COLOGNE, OCTOBER 9–13, 2027

UNITED BY TASTE



ANUGA MEAT 2027

FROM TRADITION TO INNOVATION: THE MEAT MARKET UNDER FOCUS

Meat, sausages, game and poultry - Anuga Meat is the international meeting point of an industry undergoing change. Between tradition and convenience-driven innovation this is where business is conducted that shapes the markets. Companies striving for global relevance in the meat industry, exhibit here.

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 MEAT – MARKETS. OPPORTUNITIES.

834
exhibitors
from 110 countries

52,769
visitors
to Anuga Meat

36.8%
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 MEAT IN PARTICULAR?

No other format brings as many meat producers, international chain stores and processing companies together in such a concentrated form. 145,000 trade visitors, 190 countries, one event - Anuga Meat is the most direct route to the buyers, who scale your product range globally.

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 the Premium Food Group, Anuga serves as a central meeting point to underline our innovative power and the diversity of our corporate group to both a national and international trade audience. It offers us the ideal platform to present new product concepts and receive direct feedback from the market. [...] Anuga boosts our visibility, heightens our profile and sets important impulses for the strategic further development of our portfolio.'

Maximilian Tönnies
Shareholder
Premium Food 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 MEAT!

koelnmesse