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## **Anuga is further developing its brand identity: "United by Taste" connects the global food community**

**New campaign places the spotlight on people, markets and ideas  
+++ Modular visual language creates a consistent identity for the  
ten trade shows +++ Anuga is strengthening its position as an  
international meeting point for business, innovation and knowledge  
transfer**

Anuga is consistently further developing its brand identity. Under the guiding principle of "United by Taste", the largest trade fair for food and beverages in the world is launching a new campaign and an overarching visual brand identity. They underline what has distinguished Anuga for over 100 years: Connecting people, products, ideas and markets from all over the globe.

This further development takes the radical changes in the global food and beverage sector into account. New technologies, increasing demands regarding sustainability, alternative proteins, changing consumer needs and shorter innovation cycles are increasingly shaping products, business models and international value chains. In this dynamic environment, Anuga is strengthening its position as an international meeting point for business, innovation and knowledge transfer.

With its new brand identity, Anuga is translating its claim into a modern, emotional communication that is clearly aimed at the international trade audience. A consistent visual and campaign world is designed to increase Anuga's recognition across the markets, target groups and communication channels, further strengthening its differentiation in the international competitive landscape.

### **"United by Taste" connects the global F&B industry**

"United by Taste" marks the launch of a multi-part campaign that will accentuate further facets of the trade fair leading up to Anuga 2027. The term "Taste" not only represents enjoyment, but also product quality, strength of innovation, cultural diversity and the diverse demands of the international markets. "Taste" is thus becoming the connecting guiding principle of the campaign, bundling the key strengths of Anuga as an international marketplace, trend platform, industry network and hub for knowledge transfer - perfectly embodying the community spirit of #weareAnuga. At the same time, the campaign underlines Anuga's claim to actively co-shape the future of food as a knowledge leader.

### **People, products and markets in a shared visual world**

The new main visual translates this idea into a clear visual language and brings the two key strengths of Anuga together: The people, who shape the international food business and the products that trends, product ranges and new market opportunities



Anuga  
09.10. - 13.10.2027  
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Within this trade fair context, people encounter strikingly presented food. A circular design element connects both perspectives and is also symbolic for a plate. Red details visibly anchor the motif in Anuga's brand world. In this way, a visual language is created that combines encounters, product diversity and international business dynamics.

The design principle is being modularly developed for Anuga's ten trade shows. Two different culinary worlds come together on one plate showcasing the diversity of the respective segment. The plate serves as the recurring, connecting element. It stands for the diversity of the global food offer and at the same time for Anuga's function as an international marketplace where products, people and business ideas come together.

"Anuga connects the global food and beverage industry across markets, categories and cultures. 'United by Taste' will allow us to express this strength even more clearly in future. In this way, we are creating a strong, communicative framework that we will constantly further develop on the road to Anuga 2027," explained Jan Philipp Hartmann, Director of Anuga.

The next Anuga will take place in Cologne from **9 to 13 October 2027**.

**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 Snacks & Sweets, ISM Ingredients and ISM Manufacturing, 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 Select India - Uniting Innovation, Collaboration, and Growth in the Global F&B Landscape, Mumbai 29.09. - 01.10.2026

Anuga FoodTec India - India's global gateway to cutting-edge technology for the food & beverage industry, Mumbai 29.09. - 01.10.2026

Cibus Tec - Inspiring Innovation in Food and Beverage Technologies, Parma 27.10. - 30.10.2026

**Note for editorial offices:**

Anuga photos are available on the Internet at <https://www.anuga.com/press/>

[multimedia/image-database/](#).

Press information is available at: <https://www.anuga.com/press/press-releases/press-releases-of-anuga/>.

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