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# NEWS 2015

COLOGNE, 10.–14.10.2015



10 TRADE SHOWS  
IN ONE





The very good result of the 32nd Anuga in Cologne is reflected in the around 155,000 trade visitors from 187 countries to the stands of the 6,777 exhibitors. The atmosphere at the Anuga was characterised by business and networking. Decision-makers from national and international trade, leading importers and buyers from important catering companies found out extensive information about what was on offer.

The Anuga again lived up to its significance as a global meeting-point for the food business. With a foreign share of around 66 percent, it proved to be the international trade hub for food and beverages. Exhibiting companies praised the quality and international scope of the trade visitors and reported intensive meetings on a high decision-making level.

For 2015, we anticipate an intensification in the trends Convenience, Food Values and an extension in the product portfolios specific to target groups. Vegan products are, for instance, becoming a volume market and a new Anuga trend topic.

We are looking forward to welcoming you to the Anuga from 10-14 October 2015.

Origin of visitors (2013)



Top 10 visitor countries (excl. Germany)

1 Netherlands	2 Italy
3 Great Britain	4 France
5 Spain	6 Belgium
7 Poland	8 USA
9 Turkey	10 Russia

There is no better food fair than the Anuga **94 %** agree

# Global. Leading. Pioneering.

In 2013 the Anuga reconfirmed its reputation as the most important platform for the international food business. To further consolidate this unique position, we have revised our image for 2015, having placed the 10 trade fairs even more clearly in the centre.

Origin of exhibitors (2013)

