

Bringing the bounty of the Southern USA to the World.

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- West Virginia

# ANUGA

Taste of the Future

Cologne, Germany • October 10-14, 2009

- Every two years, ANUGA in Cologne takes center stage in the food and beverage industry. It is a key industry event, in which sellers find access to new distribution channels and international markets.
- No other food and beverage fair attracts more international participants. The decision-making authority of visitors at this show is higher than at any other fair.
- Over 55% of the buyers and trade visitors are from countries outside of Germany. Countries in the Middle East, East Asia, Latin America, North America and North Africa are well represented at this show.

### Best Prospects:

■ Convenience & Snack Foods	■ Frozen Foods
■ Ingredients	■ Natural/Health/Organic
■ Fruit & Tree Nuts (Fresh & Dried)	■ Beverages
■ Seasonings & Sauces	■ Meat & Poultry

Applications for participation in the SUSTA Pavilion are accepted on a first-come, first-served basis.

### Benefits of participation:

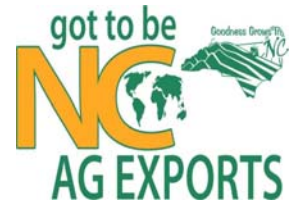
- ☑ Furnished and signed booth space at a discounted rate.
- ☑ Pre-arranged one-on-one meetings with importers.
- ☑ Professional chef preparing samples on site during the show.
- ☑ Shipment of up to 100 lbs of samples from consolidation point to show (100 lbs includes weight of packing materials).

### Cost of participation and other important information:

- ☑ Participation fee is \$2,000 (MAP Branded participants are eligible for up to 50% reimbursement. More information can be found at [www.susta.org.services/map.html](http://www.susta.org.services/map.html).)
- ☑ Participants are committed to pursuing international sales and submitting activity evaluation forms.
- ☑ Participants are responsible for travel & hotel.

Sign up by **April 15, 2009** on the Events page at [www.susta.org](http://www.susta.org).

Cancellations & Refunds: 50% of the participation fee may be refunded for cancellations received on/prior to June 30, 2009. No refunds for cancellations on/after July 1, 2009.



Register on the Events page at [www.susta.org](http://www.susta.org)

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