COLOGNE, OCTOBER 9–13, 2027

UNITED BY TASTE



ANUGA ALTER-NATIVES 2027

POSITION YOURSELF ON THE FUTURE MARKET OF ALTERNATIVE PROTEINS

Alternative proteins, plant-based products, cell-cultivated meat and insect-based food - Anuga Alternatives is the new hub for the probably most dynamic category of the global food industry. Companies that exhibit here, position themselves as pioneers in an industry that is on the move.

THE WORLD OF FOOD. A MARKETPLACE!

8,266
exhibitors
from 110 countries

94%
international

91%
of exhibitors would recommend the event

145,000
visitors
from 190 countries

71%
international

98%
of visitors would recommend the event

ANUGA ALTERNATIVES – INNOVATIONS FOR THE WORLD OF TOMORROW

102
exhibitors
from 110 countries

38,024
visitors
to Anuga Alternatives

26.5%
of total visitors

WHY ANUGA?

Five days. 190 countries. The entire world of food meets under one roof. Exhibiting at Anuga sends a clear signal: We play in the top league. 93% of the exhibitors confirm: There is no other more important industry event worldwide. Decision-makers from Walmart, Tesco, Amazon, Carrefour, Costco, JD.com and major German chain stores and discounters were present in 2025. One single trade fair appearance. Global impact.

WHY ANUGA ALTERNATIVES IN PARTICULAR?

No other format brings the manufacturers of alternative proteins, future-oriented retail buyers and investors together in such a targeted manner. 145,000 trade visitors, 190 countries, one event - Anuga Alternatives is the most direct route to the decision-makers, who are placing the food of tomorrow on the shelves today.

WHAT EXACTLY WILL YOU GAIN?

- **Global visibility**
  Reaching decision-makers from 190 countries – in just five days.
- **All sales channels in one place**
  Meet buyers from the retail trade, restaurants, food service and e-commerce. Your brand - everywhere that food is consumed.
- **Real decision-makers**
  From Aldi to Amazon, from Carrefour to Walmart - this is where products are listed, deals are negotiated and decisions reached.
- **Global market access**
  Tap into new markets - without taking any detours.

88%
of visitors plan to return to Anuga 2027



'For me, Anuga is the class reunion of the global retail food trade. Every two years, the trade, manufacturers and visionaries from all over the globe get together here in an atmosphere that inspires, motivates and generates the desire to discover what's new. Being present here is crucial for the plant-based industry in particular: To showcase innovations, receive direct market feedback and collaborate with the trade on the further development of products.'

Fabian E. Fuchs
Sales Manager DACH Retail
Beyond Meat

PRICE OVERVIEW ANUGA 2027

Secure your booth space at the best price – the earlier you book, the lower the cost.

Booking Period	Price per m²
Early Bird Price	**€358.00**
Regular Price	€380.00
Last Call	€423.00

CONTACT

Phone +49 221 821-2240
anuga@koelnmesse.de
anuga.com

BECOME PART OF ANUGA ALTERNATIVES!

koelnmesse