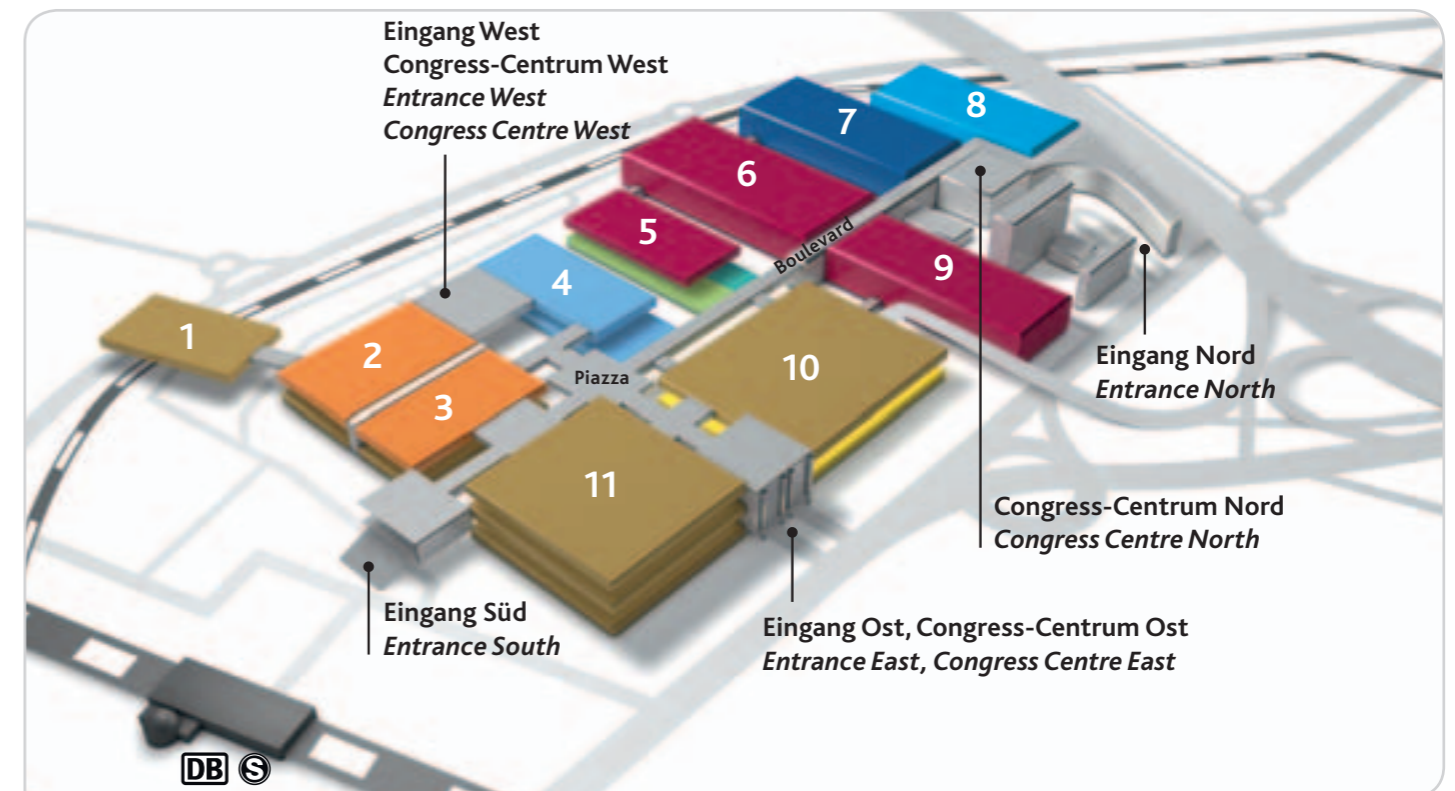


Top 10 exhibitor countries (excl. Germany)

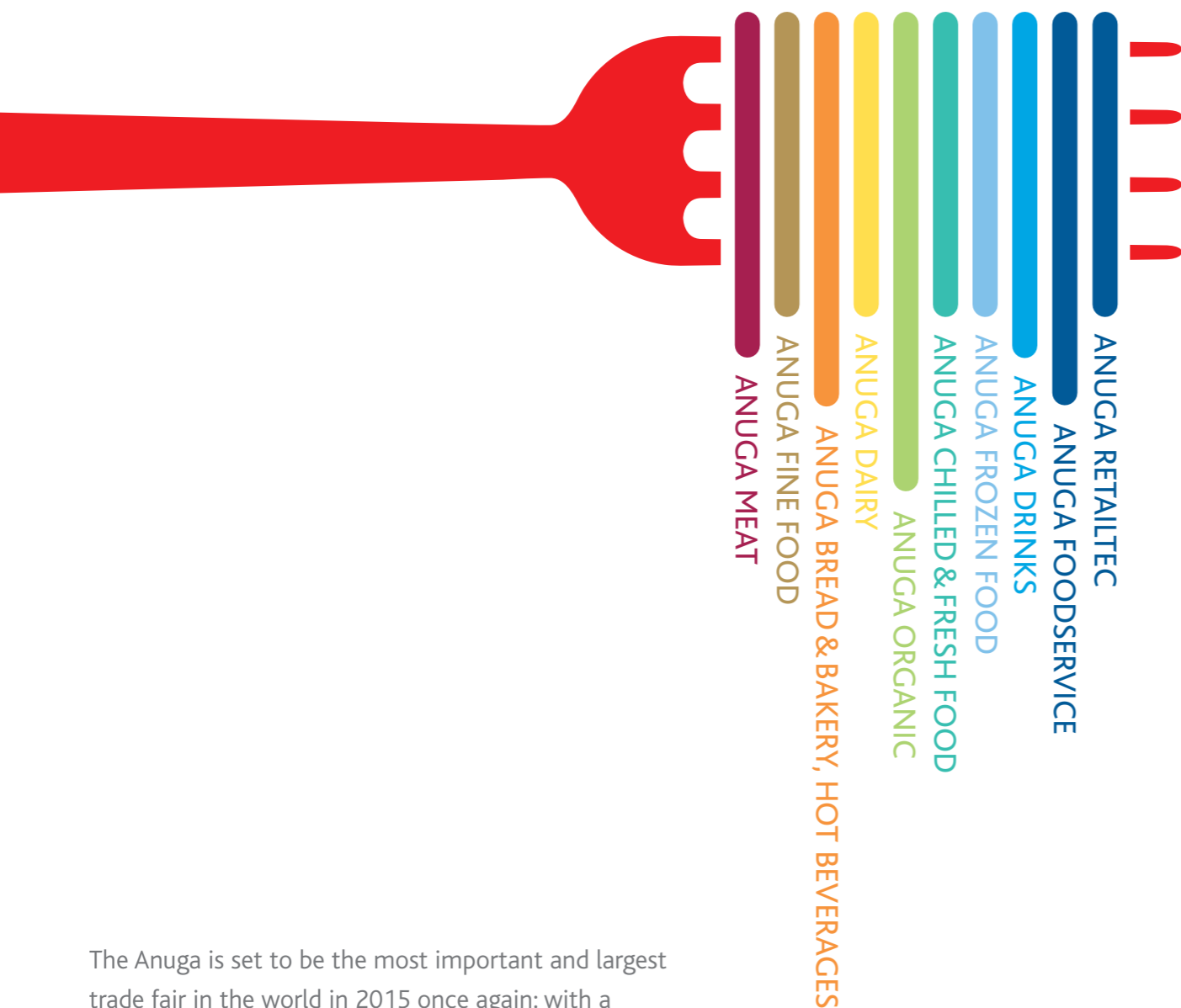
1 Italy	2 Spain
3 VR China	4 France
5 Turkey	6 Greece
7 Netherlands	8 USA
9 Belgium	10 Thailand

