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#ISM #ISMFamilY #sweetweekcologne

ISM Ingredients experiences significant growth and welcomes Barry Callebaut as a new exhibitor

More than 30 percent additional exhibition space and twice as many exhibitors compared to the premiere +++ Broad international industry participation +++ Focus on sugar reduction, transparency, functionality and innovative ingredients solutions

ISM Ingredients is further reinforcing its position as an international platform for innovative ingredients solutions in the sweets and snacks industry. Following its successful premiere as an independent trade fair format last year, the event is recording particularly strong market demand during the current early bird period. The amount of exhibition space booked is already up by over 30 percent on last year. At the same time, the number of registered exhibitors has doubled compared to the premiere. Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products, is returning to the fair grounds in Cologne and will be exhibiting at ISM Ingredients for the first time in 2027.

This positive development underscores the increased strategic significance of ingredients for the global sweets and snacks industry. Ingredients, raw materials and functional solutions are progressively becoming key drivers of product development, reformulation, sensory differentiation and more sustainable concepts. With its clear focus on these topics, ISM Ingredients is positioning itself as a relevant meeting point for companies, who want to identify and develop the innovations in the sweets & snacks section and turn them into marketable products at an early stage.

"We are really excited to have Barry Callebaut present again. This is a strong signal for the industry and demonstrates that ISM Ingredients has already successfully established itself on the market even within such a short space of time," explained Guido Hentschke, Director of ISM Ingredients.

Broad international exhibitor base

Alongside Barry Callebaut, the companies that have already registered include numerous international market leaders and innovation partners such as Döhler, Fuji Oil, Brenntag, GNT, ofi (olam food ingredients), Norevo and Paradise Fruits, Mantrose UK Ltd., California Natural Color, Capol GmbH, Boettger Food Ingredients GmbH, Couplet Sugars SA and Copenrath Feingebäck GmbH.

Furthermore, the Istanbul Exporters' Association and German Sweets e.V. are also represented as group participants. Further group organisers from China and India have already announced their participation, underscoring the international alignment of the trade fair.



ISM Ingredients
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<https://www.ism-cologne.com/>

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With its focus on forward-looking ingredients solutions, ISM Ingredients is increasingly advancing into the central platform for the next generation of sweets & snacks. The focus lies on current industry topics such as sugar reduction and healthier indulgence, transparent and more sustainable raw materials as well as solutions for taste, texture and functionality. As such, the trade fair is addressing key product development issues and offers manufacturers, brands, trade partners and suppliers a concentrated overview of the new impulses across the ingredients and innovations chain.

Page

2/3

Synergies along the value chain

The close interlinking with ISM and ISM Manufacturing creates additional added value. Whilst ISM centres on international brands, product innovations and trade relevance, ISM Ingredients focuses on ingredients, raw materials and formulation expertise. ISM Manufacturing completes the offering by addressing the themes production, technology, packaging, automation and industrial implementation. Together the three formats cover the key development stages of the sweets and snacks industry: from the initial idea and the ingredients, to the production and marketable product.

"The ISM trade fair trio combines product innovation, expertise in ingredients and industrial implementation in a strong international trade fair network. This makes the value chain of the sweets and snacks industry particularly accessible in Cologne," stated Guido Hentschke. "The visitors receive practical insights into current solutions that are of high relevance for the industry and trade."

ISM Ingredients is scheduled to be co-staged with ISM and ISM Manufacturing in Cologne from 31 January to 3 February 2027.

For further information and exhibitor registration please visit:

www.ism-cologne.com/for-exhibitors/become-an-exhibitor/

Note for editorial offices:

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Page
3/3