

No. 2 / August 2024, Cologne
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Anuga 2025: Optimised trade fair experience through newly designed hall structure

Optimised hall structure strengthens synergies of the ten trade shows +++ Improved orientation and shorter routes between segments +++ Anuga Alternatives as a pioneering platform for protein alternatives

The leading global trade fair, Anuga, the No. 1 for Food & Beverage Business, is presenting itself in Cologne from 4 - 8 October 2025 with a newly designed hall structure. Thanks to targeted strategic adjustments, the individual trade shows are more clearly segmented and offer an improved orientation across the product sections. Thematically-related topics - such as Anuga Alternatives and Anuga Organic for example - are moving closer together on the fair grounds, which will create synergies. Dealers benefit from shorter routes.

With its ten trade shows, the largest international trade fair for the global food industry provides a complete market overview of the offer of food and beverages available worldwide. The individual trade shows offer products and services in the segments protein alternatives, bread and bakery products, frozen and convenience foods, dairy products, delicatessen and gourmet items, meat and organic products as well as hot and cold beverages.

An overview of the most important changes

- **Hall 1:** From 2025, Anuga Fine Food will share Hall 1 with Anuga Alternatives, which is celebrating its premiere in 2025 as the new trade show for plant, insect, algae and fungal proteins as well as cell-cultivated meat.
- **Hall 5.2:** The former hall for Anuga Meat will become the new centre for Anuga Fine Food, which will be directly connected to Anuga Fine Food in Halls 1 and 10.2 and bundles the "Fine Food" section in the South of the fair grounds.
- **Hall 7:** The "Processed Meat" section is moving from Hall 5.2 to Hall 7. Anuga Drinks is also located in Hall 7.
- **Hall 8:** Anuga Hot Beverages will also be located in Hall 8 from 2025 onwards, in the immediate vicinity of Hall 7, where Anuga Drinks is found.
- The former Anuga Out of Home that was located in Hall 7 in 2023, will no longer be a separate trade show in 2025. The products and services will be integrated into the offer of the corresponding segments to promote even better matchmaking.
- In addition to the Anuga taste Innovation Show and the Trend Zone all of the start-ups will be integrated into the "Boulevard of Innovation" (Boulevard North) to ensure better visibility and an improved overview for the trade.

Anuga reacts to the industry developments with a new trade show and hall concept



Anuga
04.10. - 08.10.2025
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The introduction of the trade show Anuga Alternatives is one reason for the new design of the hall. This innovation constitutes a strategic further development of Anuga and thematically bundles protein alternatives gained from insects, plants, fungi, algae and cell-cultivated meat in one trade show. With this move, Anuga is reacting to the consumers' and trade's worldwide growing demand for alternative protein sources.

According to Anuga's knowledge partner, [Innova Market Insights](#), F&B products containing insect-based proteins have recorded an annual growth rate of +114% over the past five years. Sports nutrition and cereal products made from alternative protein sources are showing a growth rate of +11% and 32% respectively. Here, insect-based protein is mainly used for sports powders, sports bars as well as for cereal and energy bars.

Cultivated and microbial-based proteins including mycoprotein and non-animal-based whey protein are recording a CAGR of +10%. Algae-based products are growing at a CAGR rate of +17%, whereby kelp, red algae and kelp extract are showing the strongest growth. The new protein sources not only offer ecological advantages, they also open up economic opportunities for the trade and industry.

"The new trade show and the redesigned hall structure reflects Anuga's claim, as a pioneer of the global food industry, that it adapts in line with the industry's changing needs. In this way, we are creating more efficient processes, grouping segments together thematically, bundling the meat halls in the North and the Fine Food halls in the South to ensure an optimised trade fair visit. The new hall concept also offers better networking and encourages business transactions," stated Jan Philipp Hartmann, Director of Anuga.

The new hall plan can be found at [Hall plan | Anuga](#).

Companies can register for the coming Anuga, which is being staged from 04.-08.10.2025 under the following link: [Become an exhibitor | Anuga](#). The early bird offer ends on 30.09.2024.

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. 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 Select India - India's international exhibition on food & beverage trade and retail market, Mumbai 28.08. - 30.08.2024

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ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 24.09. - 26.09.2024

ISM - The world's largest trade fair for sweets and snacks, Cologne 02.02. - 05.02.2025

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