



ANUGA 2025

Cologne, Germany
October 4-8, 2025

Every two years Cologne hosts ANUGA, one of the most attended and cosmopolitan tradeshows in the world. ANUGA is divided into smaller sections each representing a different segment of the broad food industry; these are some of the categories that comprise ANUGA: Fine Food, Frozen Food, Meat, Chilled & Fresh Food, Dairy, Bread & Bakery, Drinks, Organic, Hot Beverages, and Culinary Concepts. All of these offer unparalleled business opportunities for both visitors and exhibitors; furthermore, these are some of the products in high demand at the tradeshow: vegan & vegetarian options, organic, fair-trade products, gluten-free products, and lactose-free products. ANUGA 2023 hosted 7,900 exhibitors, and attracted 140,000 visitors from 200 countries.

Participation Fee: \$6,200 (if you register and pay before May 4, 2025)
\$6,000 (if you register after May 4, 2025)

Fee Includes:

- 9m² booth and standard furniture package
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation
- Participants are required to exhibit on all show days

Registration Deadline: **July 4, 2025** (No refunds for cancellation after this date)

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

INDUSTRY FOCUS: Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products, Seafood

PRODUCT DESCRIPTION: Best prospects include but are not limited to: Convenience Foods & Snacks, Ingredients, Fruit & Tree Nuts, Seasonings & Sauces, Frozen Foods & Natural/Health/Organic

Activity Manager:

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If you have a question about an event, feel free to contact us at events@susta.org

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and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.