

Post Show Report

anufood brazil

2023

The 4th edition of ANUFOOD Brazil saw a 43% increase in the number of exhibitors and consolidated itself as the food and beverage sector's platform for innovation and global business.

ANUFOOD Brazil – Powered by Anuga – is the main business generating channel and the most comprehensive showcase for national and international product launches for retail, food service network, food away from home and hospitality. In one place, entrepreneurs and F&B professionals can evaluate new suppliers, participate in attractions, attend presentations by specialists and learn about the latest major global trends in the sector to grow and increase the competitiveness of their business.



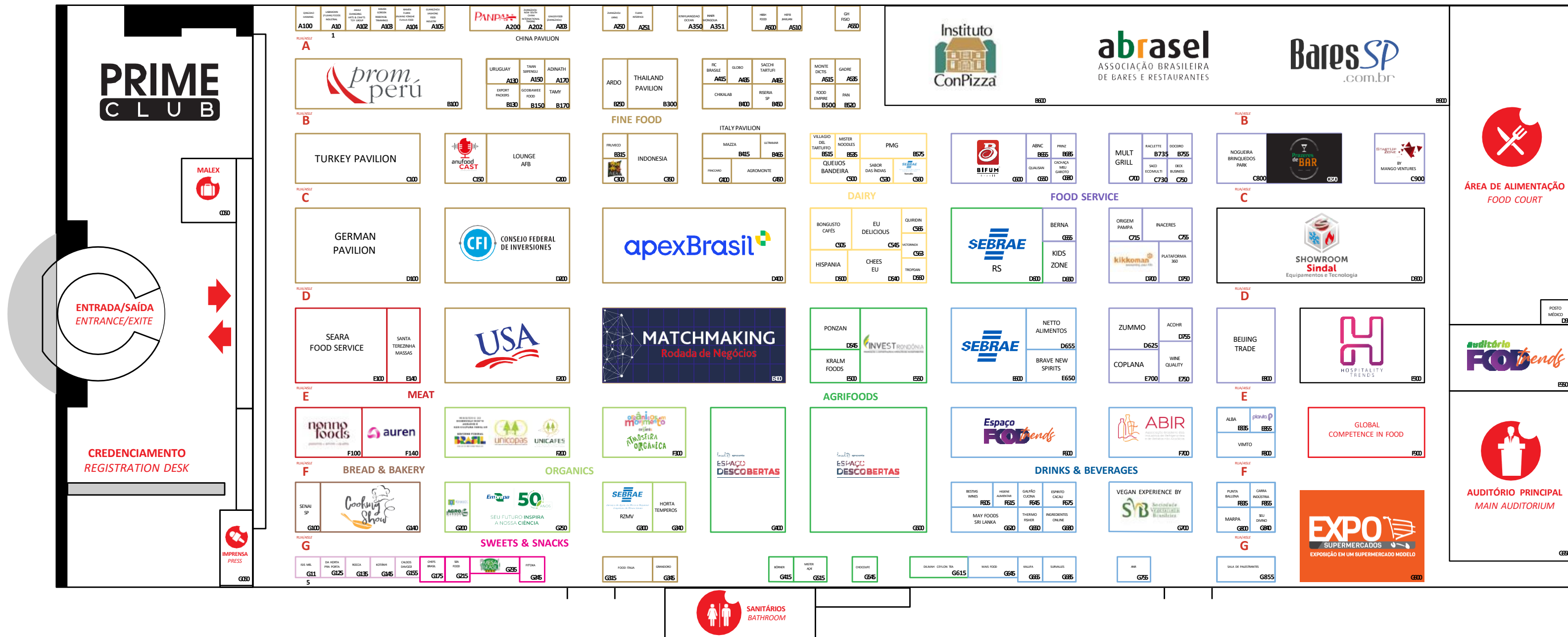


All About Food

International Trade Show Exclusively
for the Food and Beverage Sector

11 – 13 Abril 2023
Distrito Anhembi, SP, Brasil

FLOOR PLAN 2023



Sponsors:



Strategic Partners:



Social Partners:



Organised by:



