COLOGNE, OCTOBER 9–13, 2027

UNITED BY TASTE



ANUGA FINE FOOD 2027

THE WORLD OF FOOD: DELICATESSEN, SPECIALITIES AND BASIC FOODSTUFFS

Exclusive delicatessen items, international gourmet products and global basic foodstuffs - Anuga Fine Food is the marketplace for manufacturers, who excel with their quality and origin. No other format brings premium producers from all over the world together with buyers from the global specialities trade.

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 FINE FOOD – EXPERIENCE GLOBAL FOOD DIVERSITY

4,542
exhibitors
from 110 countries

87,996
visitors
to Anuga Fine Food

61.4%
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 FINE FOOD IN PARTICULAR?

No other format brings delicatessen manufacturers, international importers and premium buyers together in such a targeted manner. 145,000 trade visitors, 190 countries, one event - Anuga Fine Food is the most direct route to the decision-makers, who place your product on the finest shelves in 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.

'Anuga has offered Kühne an excellent opportunity to engage with global business partners for many years. It is not possible anywhere else in the food industry to hold such focused discussions with so many international decision-makers. Kühne also uses Anuga to showcase new products and find new business partners.'

Simon Behrens
Commercial Director Consumer Global
Carl Kühne KG

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 FINE FOOD!

koelnmesse