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#sustainablegrowth #weareanuga

## Anuga Drinks and Anuga Hot Beverages well-aligned

### High level of internationality at both trade fairs

The trade fairs Anuga Drinks and Anuga Hot Beverages have a good line-up for this year's Anuga. Around 600 companies are namely taking part at Anuga Drinks and 150 exhibitors at Anuga Hot Beverages in October 2023. Both trade fairs are recording a high level of internationality. 38 pavilions from 31 countries among others from Egypt, Argentina, Azerbaijan, Belgium, Brazil, Bulgaria, China, Estonia, France, Georgia, Greece, Italy, the USA, Great Britain, Japan, Korea, Latvia, Lithuania, Mexico, Austria, Paraguay, Portugal, Poland, Slovenia, South Africa, Taiwan, Thailand, Turkey, Hungary and Cyprus are represented at Anuga Drinks. 14 group stands from 14 countries have registered for Anuga Hot Beverages from among others Argentina, China, Greece, Great Britain, Italy, Colombia, Mexico, Poland, Portugal, the Republic of Korea, Sri Lanka, Taiwan, Turkey and Cyprus.

### The following companies are among the most important exhibitors per trade show:

- Anuga Drinks: Hermann Pfanner Getränke GmbH, Medibel NV, Orana A/S, Uludag Icecek Turk A.S., Gan Shmuel Foods Ltd., SA San Miguel Global, Manufri S.L., Gat Foods -IBBL Ltd., Louis Dreyfus Company Suisse S.A., Austria Juice GmbH.
- Hot Beverages: Akbar Brothers, Barbera Caffè SpA., CAFEA GmbH, Empire Teas, Taylors of Harrogate and Ultramar Caffè SRL.

The Start-up Area of Anuga Drinks is also fully-booked. Primarily companies from the beverage industry that focus on vegan drinks, alcohol-free alternatives as well as trendy beverages such as bubble tea or energy drinks are exhibiting here. In total, 12 exhibitors are represented in Hall 8 and 5 beverage companies in Hall 7.

### Market Development and Trends

According to Innova Market Insights, in the period from July 2017 to June 2022, Nigeria (+46%) and South Korea (+31%) were among the fastest growing markets for the introduction of beverages. Whereas the USA and the United Kingdom were the leaders on the global beverage market for the period between July 2021 and June 2022, Canada, which currently ranks fourth, recorded increased growth of +23 percent. The USA are the leaders in the section of product innovations in the most important beverage categories beer, juices and nectars. With a view to the trends, the following categories registered growth between July 2017 and June 2022: Non-alcoholic beverages (35%), plant-based beverages (32%) and vegan beverage products (26%).

Casting a look at Anuga's new products, the following trends can be identified for



Anuga  
07.10. - 11.10.2023  
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Oliver Frese

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

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

Anuga Drinks and Anuga Hot Beverages: More and more manufacturers are producing beverages that offer an additional health benefit, i.e. strengthening the immune system. In the wake of the growing significance of a healthy lifestyle, natural and sustainable products, for example with less sugar, functional characteristics or a clean label declaration, are gaining significance. But recycling waste products, i.e. using old bread or the left-overs of cocoa fruit, also plays a key role in beverage processing. With regards to using functional ingredients, the focus lies on natural, plant-based ingredients from sustainable cultivation. To additionally reach younger consumer groups, the exhibitors of Anuga are presenting beverages with unusual colours and exotic flavours. In addition to citrus, floral, plant-based aromas such as hibiscus, jasmine, rose and elderberry blossoms are extremely popular for both hot and cold beverages. Non-alcoholic alternatives continue to be an important trend too, particularly in the beer and wine sector.

**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.anuga.com/trade-fair/anuga/industry-sectors>

#### **The next events:**

Anuga - The leading trade fair for the global food industry, Cologne 07.10. - 11.10.2023

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 07.11. - 09.11.2023

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

#### **Note for editorial offices:**

Anuga photos are available on the Internet at [www.anuga.com/imagedatabase](http://www.anuga.com/imagedatabase)

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