

Beat: Miscellaneous

## **ANUGA (Allgemeine Nahrungs und Genussmittel-Ausstellung) 2025: Cologne, Germany**

**ANUGA 2025: 4 - 8 October 2025**

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**USPA NEWS** - ANUGA 2025 (4/10/25 to 8/10/25, Koelnmesse, Cologne, Germany): The 2025 ANUGA just rewrote history by becoming the biggest business platform for the global food industry. The latest edition broke all previous records with over 190,000 visitors from 190 countries (a 3.6% increase from the 2023 ANUGA) and also over 8,000 exhibitors from over 110 countries. ANUGA was based on three (3) pillars: 1. Politics, business and research to discuss the future of the global food industry; 2. Interactive formats on three stages bring innovation and strategy and 3. Partner country: KOREA bring culinary and cultural insights to modern food solutions. All participants in the five (5) day biennial trade fair took advantage of the opportunity to discover new innovations, experience trends and establish international business through extensive networking opportunities. The participants which predominantly represented were: the UK, Italy, Netherlands, Spain, Brazil, Canada, USA, China and Japan. With 95% share of exhibitors & 80% share of visitors from abroad, the 2025 ANUGA with ten (10) trade shows at Koelnmesse, cemented a global status as the undisputed leader in global platform for the F&B industry

ANUGA 2025 (Koelnmesse): Opening Ceremony on the morning of 4/10/25 with the following keynote speakers: 1. Ms. Henriette Reker: Honorable Mayor of the City of Cologne; 2. Mr. Bjorn Fromm: President of the German Food Retail Association; 3. Dr. Christian von Boetticher: Chairman of the Federation of the German Food and Drink Industries; 4. H.E. Miryung Song: Honorable Minister of Agriculture, Food and Rural Affairs, Republic of South Korea (2025 Partner Country); 5. Mr. Alois Reiner MdB: Federal Minister of Agriculture, Food and Regional Identity; 6. Mr. Gerald Bose: President and CEO of Koelnmesse;

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): Terrine de Foie Gras de Canard were served as appetizers originating from Hungary. (Halle 7, Meat Section, Koelnmesse)

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): Delicious fried pork belly from Moreno Saez in Soria, Spain about 2 hours from Madrid (Halle 7, Meat Section, Koelnmesse)

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): The biennial exhibition of Argentine Beef serving plates of flavorful Argentine steaks to clients and guests. (Halle 6, Meat Section, Koelnmesse)

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): Japanese Wagyu cutting and demonstration from Japan. (Halle 9, Meat Section, Koelnmesse).

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): Gastraval Paellers from the world famous Valencia, Spain where this classic dish originated.

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): The German Food and Drink Industry of the host country, Germany.

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): Turkey with its traditional Simit (bagel-like snack) and Turkish Tea. (Halle 8, Beverage Section, Koelnmesse).

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): Spain was one of the largest exhibitors at ANUGA spanning at least 4 locations.

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): Ireland and its milk and dairy products were one of the highlights of ANUGA 2025. (Halle 10, Dairy Section, Koelnmesse)

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): Melona Eis, manufactured by Bringgae Co. Ltd, is a popular honeydew flavoured ice cream bars from South Korea which was the 2025 Partner Country for ANUGA.

ANUGA 2025 (Koelnmesse, 4/10/25 to 8/10/25): Zigante Tartufi from Livade, Istria, Croatia highlighting their wide variety of truffles. Istria is a unique location with a majority belonging to Croatia but also parts to Italy and Slovenia.

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