Press release

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Koelnmesse and NACS collaborate for a special event on Convenience Retail for ISM 2027

Exhibition space and a walk-in "Convenience Store of the Future" planned +++ Accompanying "NACS Convenience Leaders Exchange @ ISM" Congress on 31 January 2027 +++ Professional exchange on the future of the convenience retail sector

Koelnmesse and the NACS are planning a joint special event focusing on convenience retail at ISM 2027. The special event will feature dedicated exhibition space, a walk-in "Convenience Store of the Future" on the Trade Fair Boulevard as well as the half-day "NACS Convenience Leaders Exchange @ ISM" Congress on 31 January 2027.

"Sweets and snacks are core product categories at many convenience stores. As classic impulse and on-the-go purchases, they play a significant role in this trade segment. Convenience retail offers an interesting perspective on the intersection between the industry and the retail trade," said Bastian Mingers, Vice President Trade Fair Management Food and Food Technology, Koelnmesse GmbH.

New perspectives for sweets and snacks in convenience retail
It is hard to imagine convenience retail without sweets and snacks which cater to the desire for uncomplicated, on-the-go indulgence while offering retailers potential for spontaneous purchasing decisions. This is exactly where this special event comes into play. ISM Snacks & Sweets brings international brands and products of the sweets and snacks industry together, and the convenience retail initiative broadens the scope to include various sales formats, changed consumer needs and innovative solutions at the point of sale.

The planned "Convenience Store of the Future" forms a key element of this concept. The walk-in, future-oriented format will demonstrate how products, food service, shopfitting, payment and retail technologies and omnichannel solutions can be combined into an attractive and viable shopping experience. Guided tours and exhibitor pitches are also planned, which will offer deeper insights into diverse products, technologies and concepts.

“Around the world, convenience retailers are evolving their offer to meet changing consumer needs, creating new opportunities for products, services and store experiences. Our collaboration with Koelnmesse brings NACS’s retail expertise and network together with the innovation showcased at ISM. This initiative will help retailers and suppliers explore those opportunities together, with a practical focus on serving customers better and driving profitable growth,” said Henry Armour, Chairman Emeritus & CEO International, NACS.

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

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District Court Cologne, HRB 952

A professional exchange on the future of convenience retail
The half-day "NACS Convenience Leaders Exchange @ ISM" will focus on industry trends, business models, profitability and future operational issues in the convenience and fuel retail sectors, with a focus on sweets and snacks. In particular, this curated congress format brings together executives and decision-makers from the convenience and service station retail industry as well as selected brands, suppliers and technology providers.

About NACS:
For 65 years, NACS has been recognized as the premier association for convenience and fuel retailers. It connects retailers, suppliers and industry partners around the world to exchange knowledge, build relationships and support business growth. NACS has more than 1,200 retail member companies that cumulatively represent more than 500,000 stores in 60 plus countries. For more information, visit www.convenience.org. Follow NACS on LinkedIn, X, Facebook, and Instagram.

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:
ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 03.11. - 05.11.2026
ISM - One platform. Three specialized trade fairs. ISM Ingredients · ISM Manufacturing · ISM Snacks & Sweets, Cologne 31.01. - 03.02.2027

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