ANUFOOD BRAZIL 2023 numbers

+ 12,000

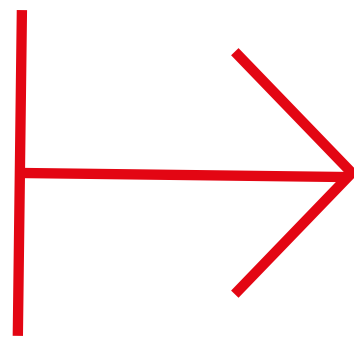
sqm of exhibition space

+ 330

exhibitors

23

exhibiting
countries



100%

of Brazilian states
represented



Exhibiting Countries

23 exhibiting countries



Germany



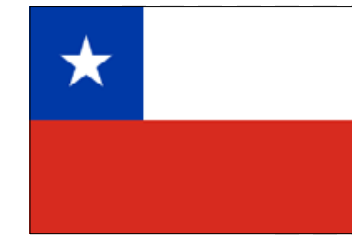
Argentina



Belgium



Brazil



Chile



China



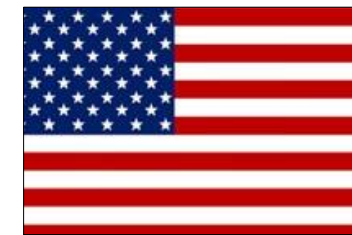
Cyprus



Arab Emirates



Spain



United States



Greece



India



Indonesia



Italy



South Korea



Peru



Singapore



Sri Lanka



Thailand



Turkey



Uruguay



Venezuela



United Kingdom

Visitor profile

+ 13,000 visitors from 34 countries

	Germany		Costa Rica		Ireland
	Angola		Egypt		Italy
	Argentina		Arab Emirates		Japan
	Australia		Ecuador		Mexico
	Belgium		Spain		Paraguay
	Bolivia		United States		Peru
	Burundi		Ghana		Portugal
	Canada		Honduras		Russia
	Chile		Yemen		Turkey
	China		India		Ukraine
	Colombia		Indonesia		Uruguay

TOP 3 – Objectives when visiting the fair

1

Get to know new products and suppliers

2

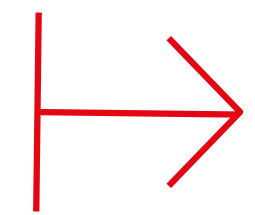
Learn about market trends

3

Do business and improve supplier relations

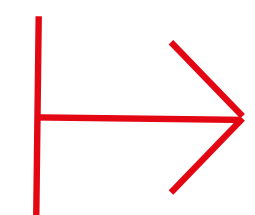
Official Pavilions

10
national
pavilions



 SEBRAE NATIONAL	 MDA/UNICAFES	 ATMOSFERA ORGÂNICA, by ORGANIS	 NOROALTO	 RONDÔNIA
 RZMV	 FOOD TRENDS SPACE	 DISCOVERY SPACE	 SEBRAE - RS	 VEGAN EXPERIENCE SPACE, by SVB

