COLOGNE, OCTOBER 9–13, 2027

UNITED BY TASTE



ANUGA DRINKS 2027

WHERE THE BEVERAGE WORLD COMES TOGETHER

Anuga is not simply a trade fair - it is the hub of the global food and beverage industry. No other event brings together so many manufacturers, dealers, restaurant owners and decision-makers from over 190 countries. There is no getting around Anuga for companies that want to grow as a beverage brand, tap into new markets, win over international buyers or set trends.

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 DRINKS – YOUR ACCESS TO THE GLOBAL BEVERAGE MARKET

487
exhibitors
from 110 countries

57,158
visitors
to Anuga Drinks

39.8%
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 DRINKS IN PARTICULAR?

No other format brings as many manufacturers of beverages, global chain stores and importers together. 145,000 trade visitors, 190 countries, one event - Anuga Drinks is the most direct route to the decision-makers, who bring your product out into the world.

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.

'For us, ANUGA is like a journey round the world in 5 days. We meet up with the partners and friends of our brewery from all over the globe in one place. [...] Our customers know we are there! We profit greatly from this and that will remain so in the future too.'

Andreas Oster
Director International Sales/
Director International Business
Kaiserdom Specialitäten Brauerei GmbH Bamberg

PRICE OVERVIEW ANUGA 2027

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

Booking Period	Price per m^2
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 DRINKS!

koelnmesse