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#ISM #ISMFamilY #sweetweekcologne

ISM is repositioning itself: One single brand for the entire sweets and snacks industry

ISM Ingredients, ISM Manufacturing and ISM Snacks & Sweets under a strong umbrella brand +++ A response to the shift in the industry +++ Covering all stages of the value chain

Koelnmesse is setting the course for the future of the sweets and snacks industry: As of 2027, it will bundle a trade fair trio comprising ISM Ingredients, ISM Manufacturing and ISM Snacks & Sweets under the ISM umbrella brand for the first time. This new brand architecture maps the industry's entire value chain - from raw materials and ingredients, production, processing, packaging and technology, through to finished sweets and snacks as well as retail concepts. In this way, ISM is responding to the growing interconnectedness between innovations, production and marketing within the sweets and snacks sector.

ISM has stood for innovations, business development and international trade in the sweets and snacks sector for over 50 years. The trade fair portfolio was expanded in 2006 with the launch of ProSweets Cologne, the leading supplier trade fair for ingredients, machinery, packaging and process technologies. Since then, the two events have taken place concurrently. These areas of expertise will be consolidated under the ISM umbrella brand in future.

The background lies in the profound transformation of the industry: Today, new ingredients, automation, digitalisation and alternative production methods impact every stage of the value chain. Innovation no longer occurs in isolation, but arises from the interaction between all stakeholders. With this new trade fair concept, Koelnmesse is creating a platform that actively fosters this exchange.

"The sweets and snacks industry is increasingly taking a holistic approach to innovation. That is why, with ISM and its three trade fair formats, we are creating a brand architecture that unites all relevant areas of the value chain under a strong umbrella brand. This provides improved orientation, strengthens synergies and opens up new, more intensive opportunities for business, exchange, and innovation," said Bastian Mingers, Vice President Food & Food Technology at Koelnmesse GmbH.

Three trade fairs, one strong umbrella brand

Within ISM, each trade fair format plays a clearly defined role along the industrial value chain:

- **ISM Ingredients** is the international platform for raw materials, ingredients and semi-finished products. Here, everything revolves around the ingredients of tomorrow - from functional ingredients, flavour and texture, through to solutions



SNACKS & SWEETS

ISM Snacks & Sweets
31.01. - 03.02.2027
www.ism-cologne.com

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Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

for product development.

- **ISM Manufacturing** is the international platform for production, processing, packaging and technology. Its focus lies on mechanical engineering, automation, AI, quality management and efficient, future-proof manufacturing processes.
- **ISM Snacks & Sweets** is the leading global trade fair for snacks and sweets. International brands, innovative products and leading trading companies come together here, laying the foundation for global business relations.

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The former ISM is being renamed **ISM Snacks & Sweets**. This makes its role within the umbrella brand immediately apparent: As the world's leading trade fair for finished sweets and snacks, it represents the market and retail sector, while **ISM Ingredients** and **ISM Manufacturing** represent the upstream stages of the value chain. ISM is thus evolving from a single trade fair into an umbrella brand comprising three specialised trade fair formats.

New brand identity promotes exchange

The new, unified brand identity provides improved orientation for the exhibitors, trade visitors and partners, while simultaneously boosting the international visibility of the three trade fair formats. Shared services such as a central website, one ticket shop, a unified trade fair app and integrated networking and communication platforms simplify trade fair planning and encourage interaction within the industry.

The next ISM, comprising the three trade fair formats ISM Ingredients, ISM Manufacturing and ISM Snacks & Sweets, will be held in Cologne from 31 January to 3 February 2027.

Koelnmesse - worldwide trade fairs for the food industry and food production:

Koelnmesse is an international leader in organizing global trade fairs for the food and beverage industry as well as for food production. With events such as Anuga, Anuga FoodTec, ISM Snacks & Sweets, ISM Ingredients and ISM Manufacturing, Koelnmesse covers a wide spectrum - from ingredients to production, packaging, finished products, and the latest technologies and innovations. These globally renowned trade fairs, held in Cologne, Germany, set benchmarks in their respective sectors. In addition, Koelnmesse organizes numerous industry-specific trade fairs in key markets worldwide, including Brazil, China, India, Italy, Japan, Colombia, Thailand, and the United Arab Emirates. Through these global activities, Koelnmesse offers its clients tailored events and leading regional trade fairs across various markets, providing a foundation for sustainable international business. Koelnmesse is thus ideally positioned to drive innovation and development in both the food industry and food production.

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

The next events:

Anuga Select India - Uniting Innovation, Collaboration, and Growth in the Global F&B Landscape, Mumbai 29.09. - 01.10.2026

Anuga FoodTec India - India's global gateway to cutting-edge technology for the food & beverage industry, Mumbai 29.09. - 01.10.2026

Cibus Tec - Inspiring Innovation in Food and Beverage Technologies, Parma 27.10. - 30.10.2026

Note for editorial offices:

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