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#ISM #ISMFamilY

New key theme: "Connecting the Entire Value Chain" places a stronger focus on the value chain

Three specialised trade fair formats create in-depth expertise and new interfaces +++ Ticket shop for ISM trade fair trio is open now

What will be available on the sweets shelf tomorrow begins long before the finished product. New ingredients, innovative technologies in product development as well as market and consumer trends determine which products are developed and establish themselves successfully. Under the new key theme "Connecting the Entire Value Chain", the ISM trade fair trio is thus placing a greater emphasis on the interfaces along the value chain of the sweets and snacks industry. ISM Ingredients, ISM Manufacturing and ISM Snacks & Sweets each represent a clearly defined segment of the market: From the raw materials, ingredients and product development, processing, packaging and production technology, through to finished sweets and snacks, brands, product ranges and retail concepts.

The key theme underlines the ISM portfolio's claim to not only stage three specialised trade fairs concurrently, but to actually strategically combine their respective areas of expertise. The trade visitors thus gain a more comprehensive overview of the innovation processes, can identify the right partners along the value chain more efficiently and unleash new business opportunities beyond their own areas of activity.

"Successful product innovations arise today from the interplay between several disciplines. Raw materials and ingredients, product development, technology, production and brand management are closely intertwined. This is precisely where the trade fair trio comes into play: With ISM Ingredients, ISM Manufacturing and ISM Snacks & Sweets we are creating specialised offers for our trade audience and uniting them simultaneously under one roof. 'Connecting the Entire Value Chain' sums up this ambition perfectly," said Bastian Mingers, Vice President Trade Fair Management Food and Food Technology at Koelnmesse GmbH.

One key theme, three specialised trade fairs

The overarching theme is underpinned by individual claims for the three trade fair formats. They pick up on "Connecting the Entire Value Chain" and illustrate their respective role in the innovation and marketing process:

- **ISM Ingredients - From Source to Sensation:** connects the origin of an ingredient with its sensory and innovative impact in the product.
- **ISM Manufacturing - From Processing to Performance:** combines processing and packaging technology with measurable production performance, efficiency and quality.



SNACKS & SWEETS

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

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- **ISM Snacks & Sweets - From Trends to Taste:** translates market and consumer trends into products, taste profiles and relevant product range impulses for the retail trade.

Page

2/3

The co-staging and geographical proximity of the three trade fairs facilitates the direct exchange between the suppliers of ingredients, producers, technology companies and brand manufacturers. A joint ticket shop, central app as well as comprehensive matchmaking and networking tools support the targeted interlinking.

Tickets are available now.

ISM Ingredients, ISM Manufacturing and ISM Snacks & Sweets are scheduled to take place in Cologne from 31 January to 3 February 2027. Tickets for the ISM trade fair trio are available immediately [from the ticket shop](#).

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

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Page
3/3

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