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#weareanuga #sustainablegrowth

## Anuga presents the top innovations of 2023

### 68 products are being presented on the central trend area of the Anuga taste Innovation Show

The international food and drinks industry is meeting up once again at Anuga in Cologne from 7 to 11 October 2023. Over the next five days, under the key theme "Sustainable Growth" more than 7,800 exhibitors from 118 countries will present a variety of products in 10 trade shows. New trends and international product innovations are of particular interest here.

The Anuga taste Innovation Show is the central stage for the top innovations of Anuga 2023. It is considered to be a trend barometer and source of inspiration for the global food business. Selected by a jury comprising of international trade journalists and market research analysts, the most important new products of Anuga are presented to the trade visitors and media representatives. In total, over 689 companies have applied to have their over 2,200 ideas included in the special event. The jury selected 68 products and concepts from among these, which convinced in terms of their idea, innovative power, sustainability and creative implementation - spanning across the different Anuga trade shows. In addition, ten products were also distinguished as being especially innovative.

#### The top ten innovations are:

- Sushi Rice Platter by Asian Table Wismettac Emea Holdings Ltd (Great Britain)
- BettaF!sh TU-NAH Tin by BettaF!sh from Germany
- Melis Pickle Soda by Euro Gida San. Ve Tic. A.s (Turkey)
- Yoghurt Alternative made from apricot stones by Kern Tec (Austria)
- Crunchy Mushroom Chilli by Lifestyle Ventures SDN BHD (Malaysia)
- Hexa-creme by Lyson Apiary (Poland)
- Vegan No egg white by Schouten Europe (Netherlands)
- Milch Garum by the Garum Project (Italy)
- Dried Mushrooms and Mixes by VG Fryer D.o.o. (Croatia)
- Chica Mexicana Tortilla Wheat Beer by Leighton Foods (Denmark)

This year's new products above all demonstrate one thing: The focus is on alternative proteins, clean label products as well as products with additional health benefits. In the section of **plant-based and clean label products** the exhibitors are offering soups made from pulses, minerals and proteins and 100 percent natural ingredients, vegan egg and protein substitutes or hand-made plantuccini, a plant-based interpretation of cantuccini.

In the section of **alternative protein products** the emphasis at Anuga 2023 lies on fish alternatives. Whether alternative crab patties, shellfish or fish, the manufacturers are betting on plant-based proteins and fibres. The innovations at the



Anuga  
07.10. - 11.10.2023  
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trade fair include new yoghurt alternatives made from apricot stones or oatmeal dressing.

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**Innovations with additional health benefits** are a further key topic. In the beverage section the focus lies on functional ingredients and 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 or glitter. 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. In addition, there are new upcycling products such as a tortilla beer that is brewed from left-over tortillas.

When it comes down to the topic of **fermentation**, the products of the Anuga taste Innovation Show include for example a mushroom chilli or a fruit soda beverage made from fermented cucumber juice.

There are also among others creative ideas for Halloween. For example, one company is offering a black meat loaf.

The catalogue of the exhibition and more information is exclusively available online on the [Anuga website](#).

**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/imagetdatabase](http://www.anuga.com/imagetdatabase)

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