COLOGNE, OCTOBER 9–13, 2027

UNITED BY TASTE



ANUGA CHILLED & FRESH FOOD 2027

LEVERAGE THE MARKET GROWTH IN THE CHILLED & FRESH CONVENIENCE SECTOR

Fresh convenience foods, out-of-home solutions and innovative chilled products - the market for refrigerated food is growing rapidly. Anuga Chilled & Fresh Food brings manufacturers and retail decision-makers together, who want to harness precisely this dynamism for their business.

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 CHILLED & FRESH FOOD – A COOL MARKET. HOT OPPORTUNITIES.

162
exhibitors
from 110 countries

46,788
visitors
to Anuga Chilled & Fresh Food

32.6%
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 CHILLED & FRESH FOOD IN PARTICULAR?

No other format focuses on the manufacturers of chilled convenience products, chain stores and food service buyers as efficiently across one single platform. 145,000 trade visitors, 190 countries, one event - Anuga Chilled & Fresh Food is the most direct route to the decisions-makers, seeking to list fresh innovations.

88% of visitors plan to return to Anuga 2027



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.

'Since 2009, Anuga has been an integral part of our trade fair presence and a central platform for our company. [...] Networking at Anuga regularly leads to concrete projects and long-term partnerships - which is why it remains a firm fixture in our international sales and growth strategy.'

Juliana Volny
Director
Lemberg UK

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 CHILLED & FRESH FOOD!

koelnmesse