There is no better food fair than Anuga **92,3 %** agree

## Hall occupation at Anuga 2015



# 10 trade shows in focus.





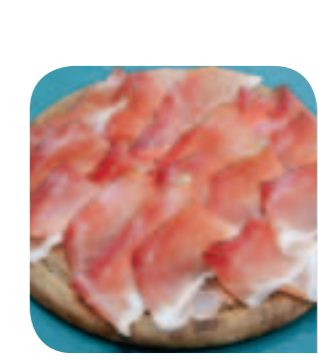




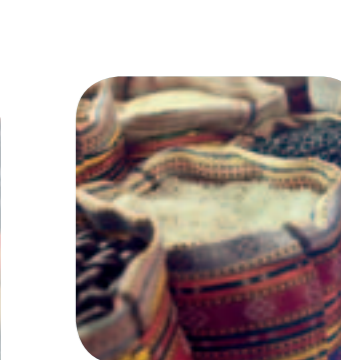


The Anuga is set to be the most important and largest trade fair in the world in 2015 once again: with a new key visual, a clear exhibition concept, an equally diverse and international spectrum of exhibitors and a high-quality and stimulating specialist supporting programme.

„10 Trade Shows in One“ - the Anuga has set a new benchmark with this exhibition concept. Ten trade fairs divide the world's largest trade fair for food and beverages clearly according to subject and area, while bringing national and international suppliers together in their relevant fields – from small and medium-sized companies through to the large market leaders.

# Trends shaping the future of food.

Innovation and trends are the driving force in the food & beverage sector. In hardly any other segment there are so many new innovations each and every year which add to the international diversity.

Anuga sets and underlines the actual global trends: ten topics show what is currently in demand and where things are going.

 <p><b>New in 2015</b></p>	
<p>VEGAN PRODUCTS</p>	<p>BIO-PRODUCTS</p>
	
<p>GOURMET PRODUCTS AND REGIONAL SPECIALITIES</p>	<p>HALAL FOOD</p>
	
<p>HEALTH &amp; FUNCTIONAL FOOD</p>	<p>INGREDIENTS</p>
	
<p>BRAND NAMES (PRIVATE LABELS)</p>	<p>KOSHER PRODUCTS</p>
	
<p>VEGETARIAN PRODUCTS</p>	<p>FAIR TRADE PRODUCTS</p>



# Anuga Fine Food

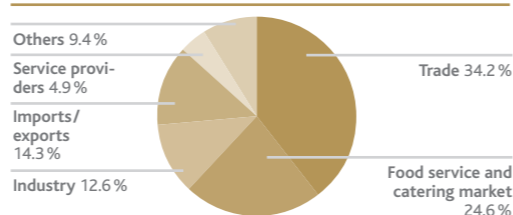
The largest trade fair under the roof of the Anuga is the Anuga Fine Food, the trade fair for delicatessen, gourmet and basic food.

With over 3,500 exhibiting companies from 78 countries, this is the most important platform for fine food producers, importers and their customers from the food business and food service. Exhibitors and visitors benefit from the innovative and inspiring atmosphere along with a comprehensive overview of the international range. The attractive supporting programme invites you to informative presentations, stimulating discussions and intensive exchange. In the middle of the fair boulevard, buyers again have the opportunity in 2015 to taste and specifically learn about different oils at the special show „OliveOil Market“.

