

No. 3 / May 2022, Cologne
#anuga

Anuga 2023 under starter's orders: Interested companies can profit from the early bird campaign up until 30 September 2022

Conceptual innovation: Anuga Culinary Concepts becomes Anuga Out of Home

After the successful re-start edition of Anuga in 2021, the application phase for the 2023 edition of the world's largest trade fair for food and beverages, which is being staged from 7 to 11 October 2023, is now getting underway. Interested companies can already reserve their stand area at [online application for exhibitors](#) and receive a special discount as an early booker up until 30 September 2022. Initial innovations have already been confirmed: For example, the former trade fair for the out-of-home market "Anuga Culinary Concepts" is being expanded and will cover the entire spectrum of foodstuffs, beverages and innovative non-food offers for out-of-home consumption under the name "Anuga Out of Home".

Providing the largest and most international offer of food and beverages, Anuga offers the ideal procurement and innovation platform for the out-of-home market. Foodstuffs make up the core of the gastronomical offer. The national and international bulk consumers from the out-of-home market such as system caterers business caterers or large chains are the key trade visitors of Anuga. Due to its high level of internationality, the leading world trade fair is the most important export platform for the suppliers of products for the out-of-home market.

The changes in the out-of-home market brought about by the Corona pandemic are the reason why "Anuga Culinary Concepts" has been further developed for the gastronomic section. This section has reinvented itself like no other and has developed future-oriented concepts for delivery and to-go as well as technological innovations and solutions. Anuga is picking up on this and in 2023 is expanding the trade show Anuga Out of Home to include the entire spectrum of the food service segment. For hotels, restaurants and catering companies (HoReCa) as well as for communal catering, system catering, trade, food service, delivery and take-away.

"With a stronger alignment towards new concepts and solutions for the out-of-home market, we are not only taking the developments of the market, but also the needs of our exhibitors and of our trade audience into account. As the leading global trade fair for food and beverages, Anuga is the ideal inspirational and innovation platform where restaurant owners and the entire out-of-home market can discover products and new taste experiences from all over the world. To ensure an holistic approach, we are rounding the offer of food and beverages off with non-food products and technical as well as digital solutions for HoReCa, communal catering, food service



Anuga
07.10. - 11.10.2023
www.anuga.com

Your contact:
Peggy Krause
Tel.
+49 221 821-2076
e-mail
p.krause@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

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Mayor of the City of Cologne
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Headquarters and place of jurisdiction:
Cologne
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and food delivery," explained Oliver Frese, Chief Operating Officer of Koelnmesse GmbH.

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"The out-of-home market undergoes rapid change, is always characterised by new trends and is extremely dynamic," said Guido Zöllick, President of the German Hotel & Restaurant Association (German DEHOGA Association) and industry sponsor of Anuga. "The new Anuga Out of Home show depicts this transition and with its completely revised forward-looking concept addresses all players, who operate in the diversified and high-growth out-of-home market - whether restaurant owners, food service companies, F&B partners or suppliers of technical solutions. Beyond the classic food service trade, the focus also lies on players from rival trades such as bakeries, food retail outlets or delivery platforms. One thing unites them all: In order to master the challenges at hand, optimise processes and satisfy the more and more demanding customers and guests, innovative technologies, contemporary service concepts and culinary ideas are in higher demand than ever before. Here, Anuga 2023 is the display window, trendsetter and communication platform. We are convinced that the exhibitors and visitors will profit from the even larger spectrum of offers."

At Anuga 2023, Anuga Out of Home in Hall 7, will more than ever before become the key point of contact for restaurant owners, hoteliers, food service companies, chefs and the entire out-of-home market. The leading global trade fair for food and beverages already offered a manifold offer for the food service section in 2021 in the scope of the Food Service Forum, the Power Breakfast in the DEHOGA Lounge, the Hack Genussgarten (EnjoymentGARDEN) as well as event highlights like the start-up competition "Best Food Founder Award". Over 2,600 exhibiting companies with products for the out-of-home market were represented at Anuga 2021. The top buyers and bulk consumers such as Apetito, Accor Hotels, Burger King, Chefs Culinar, Compass Group, Hellofresh, Ikea, Intercontinental, L'Osteria, LSG Sky Chefs, Maritim Hotels, McDonald's, Mövenpick, MotelOne, SPC, Starbucks, Steigenberger, Sysco, Tank & Rast, The Ash, TransGourmet, Vapiano and Yorma's were among Anuga's visitors. Hence, in addition to the DACH region and Europe, among others visitors from the out-of-home markets in the USA, China, India and Brazil are reached. Koelnmesse additionally offers the food service industry access to the most attractive markets in the world via its overall network of food trade fairs, which include Anuga in Cologne, the Anufood Chia, Thaifex Anuga Asia, Anufood Brazil, Anufood India and Alimentec Bogotá.

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.

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Further information: <https://www.anuga.com/trade-fair/anuga/industry-sectors>

The next events:

THAIFEX - Anuga Asia - International Trade Exhibition for Food & Beverages, Food Technology and Food Service in Asia, Bangkok 24.05. - 28.05.2022

Alimentec - The International Food, Beverage and Hospitality Trade Fair, Bogotá 07.06. - 10.06.2022

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 13.07. - 15.07.2022

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Your contact:

Peggy Krause

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel.: +49 221 821 2076

E-Mail: p.krause@koelnmesse.de

www.koelnmesse.com