

No. 2 / September 2023, Cologne
#weareanuga #sustainablegrowth

dfv and Anuga HORIZON are awarding a prize for innovative food concepts for the first time

The focus is on the transformation of food production, processing, distribution and consumption.

Anuga HORIZON is a new event format that is being staged during the world's largest food trade fair, Anuga, under the flag of Anuga HORIZON. Placing a clear focus on innovative technologies, trends and solutions, HORIZON is dedicated to the design and transformation of food production, processing, distribution and consumption. Anuga HORIZON 2023 combines a first-class conference and an exhibition area comprising of innovative start-ups from the New Food section.

The German trade publishing house, dfv, and its new media brand, newFOODeconomy, will be awarding innovative food concepts from all over Europe prizes during Anuga HORIZON on 9 October 2023.

The emphasis will be on companies, start-ups and projects that are based in the EU. The two factors "Innovation" and a proven contribution towards the achievement of the Sustainable Development Goals (SDGs) are the key selection criteria.

The awards will be conferred in three categories:

- In the category Best Newcomer the prize goes to a start-up that is not allowed to be older than five years and which is already offering products or services on the market.
- In the category Best Evolutioner, the prize goes to an established, existing company that has entered the New Food market and established successful products there.
- In the category Best Visionary the prize goes to a promising idea or approach in the form of a product or service. Being present on the market is not a pre-requisite, but a prototype has to exist.

The nominations and the prize winners will be selected by the nine members of the Advisory Board of newFOODeconomy. newFOODeconomy is the journalistic initiative of the publishing section of the Agricultural, Baking and Meat Media of the Frankfurter Business-Medienhaus. The jury, comprising of leading experts of the food industry, is made up of:

- Olaf Deininger, Chief Editor Agricultural Media, newFOODeconomy and NEWMEAT at the dfv media group
- Nadine Filko, Author and Editor in the newFOODeconomy section of the dfv media group
- Borris Förster, Executive Director, Partner and Co-founder of Amathaon Capital
- Dr. Simone K. Frey, Founder and Executive Director of the NUTRITION HUB Platform
- The sustainability expert, Dr. Carsten Gerhardt, Partner Circular Economy at Ernst



Anuga HORIZON
07.10. - 11.10.2023
www.anuga-horizon.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

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:

Cologne
District Court Cologne, HRB 952

- & Young Global Consulting Services and Founder of the Circular Valley Foundation
- Prof. Dr. Carolyn Hutter, Professor and Course Director of BWL Food Management at the Baden-Württemberg Dual Studies High School
- Hanni Rützler, Europe's leading Food Trend Researcher and Founder of the futurefoodstudio
- Christian Schnücke, Head Publishing Director Agricultural, Baking and Meat Media at the dfv media group
- Fabio Ziemßen, Partner of ZINTINUS GmbH and Board Member of BALPro e. V.

Page

2/3

Contact:

dfv Communications
Tel. +49 69 7595-2052
presse@dfv.de
www.dfv.de

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.

Further Information: <https://www.anuga-horizon.com/the-event/industry-trade-fairs/>

The next events:

Anuga - The leading trade fair for the global food industry, Cologne 07.10. - 11.10.2023

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 07.11. - 09.11.2023

ISM - The world's largest trade fair for sweets and snacks, Cologne 28.01. - 31.01.2024

Note for editorial offices:

Press information is available at: <https://www.anuga-horizon.com/pressinformation>
If you reprint this document, please send us a sample copy.

Your contact:

Peggy Krause
Communications Manager

Koelnmesse GmbH

Messeplatz 1
50679 Cologne
Germany
Telefon: + 49 221 821-2076
p.krause@koelnmesse.de
www.koelnmesse.com