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#ISM #ISMFamilY #sweetweekcologne

Colourful, exotic, full of taste: That's how to describe the new products of ISM

Trend themes like food upcycling and more at the leading global trade fair

ISM in Cologne is going to be the hotspot for the innovations and trends of the sweets and snacks industry from 28 to 31 January 2024. With over 1,400 exhibitors from 74 countries the trade fair offers an extensive overview of the current developments. The focus lies above all on product innovations that are being presented in the new products overview with over 100 entries. A must for industry experts and interested parties that allows them to discover the diversity and the trends of the international sweets landscape.

ISM 2024 is presenting a multifaceted product show that highlights the current trends in the sweets and snacks segment. A special focus lies on the consumers' growing awareness for health, which is reflected by the demand for healthy food options and sustainable ingredients. The exhibitors are not only surprising the visitors with established approaches, but also with innovative solutions like the integration of sustainably-grown, natural ingredients and by upcycling raw materials. Here, manufacturers are relying on the sustainable usage of regional ingredients and the use of the entire cocoa fruit in one single product instead of just the beans. In this way, the industry is not only focusing on the excellent taste, but is also taking on more responsibility towards the environment.

This responsibility corresponds to the growing demands of the consumers to place the value on healthy, natural and sustainable ingredients. As a reaction to this the manufacturers are presenting innovative products like mushroom fruit gums that are extra fruity thanks to peach/passion fruit and rhubarb juice and that are packed inside a pouch made of regrowing raw materials. A further focus lies on unusual and exotic combinations like colourful sweet potato popcorn that accentuates the living colours and different aromas of yellow and violet sweet potatoes from Taiwan. Unexpected taste experiences like crisps containing real beef jerky, which captures the authentic taste of real minced beef are also under the spotlight.

Plant-based products and ingredients are still booming which is reflected by creative ideas for enriching foodstuffs with fibres. Jelly babies that are totally plant-based, rich in fibre and which contain less than 2 g of sugar offer more conscious enjoyment. The market for vegan food has been showing considerable growth for years, which is due to a growing awareness for the environment, health and animal protection among the consumers.

In the chocolate section, the companies are relying more and more on attributes



ISM
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like fair trade, low sugar, vegan and unusual flavours. These aspects are particularly gaining significance among younger consumers. New products like chickpea waffles or chocolate quinoa waffles in dark chocolate with freeze-dried pieces of cherry reflect this development. Cocoa fruit nibbles with a filling made out of an extract of recycled fruit pulp from the cocoa fruit are sustainable developments here.

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ISM 2024 is demonstrating that manufacturers are actively catering to the needs of the consumers and further developing accordingly. In addition to the classic flavours, they are increasingly placing their bets on trends with a focus on sustainability, like for example upcycling, veganism, vegetarianism and healthy food. This strategic alignment underlines the fact that the industry is not only satisfying the current market demands, but is also actively contributing towards setting new benchmarks for innovative, contemporary products.

A selection of the new products submitted can be found [online](#).

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://www.ism-cologne.com/fair/industry-trade-fairs/>

The next events:

ISM - The world's largest trade fair for sweets and snacks, Cologne 28.01. - 31.01.2024

THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok 06.03. - 08.03.2024

Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 09.04. - 11.04.2024

Note for editorial offices:

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