COLOGNE, OCTOBER 9–13, 2027

UNITED BY TASTE



ANUGA FROZEN FOOD 2027

THE FUTURE OF FROZEN FOOD BEGINS HERE

Frozen food, ice cream and convenience products are experiencing a global renaissance. Anuga Frozen Food is the leading international platform, where manufacturers, retail giants and food service professionals come together to shape the future of the frozen food sector.

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 FROZEN FOOD – FROZEN FOOD INNOVATIONS FOR THE GLOBAL MARKET

601
exhibitors
from 110 countries

58,621
visitors
to Anuga Alternatives

40.9%
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 FROZEN FOOD IN PARTICULAR?

No other format brings so many frozen food manufacturers, global retailers and food service decision-makers together in one place. 145,000 trade visitors, 190 countries, one event - Anuga Frozen Food is the most direct route to the buyers, who bring your product to the refrigerated shelves of 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 has been a central meeting point for many years, where we connect with international customers, exchange ideas and collectively shape the future of food service. [...] The trade fair offers us the ideal setting to bring emotions, experiences and, of course, great taste to life. We are therefore already looking forward to sharing inspiration and being inspired ourselves in 2027.'

Maik Pötschke
Head of Marketing
Salomon FoodWorld

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 FROZEN FOOD!

koelnmesse