Exhibitors: Top 10 countries of origin (excl. Germany)

1	Italy
2	Spain
3	China
4	Turkey
5	Greece
6	Thailand
7	France
8	Great Britain
9	India
10	Poland

Visitors: business sectors



# Anuga Frozen Food

Large freezers for the home are becoming a thing of the past. The trend in private households is towards smaller packaging and less food stored at home.

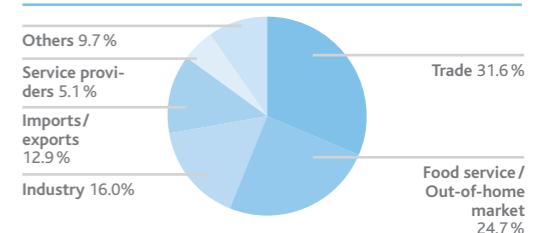
The out-of-home market forms the fastest growing segment in the frozen food sector too. Above all, convenience products as well as small, ready-to-serve portions are gaining ground here.

As the leading export platform with more than 500 exhibitors from 50 countries, the Anuga Frozen Food represents the sector in all its facets: international and uninterrupted, with the most innovative and inspiring new products.

Exhibitors: Top 10 countries of origin (excl. Germany)

1	China
2	Italy
3	Belgium
4	France
5	Netherlands
6	Spain
7	Serbia
8	Greece
9	Egypt
10	Poland

Visitors: business sectors





# Anuga Meat

Experience the world's largest meat trade fair, all trends and the sectors meat, sausage, and poultry, each in their own hall.

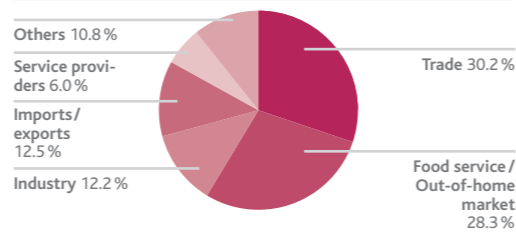
With over 64,000 visitors from trade and the out-of-home market, including 83% decision-makers, the Anuga Meat is the leading export platform of the global meat market industry. Over 800 exhibitors from 45 countries can be found here.

We map the sector's trends that are set to shape 2015 particularly due to innovations in the area of convenience. The Anuga Meat will continue to impress: follow the developments towards greater regionalism and traceability among products. Consumers continue to be interested in issues of animal welfare and animal protection.

Exhibitors: Top 10 countries of origin (excl. Germany)

1	Spain
2	Italy
3	Belgium
4	France
5	Brazil
6	Netherlands
7	Argentina
8	Poland
9	Canada
10	Romania

Visitors: business sectors



# Anuga Chilled & Fresh Food

With the Anuga Chilled & Fresh Food we offer this product group the optimum platform for information and trade.

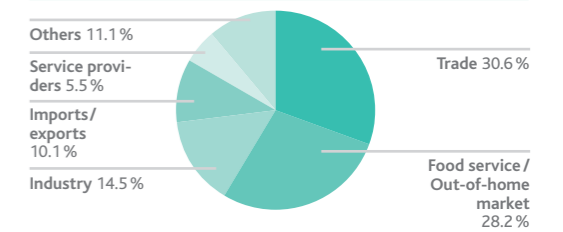
The space for chilled fresh produce has become ever larger on the cooling shelf: besides fresh pastry products, representing some of the most popular convenience products, fresh and processed fish, ready-prepared salads, marinated vegetables and ready-to-eat vegetables can be found here.

The business with fresh, prepared or partially prepared drinks also offers an attractive range, primarily aimed at customers with little time yet high expectations when it comes to quality and freshness. Anuga Chilled & Fresh Food stresses the trend of food to go, fresh delicatessen products and out-of-home products.

Exhibitors: Top 10 countries of origin (excl. Germany)

1	Belgium
2	Bulgaria
3	Italy
4	Netherlands
5	Republic of Korea
6	Guatemala
7	Latvia
8	Honduras
9	Barbados
10	Cyprus

Visitors: business sectors





# Anuga Dairy

The Anuga Dairy is the leading international fair for the milk and dairy industry under the roof of the Anuga.

