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#anufoodbrazil

3rd edition of ANUFOOD Brazil has a 38% increase in number of exhibitors and consolidates as an innovation and global business platform in the food and beverage sector

- More than 300 exhibitors represented over 900 brands
- More than 60 hours of content
- Remarkable international participation: 11 international pavilions and independent exhibitors from 16 countries and 4 continents
- Business rounds: 2.371 meetings held in three rounds by ANUFOOD Brazil, Apex-Brasil and FOHB (Brazilian Forum of Hospitality Operators), with closed deals worth R\$42 million.

ANUFOOD Brazil, South America's major food and beverage fair, which took place in April 12-14, gathered more than 300 exhibitors -195 of them newcomers- and over 900 brands that introduced innovation in craft food, functional beverages, organic products and distinctive package, targeting the sector's increasingly demanding and aware consumers.

The third edition of the fair that took place at São Paulo Expo included several launches and disruptive products exhibited within 10 sectors of the F&B industry. Additionally, the event offered an inspiring experience to 10,134 visitors from all of Brazil and countries like Argentina, Bolivia, Canada, Chile, Colombia, Ecuador, Germany, Paraguay, Peru, Saudi Arabia, United States, Uruguay, among others.

The participation of 11 international pavilions - United States, Argentina (ProSalta, La Rioja, Catamarca), Peru, Uruguay, Italy, Germany, Turkey, Indonesia and Sri Lanka - and independent exhibitors from 16 countries also validate the importance of ANUFOOD Brazil for retail, food service, hospitality, and distribution professionals, as well as agents from the whole sector's value chain who visited the fair.

The General Director of Koelnmesse Brazil, Beni Piatetzky, said the return of in-person events is a crucial moment for ANUFOOD to consolidate its success. "I'm certain that we had an extremely positive outcome for all, with new technologies and extended



ANUFOOD Brazil
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www.anufoodbrazil.com.br

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contact networks made available, which are crucial in the food and beverage companies' path toward innovation and growth."

The fair's parallel event programming, which was jointly organized with industry associations, included a wide offer of conferences, guided tours, keynotes and experiences featuring special guests. The fair's strategic partners include Embrapa (Brazilian Company of Agriculture and Livestock Research), Abia (Brazilian Association of Food Industry), Abir (Brazilian Association of Non-Alcoholic Beverage Industry), Apex-Brasil (Brazilian Agency for the Promotion of Exports and Investments), Itai (Food Technology Institute), FGV Europe (Getúlio Vargas Foundation) and, for the first time, the social responsibility partner Gerando Falcões.

Organized by Koelnmesse, a global leader in the promotion of events for the food and beverage market, ANUFOOD Brazil is inspired by Anuga, the world's largest event within the sector. "Brazil is one of the world's largest food producer. ANUFOOD's concept perfectly adapts to the greatness and the potential of the food and beverage sector. For this reason, we identified the need for an event dedicated to the whole value chain that would offer new, strategic businesses," Piatetzky affirms. For exhibitors and visitors, the fair represented the possibility of extending their footprint on the internal market, while improving their product placement in the international market.

The executive also reveals the date for the 2023 edition, which will be held in a new venue. "The 4th edition of ANUFOOD Brazil will take place in April 11-13 at Distrito Anhembi, São Paulo, Brazil."

Conferences, keynotes, workshops and much more content

With more than 60 hours of content in three stages, renowned institutions and specialists from the food and beverage sector, such as FGV Europe, GV Agro, Embrapa, Itai, Senai-SP, Senai nacional, Abir, Euromonitor, SVB, Organix, Expo Supermercados, Instituto Conpizza, Abrasel-SP, BaresSP, ANR, among others, introduced top-notch technology, management and production concepts to the event visitors.

The **ANUFOOD Brazil Conference** discussed highly relevant topics for the sector, such as Plant-Based Food and new technologies for producing meat made of plants; as well as Bioeconomy applied in the transformation of the food industry. Itai, for instance, introduced debates related to innovative research and publications, such as Brasil Pack Trends. The institution also presented a set of activities dedicated to the assessment and discussion on *Fraunhofer Innovation Platform for New Food Systems*,

which is mainly focused on waste reutilization in the food industry in order to obtain high-value ingredients and products.

