Marketplace Food Service" is the meeting point for restaurant owners and also offers an interesting programme.

- **Anuga RetailTec**

AHT, Gebr. Graef, Wachtel and Wagnerei. This is being enhanced by the "Retail Forum" special event of the Federal Association of the German Retail Grocery Trade (BVLH) on the boulevard of the trade fair.

### **Anuga partner country Greece**

210 Greek exhibitors will be demonstrating the wide variety of food and drinks from Greece as well as the competence and efficiency of the Greek food industry. Promoting exports and establishing contacts to German and international trading partners are the focal point of the Greek trade fair participation. The central presentation platform of the Greek participation is located in Hall 10.2 under the direction of Enterprise Greece Invest & Trade.

### **Participation from home and abroad**

The exhibitors come from over 100 countries, the foreign share of the exhibitors is 89 percent. The leading exhibiting countries are Italy, Spain, Greece, France, Turkey, the Netherlands, Belgium, the USA and Thailand. There are also big participations from the People's Republic of China, Poland, Great Britain and Austria.

For the first time exhibitors from Iceland, Qatar, St. Vincent and the Grenadines as well as from the South Pacific island Niue, which belongs to New Zealand, are also participating.

Countries such as Albania, Armenia, Georgia, Panama, Papua New Guinea, Sudan, Suriname or Syria are exhibiting at Anuga for the first time again for years.

Just under 800 Germany companies also use the trade fair as a business platform.

## Trend themes

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With the aid of the Anuga Database it is possible to sort the offer according to trend themes and thus identify and seek the corresponding contact persons with the Anuga trade fairs.

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- **Vegan Products**
- **Health and functional food**
- **GOURMET PRODUCTS**
- **Halal food**
- **Organic products**
- **Ingredients**
- **Private labels**
- **Vegetarian products**
- **Fair trade products**
- **Kosher products**

The trend theme "Vegan products" is new to the list. Almost 1,000 Anuga exhibitors have announced that they will be presenting vegan products at Anuga.

## Supporting programme

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

The **Anuga Executive Summit** with a keynote by Manfred Güllner, founder and Executive Director of Forsa, the Association for Social Research and Statistical Analysis kicks off the event on the eve before the trade fair.

Further events include among others the "German Traders' Night", the "Tiefkühl Star Night", the "Shop of the Year", the Greek evening of the partner country and the "Enjoy us! Award", which will be awarded for the first time to companies that have displayed outstanding commitment in the battle against food waste. In the scope of Anuga, the "4<sup>th</sup> European Halal Conference" is also being staged, accompanied by the "Halal Supermarket".

## Activities of the partners

**BVLH RETAIL FORUM 2015** - The Federal Association of the German Retail Grocery Trade e.V. (BVLH) is the co-organiser of Anuga. The exhibition stand is following the motto: "Sustainability, Food Safety, Transparency" - special event and event on the theme of sustainability, among other things including Fair Trade, the Forum of

Sustainable Cocoa and the database project "Fish stocks online". Furthermore: A presentation on the theme of "The mobile food trade" (trade fair Central Boulevard).

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**The Federation of German Food and Drinks Industries (BVE)** - under the motto "made in Germany", the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) and the BVE will be conducting various events at their exhibition stand every day. Including, among others: Discussions on the "Red Sofa" with exciting discussions with corporate personalities as well as cooking presentations of German cuisine specialities.

**The DEHOGA - Marketplace Food Service** - the central communication and knowledge platform of the hotel and food service sector at Anuga, organised by the German Hotel and Restaurant Association e.V. (DEHOGA Federal Association), Berlin and DEHOGA North Rhine-Westphalia e.V., Neuss. Presenting, among others over three days, the Anuga Power Breakfast with expert discussions and the SmartCafé.

#### **Special events**

**"Anuga taste15"** - Anuga's new products and trend show (trade fair Boulevard North)

**"Anuga Wine Special"** - seminars and speeches on themes to do with wine and delicatessen, wine sampling with almost 200 wines (Hall 7)

**"Anuga OliveOil Market"** – special event on the theme of olive oil, with consulting and sampling (trade fair Central Boulevard) - with a selection of around 90 oils. Supported for the first time by COI - the International Oil Council based in Madrid.

**"Anuga Organic Market"** - an overview of the diverse range of organic food in the trade (Hall 5.1)

**"Anuga Culinary Stage"** - powered by UmamiNature" – venue for the Final of the "Anuga Chef of the Year". In addition to this, an exciting programme including cooking demonstrations from China and Egypt, a special presentation on cinnamon from Sri Lanka and many more.

#### **Top events**

**Final of the "Anuga Chef of the Year"** - 12 October 2015, all day. Eight young chefs will strive to impress a first-class jury (chaired by Dieter Müller).

**Final of "Pâtissier of the Year"** - 11 October 2015, all day. Eight aspiring young pâtissiers will be battling out to claim the title.

**Grips & Co.** - Final of the competition for aspiring professionals from the trade. Around 800 young professionals are expected to participate (12 October 2015, 11:00 a.m., Congress Saal, Congress Centre East).

**25th Forum Professional Food Service Forum** - knowledge platform and industry meeting point of the Initiative Circle for the restaurant trade within DEHOGA. The event, which 800 high-ranking guests from the food service and hotel sectors and the restaurant supplier industry are expected to attend, has established itself as a central industry get-together.

(13 October 2015, 11:00 a.m., Congress Saal, Congress Centre East).

**ifood 2015 - Innovation Food Conference** - the German Institute for Food Technology (DIL) will discuss the themes food production and global food security of the future with representatives from the worlds of business, research and politics (Rheinsaal, Congress Centre North).

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**Anuga is exclusively open to trade visitors from the retail and food service trades from Saturday, 10 October 2015 until Wednesday, 14 October 2015, from 10:00 a.m. until 6:00 p.m. on all days.**

**Note for editorial offices:**

Anuga photos are available in our image database on the Internet at [www.anuga.com](http://www.anuga.com) in the "Press" section.

Press information is available at: [www.anuga.com/pressinformation](http://www.anuga.com/pressinformation)

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**Koelnmesse - Global Competence in Food:** Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, in India, in Japan, in Thailand, in Turkey and in the United Arab Emirates. 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.

[www.global-competence.net/food](http://www.global-competence.net/food)

**Next dates:**

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**Anuga**

**10. - 14.10.2015 in Cologne**

**Sweets & Snacks Middle East**

**27. - 29.10.2015 in Dubai**

**World of Food Beijing – powered by Anuga**

**18.-20.11.2015 in Beijing**

**ISM**

**ProSweets Cologne**

**31.01.-03.02.2016 in Cologne**

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