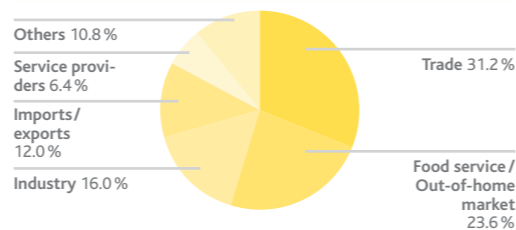
The sales markets in Europe are largely reaching their growth limits. In order to counteract this trend, European companies are attempting to focus more and more on high-quality and sustainable products. The markets outside Europe promise opportunities for growth. The hopes of the dairy industry rest on the richer development areas of North Africa, the Middle East and Eastern Asia. According to the OECD and the FAO, by 2020, trade in powdered milk, cheese and butter in those areas is expected to increase by 20 to 30 percent.

Although the consumption of pure milk on the domestic market is declining, the trend is towards alternatives like soy and lactose-free milk. Further topics include innovations in production for longer product shelf lives as well as ever smaller packaging sizes.

Exhibitors: Top 10 countries of origin (excl. Germany)

1 Italy
2 Netherlands
3 Greece
4 Switzerland
5 France
6 Spain
7 Belgium
8 Austria
9 Great Britain
10 Poland

Visitors: business sectors



# Anuga Bread & Bakery, Hot Beverages

Unique business opportunities arise specially from the synergies of the different business areas bread and bakery products as well as tea, coffee and hot chocolate.

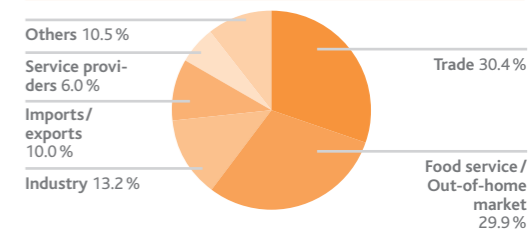
Throughout Europe, a trend in bread and bakery products is the increasing variety of international specialities in domestic food markets. Crossover bakery products are gaining in popularity. Starting with the New York "cronut" – a mix of a croissant and a doughnut – other trendy bakery products currently in demand are "cragels" and "bruffins".

In terms of hot drinks and the often-volatile out-of-home market, the trend is returning to traditional coffee. With particular beans and highly varied roast expressions, the offer to consumers is widening.

Exhibitors: Top 10 countries of origin (excl. Germany)

1 Italy
2 Turkey
3 China
4 Sri Lanka
5 Spain
6 Netherlands
7 Greece
8 India
9 Romania
10 France

Visitors: business sectors





# Anuga Drinks

The Anuga Drinks is growing! In 2015, innovative trend drinks get a new place in their own hall.

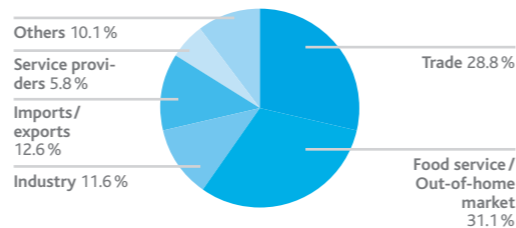
The area of alcohol-free drinks is and remains the engine of growth in the sector. Over 400 exhibitors will again present their products from Anuga Drinks to those interested in exporting in 2015, with their sights set on the luxury segment in particular.

And not forgetting trend drinks, such Energy Drinks for which the demand continues to increase in 2015 too. In 2015, the Anuga Wine Special will be accompanied by first-class lectures too, these providing the opportunity to learn new knowledge about wine and its qualities in a seminar room integrated in the event space.

Exhibitors: Top 10 countries of origin (excl. Germany)

1	Italy
2	Austria
3	Turkey
4	Spain
5	China
6	Great Britain
7	Greece
8	Mexico
9	Thailand
10	Poland

Visitors: business sectors



# Anuga Organic

With around 250 exhibitors, the Anuga Organic offers a diversified spectrum of bio-products from domestic and foreign markets with a clear focus on exports.