Highlights also included the 1st National Conference for Independent Supermarkets, organized in partnership with Expo Supermercados, with topics based on three pillars: Business, Experience and Innovation. It had the participation of speakers from retail franchises from different parts of Brazil, such as Dalben Supermercados, Supermercado Da Gente, Grupo Mateus, Davita Supermercados, Pessotto da Cida, Tauste, Nevada Supermercados and Rede Brasil.

Business Rounds: buyers and exhibitors connected

In this edition, ANUFOOD Brazil offered three Business Rounds. The Koelnmesse Business Round had 31 buyers, out of which 07 were international buyers looking for new products and suppliers. The fair exhibitors held 2,000 meetings in three days. Additionally, in the FOHB round some 122 meetings were held, while in the Apex-Brasil round, which was jointly organized with PEIEX Programme, the number was 249 and included 64 Brazilian companies and seven international buyers. It was estimated R\$ 42 million in business generation.

Natural and organic products' zone

Organized in partnership with Organis, the Orgânicos em Movimento zone witnessed the launch of new organic products by several companies. Organis prepared a panel that discussed the concepts and characteristics of an increasingly growing market; a lucrative niche with sustained growth validated by numbers. The panel referred to the sector's current situation, including a large and exclusive national consumption research, as well as an update of the trends and innovations of this market, followed by an open debate.

In addition to organics, the fair also featured a pavilion dedicated to natural products, healthy food and functional food. The Natural Food Zone introduced news such as *mate* and *tereré* herbs turned into ingredients for the elaboration of sweets and snacks, coconut oil turned into butter, and cashew nuts turned into cheese.

Industry innovations, discoveries and trends

In the Discovery Zone, a space dedicated to local, innovative brands, 34 exhibitors gathered to offer original healthy products. Participants also showed much interest in the *#food* zone, a space organized by FoodVentures and Conexão.f, the knowledge

incubator of Fundepag (Foundation for the Development of Agribusiness Research). #food zone was a meeting point for the whole value chain of the food and beverage sector that hosted the presentations of 15 start-ups. Likewise, the Food Trends Zone was dedicated to distinctive, disruptive and innovative products, such as the functional beverage Shot Me, a pioneer brand in the development of this kind of product in Brazil.

About ANUFOOD Brazil - ANUFOOD Brazil is organized by **Koelnmesse Brazil** in partnership with two units of the Getúlio Vargas Foundation (FGV), **FGV Europe** and **GV Agro**, and it's dedicated to a full range of activities related to agribusiness and the food and beverage industry. Thus, national and international buyers have the opportunity to meet in one single place to make business and access industry innovations.

More information: www.anufoodbrazil.com.br/en

About Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in the organization of fairs about food, services and products related to food and beverage processing. Fairs such as Anuga, ISM - International Fair of Sweets & Snacks, and Anuga FoodTec are renowned worldwide as absolute leaders in their sectors. Koelnmesse also organizes leading fairs in the food and beverage sector in other emerging markets throughout the world, such as: Brazil, China, India, Italy, Japan, Thailand, United States and United Arab Emirates. Through these global activities, Koelnmesse offers its clients a complete portfolio of specialized events in different markets, which guarantee a sustainable and international business network.

More information: <https://www.anuga.com/fair/industry-trade-fairs/>

Next Koelnmesse Events:

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 20.04 - 22.04.2022

THAIFEX - Anuga Asia is the leading trade exhibition for food & beverages, food technology and food service in Asia. 24.-28.05.2022

Alimentec - Powered by Anuga - is the leading platform for the food, beverage and hospitality industry in the Andean Region, the Caribbean and Latin America. 07.-10.06.2022

Annapoorna - **ANUFOOD India** is the most important B2B platform for the food & beverage trade and retail market in the Indian subcontinent. 14-16.09.2022

Note to the Editors:

- Pictures of ANUFOOD Brazil can be downloaded in the following website:

<https://www.anufoodbrazil.com.br/galeria-de-fotos/>

- Videos of ANUFOOD Brazil can be downloaded in the following website:
<https://www.anufoodbrazil.com.br/galeria-de-videos/>

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ANUFOOD Brazil in social media:

Facebook: [facebook.com/anufoodbrazil](https://www.facebook.com/anufoodbrazil)

Instagram: @anufoodbr

LinkedIn: <https://www.linkedin.com/company/anufood-brazil/>

Youtube: https://www.youtube.com/channel/UCebO5_epuMPam5T6hBHVOjQ

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