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Partner country Korea presents highlights at Anuga 2025 – Where Flavour Meets Trends

Korea is the official partner country of Anuga 2025, the world's largest and most influential food and beverage trade fair. This milestone reflects the growing global recognition of Korean food (K-Food) as a major force in the international culinary landscape, fueled by the global popularity of Korean culture, particularly K-pop and K-dramas.

Over the past decade, the Korean Wave (Hallyu) has expanded beyond entertainment to encompass food and lifestyle. Global phenomena such as BTS, BLACKPINK, and Netflix's "Squid Game" have sparked widespread interest in Korean culture, leading to a surge in demand for Korean cuisine. Dishes like tteokbokki (spicy rice cakes), gimbap (seaweed rice rolls), samgyeopsal (grilled pork belly), and ramyeon (instant noodles) are winning over consumers across the United States, Europe, and Southeast Asia. Supermarkets in these regions are increasingly dedicating shelf space to Korean food products, signaling a major shift in global food trends. The cultural momentum has also inspired the creation of cross-media content, such as the hit animated film "K-Pop: Demon Hunters," which has topped global charts and further amplified global curiosity about K-Food and its cultural roots.

In line with this momentum, Korea will establish a National Pavilion at the main entrance of Hall 5.2 during Anuga 2025, presenting a comprehensive showcase of Korean food's past, present, and future. Under the theme "Tradition Meets Innovation," the pavilion will feature curated exhibitions and tastings that highlight both the depth of Korean culinary heritage and the forward-thinking innovations shaping its future.

Thirteen leading Korean food companies – including Namyang Dairy, Nongshim Taekyung, Daesang, Lotte Wellfood, Lotte Chilsung Beverage, Binggrae, Pulmuone, Sempio, Harim, Paldo, and others – will participate in the pavilion to share their unique perspectives on sustainable food culture and global food innovation.

A wide range of products will be presented, from traditional fermented staples like kimchi, doenjang (soybean paste), gochujang (red chili paste), and tteok (rice cakes), to modern reinterpretations such as vegan kimchi, allergen-free soy sauce made from peas, and kimchi-based spreads. These offerings aim to showcase not only the unique flavours of Korean cuisine but also its health-conscious, sustainable, and future-ready direction.



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In addition to showcasing both traditional and innovative food products, the exhibition will also spotlight beloved Korean street foods such as tteokbokki, gimbap, bulgogi meatballs, japchae (glass noodles), and instant noodles – all of which have gained immense popularity around the world. Visitors will further have the opportunity to discover next-generation K-Food innovations, including tofu noodles, vegan ice cream, plant-based meat alternatives, and land-farmed seaweed, highlighting Korea's strong commitment to health, sustainability, and culinary diversity.

Beyond individual company booths, visitors will have the opportunity to enjoy free tastings of Korean cuisine at the “K-Food Tasting Stand” located at Boulevard 061g in front of Hall 5.2.

Guided tour of the partner country pavilion

To make the experience even more accessible, Korea as partner country will offer a specially curated guided tour of the partner country pavilion. On this tour, trade visitors can join expert-led sessions that provide deep insights into Korea's culinary traditions, product innovations, and food industry trends. Participants will be guided directly to selected exhibitors and highlights within the Korean National Pavilion, where they can not only taste authentic K-Food but also establish valuable business connections. The guided tour is designed to provide international buyers, distributors, and decision-makers with a structured yet inspiring journey through the diversity of Korea's food culture – from heritage-rich staples to cutting-edge product innovations.

Korea's participation as partner country at Anuga 2025 signals that K-Food is no longer just a passing trend, but a sustainable and evolving global food culture. Rooted in tradition yet gently embracing innovation, the Korean food industry is steadily growing into a meaningful presence in the international food market.

Further information is available at: 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:

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

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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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Cibus Tec Forum - Exhibition & Conference on Food & Beverage Technologies Trends,
Parma 28.10. - 29.10.2025

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