COLOGNE, OCTOBER 9–13, 2027

UNITED BY TASTE



ANUGA ORGANIC 2027

WHERE SUSTAINABILITY MEETS THE INTERNATIONAL FOOD BUSINESS

Organic is no longer merely a niche topic - it is the growth driver on the global food market. Anuga Organic brings together certified manufacturers, specialised natural food retailers and retail buyers from all over the globe, who focus on sustainable 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 ORGANIC – DISCOVER THE FUTURE OF ORGANIC

315
exhibitors
from 110 countries

53,170
visitors
to Anuga Organic

37.1%
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 ORGANIC IN PARTICULAR?

No other format unites as many organic manufacturers, international natural food retailers and sustainability-oriented retail buyers in one place. 145,000 trade visitors, 190 countries, one event - Anuga Organic is the most direct route to the decision-makers, looking to expand their organic product range of tomorrow.

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.



'Our return to Anuga is something very special. This is where it all began. This is where we forged our first relationships with trade partners. For us, Anuga is definitely one of the most important trade fairs.'

Philipp Stahr
Co-Founder & Managing Director
wholey (Green Greezly GmbH)

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 ORGANIC!

koelnmesse