



ANUGA 2023

Cologne, Germany
October 7-11, 2023

Every two years Cologne hosts ANUGA, one of the most attended and cosmopolitan tradeshows in the world. The ANUGA 2021 was one of the first in-person food & beverage shows that was organized in-person again after the outbreak of COVID-19. With (although much less compared to 'pre-covid years') more than 70,000 visitors from 169 countries and more than 4,600 exhibitors from 98 nations, the world's leading trade fair for food and beverages once again proved that trade fairs of this magnitude are once again possible. ANUGA is divided into smaller sections each representing a different segment of the broad food industry; these are some of the categories that comprise ANUGA: Fine Food, Frozen Food, Meat, Chilled & Fresh Food, Dairy, Bread & Bakery, Drinks, Organic, Hot Beverages, and Culinary Concepts. All of these offer unparalleled business opportunities for both visitors and exhibitors; furthermore, these are some of the products in high demand at the tradeshow: vegan & vegetarian options, organic, fair trade products, gluten-free products, and lactose-free products.

Participation Fee: \$5,705 (if you register and pay before May 7, 2023)
\$5,905 (if you register after May 7, 2023)

Fee Includes:

- 9m² booth and standard furniture package
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation
- Participants are required to exhibit on all show days

Registration Deadline: July 7, 2023 (No refunds for cancellation after this date)

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

INDUSTRY FOCUS: Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products, Seafood

PRODUCT DESCRIPTION: Best prospects include but are not limited to: Convenience Foods & Snacks, Ingredients, Fruit & Tree Nuts, Seasonings & Sauces, Frozen Foods & Natural/Health/Organic

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