COLOGNE, OCTOBER 9–13, 2027

UNITED BY TASTE



ANUGA BREAD & BAKERY 2027

TAP INTO GLOBAL MARKETS FOR BREAD & BAKERY PRODUCTS

Bread, bakery products and sweet specialities are global growth markets. Anuga Bread & Bakery unites the manufacturers of handcrafted and industrial bakery products with global buyers - from chain stores to international system catering.

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 BREAD & BAKERY – THE INTERNATIONAL MEETING POINT FOR THE BAKERY INDUSTRY

384
exhibitors
from 110 countries

65,534
visitors
to Anuga Bread & Bakery

45.7%
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 BREAD & BAKERY IN PARTICULAR?

No other format focuses on the manufacturers of bakery products, international trade partners and food service buyers as efficiently across one single platform. 145,000 trade visitors, 190 countries, one event - Anuga Bread & Bakery is the most direct route to the decision-makers, who are seeking to expand their product range internationally.

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 Coppenrath Feingebäck, Anuga is the central international platform for accentuating our brand, our tradition and our innovative strength. [...] We especially value the quality of the discussions - concentrated over a few days, yet with clear relevance for the long-term growth of our export and retail business.'

Lennart Mensen
Export Director/B2B Retail
Copperath Feingebäck GmbH

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

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BECOME PART OF ANUGA BREAD & BAKERY!

koelnmesse