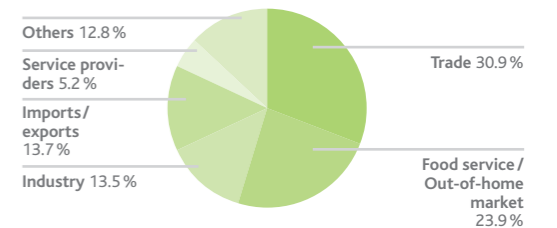
It goes without saying that the sector will seek ways and means in 2015 to close the obvious gap between increasing demand and stagnating cultivation acreage. However, it is also a matter of presenting solutions that provide supermarkets with a range of bio-products that satisfy both customer and local requirements at the same time. Regional products, fair trade and vegan foods will also remain trends and driving force in the sector.

The "Organic Market" special show allows us to offer an extensive range of bio-food products for food retailing covering all trade fairs. The "Bio Competence Center" will impress with pioneering lectures and seminars.

Exhibitors: Top 10 countries of origin (excl. Germany)

1	Italy
2	China
3	Denmark
4	USA
5	Netherlands
6	Morocco
7	Austria
8	Bulgaria
9	Greece
10	Switzerland

Visitors: business sectors





# Anuga FoodService

The trade fair for the out-of-home market unites equipment, technology and culinary delights for the region and export.

Around 200 exhibitors and almost 3,500 products will continue the trend towards greater regionalism and higher quality in food services in 2015.

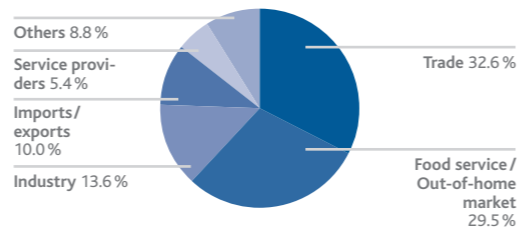
It will also be interesting to observe how the boundaries between food services and trade are becoming increasingly blurred, with the area of „home delivery“ progressing ever more prominently into the forefront.

And it would be hard to imagine the event without the established professional competition „Chef of the Year“ and in 2015, the new „Patisserie of the Year“.

Exhibitors: Top 10 countries of origin (excl. Germany)

1	Italy
2	Denmark
3	Netherlands
4	France
5	France
6	USA
7	Greece
8	Turkey
9	Belgium
10	Great Britain

Visitors: business sectors



# Anuga RetailTec

The Anuga establishes first-class synergies by combining technology for trade and food service in one hall.

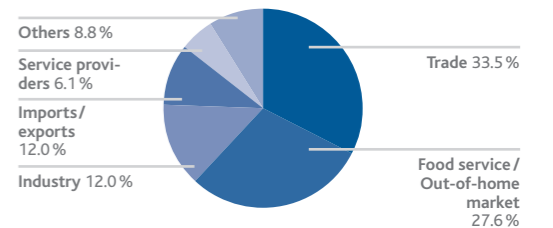
It is technical developments that actually make innovations in the food industry possible. Thus the Anuga RetailTec represents the perfect complement to the food trade fairs.

Important subjects for 2015 remain the areas of disposal and recycling. The improved sustainability and energy efficiency of the products also play a major role. Further key words are mobile payment, digital customer service, digital product info at the POS, improved goods presentation and innovative shop design. Of course new products are also presented in online commerce. However, the customer will always be the focus.

Exhibitors: Top 10 countries of origin

1	Germany
2	Austria
3	Belgium
4	Denmark
5	Greece
6	Italy
7	Japan
8	Lebanon
9	Netherlands
10	USA

Visitors: business sectors





## Anuga – 10.-14.10.2015

- The Anuga is the largest and most important food & beverage fair in the world with over 6,700 exhibitors from 98 countries.
- The exhibition concept behind the Anuga „10 Trade Shows in One“ is unique.
- The Anuga is the ideal platform for new markets and target groups, for all trends and topics, for business and contacts on the highest level.
- Quantity counts at the Anuga: with over 155,000 trade visitors.
- Quality counts at the Anuga: 80 % of the trade visitors are involved in the purchasing decisions of their companies.
- Innovation shows and a varied supporting programme set trends and inspire with fresh impetus which will have a sustainable world impact.
- With numerous specialist events and networking platforms, the Anuga is the central hub for the food sector.

## Contact us.

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