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## Korea as the partner country of Anuga 2025: Culinary heritage meets global food trends

**Experience Korea's diversified cuisine live at Anuga in Cologne +++  
Fermented variety and health-promoting ingredients under focus  
+++ Over 100 Korean exhibitors +++ Pavilion and living cooking in  
Hall 5.2**

When Korea appears as the official partner country of Anuga in October 2025, the nation will bring far more than culinary specialties to Cologne. Under the motto "Flavour meets trends" over 100 Korean exhibitors will present a unique combination between century-old traditions and pioneering food concepts. The centre of attention here will be on three ambassadors of Korean eating culture, which couldn't be more different - and yet all have one thing in common: They embody the ability to unite tradition with innovation. Kimchi, ramyeon and the "jang trio" comprising of ganjang, doenjang and gochujang not only stand for distinctive aromas, but also for health, sustainability and global connectivity.

Kimchi is considered to be the soul of Korea and a prime example of fermented food. Over 200 varieties demonstrate the regional and seasonal diversity - from mild dongchimi to creative new interpretations like kale kimchi. Its probiotic characteristics turn it into a paradigm for the "good health" trend.

### K-Ramyeon - Captivating the world

With the global boom in K-content, K-food is also coming into the spotlight - led by ramyeon as an icon of Korean food culture. It has become globally known through films, series, and social media: from "Chapagetti" in Parasite to the "Fire Noodle Challenge." Today, ramyeon stands not only for quick meals, but also as a symbol of Korean creativity. Viral trends such as combining buldak with Chapagetti, K-Rose spiciness with milk and cheese, or refining with truffle oil, as well as consumer feedback, have even inspired new product lines.

### Important ramyeon brands at Anuga:

- Samyang Foods (Hall 5.2): A pioneer since 1963, world-famous for the Buldak series.
- Nongshim (Hall 10.2): Around 40 varieties, including Shin Ramyun, Chapagetti, and Neoguri.
- OTOKI (Hall 2.1): Popular for its mild, balanced flavour for all ages.
- Paldo (KIFA Pavilion, Hall 5.2): Specialist in Bibim Ramyeon, especially in summer.
- Harim "The Mishik" (KIFA Pavilion): Artisanal Ramyeon with fresh broth and al dente noodles.

In response to health-conscious trends, Korean ramen brands are also introducing



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products such as sugar-free, low-calorie, high-protein, gluten-free, and low-sodium varieties, as well as noodles made from alternative grains such as potatoes, mung beans, and rice. Vegan-certified products, eco-friendly packaging, and carbon-neutral manufacturing processes are also on the rise, ensuring that bold flavor goes hand in hand with a commitment to health and sustainability.

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### **Leading Korean manufacturers will present innovations**

The variety of the sauces fits in perfectly with the global "naturalism" trend. New varieties range from allergen-free pea soy sauces, to truffle or crab-refined ganjang and spicy gochujang with added meat, through to ssamjang dressings. In terms of taste, the jang trio has formed the basis of Korean cuisine for centuries. Ganjang, the soy sauce, convinces with its strong aroma and wheaty flavour and serves as the basis for soups, casseroles and stews. Doenjang, the fermented bean paste, is high in nutrients and ideal for savoury soups and vegetable dishes. Gochujang combines spiciness, sweet and salt and represents the characteristic Korean art of seasoning. UNESCO's recognition of this artisanal fermentation culture underscores its cultural value.

There are also halal and vegan-certified as well as sugar and salt-reduced products that are already implemented on an international basis. Leading manufacturers like Sempio Foods, Daesang, Pulmuone Foods, Dongwon and Paldo will present their innovations at Anuga. The Korea Jang Cooperative will additionally showcase the quality, versatility and healthy benefits of the traditional sauces.

### **Pavilion and live cooking in Hall 5.2**

At the pavilion in Hall 5.2 and at the live cooking stand on the Central Boulevard, the visitors can experience the diversity of innovative and sustainable products up close. From freshly prepared classics, to creative reinterpretations of current K-food trends, a vibrant picture of an eating culture that unites tradition and innovation will arise. With its export-oriented food strategy, Korea is setting new standards at Anuga 2025 and will provide the trade visitors and international partners with inspiring insights into the future of global food.

Further information is available at: [www.anuga.com/partner-country/](http://www.anuga.com/partner-country/)

### **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, and ProSweets Cologne, 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.anuga.com/trade-fair/anuga/industry-sectors>

**The next events:**

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 15.09. - 17.09.2025

Anuga - The leading trade fair for the global food industry, Cologne 04.10. - 08.10.2025

LogiMAT & LogiFOOD Southeast Asia - The Premier Trade Show for Intralogistics, Process Management and Cold Chain Solutions, Bangkok 15.10. - 17.10.2025

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