COLOGNE, OCTOBER 9–13, 2027

UNITED BY TASTE



ANUGA HOT BEVERAGES 2027

DISCOVER THE GLOBAL MARKET FOR HOT BEVERAGES

Coffee, tea and cocoa are global passions - and a billion dollar market undergoing massive premiumisation. Anuga Hot Beverages is the international platform where roasting houses, tea merchants and specialised providers meet with the buyers, who determine the global product ranges.

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 HOT BEVERAGES – BRING YOUR HOT BEVERAGE BUSINESS TO A BOIL.

154
exhibitors
from 110 countries

40,276
visitors
to Anuga Hot Beverages

28.1%
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 HOT BEVERAGES IN PARTICULAR?

No other format brings so many coffee, tea and cocoa producers, global chain stores and food service buyers together in one place. 145,000 trade visitors, 190 countries, one event - Anuga Hot Beverages is the most direct route to the decision-makers, seeking to list premium hot beverages.

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 the CAFEA Group, Anuga is one of the most important international platforms for highlighting innovations and actively co-shaping the future trends of the food and beverage industry. […] We especially value the combination between global reach, thematic diversity and depth of content. Anuga thus serves as a key driving force for our strategic further development.’

Alexander von Reißwitz
Managing Director
CAFEA Group

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 HOT BEVERAGES!

koelnmesse