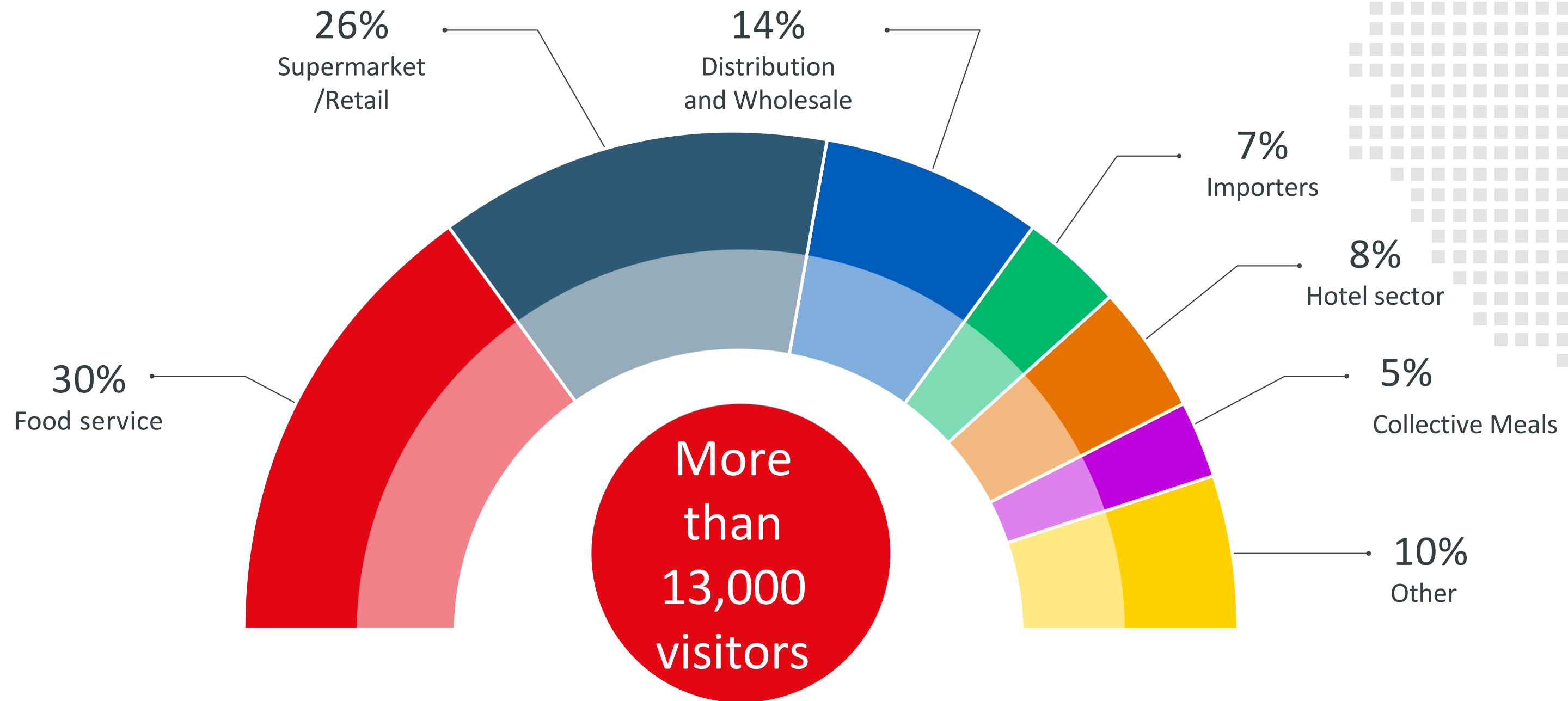
11
international
pavilions



- Germany
- Argentina
- China
- USA
- Indonesia
- Italy
- Peru
- Sri Lanka
- Turkey
- Thailand
- Uruguay



Visitor profile



84%

participate in
the purchasing
process

98%

intend to return for
the next edition

97%

were satisfied and
recommend the
event

Qualified Buyers



85%

stated "Getting to know new products and suppliers" as the main reason for visiting the fair

Attractions

ANUFOOD Brazil offered a comprehensive agenda focused on knowledge, innovation, relations and generating business.

2nd NATIONAL CONGRESS FOR NEIGHBORHOOD SUPERMARKETS

Organised in partnership with Expo Supermercados, the space had a capacity of up to 200 delegates and featured content to promote the neighbourhood supermarket segment.

4th ANUFOOD BRAZIL CONGRESS

Organised by FGV Europe and FGV Agro, the congress addressed current and relevant topics for the entire value chain of the food and beverage sector.

IV ABRASEL ENCOUNTER - ESBRE: KNOWLEDGE FOR BARS AND RESTAURANTS

Debate and dialogue with experts in the bar and restaurant sector.

HOSPITALITY TRENDS

Hospitality Trends was a place for meeting, content, matchmaking and networking with hospitality industry professionals. There were also business roundtables organised in partnership with FOHB, in addition to a content agenda curated by our partner Hoteliernews.

PIZZA WORKSHOP

Organised in partnership with the ConPizza Institute, the space brought together the country's leading pizza specialists for presentations over the 3 days of the fair.

ABIR CONGRESS

Organised by ABIR, the panel featured discussions and debates on innovation in the non-alcoholic beverage sector. In addition, their stand at the fair was 100% sustainable, promoting the ESG theme.



ANR PANEL

Organised by the National Restaurant Association (ANR), the panel presented content for professionals in the Food Service sector.

SENAI PRESENTATIONS

Featured in the Food Trends Auditorium programme and including Cooking Show classes, SENAI provided ANUFOOD Brazil with presentations on highly relevant content for the Food and Beverage sector.

PLEASURES OF THE BAR

Promoted by Abrasel-SP and BARES-SP, the attraction featured news and content from the Alcoholic Beverages sector in an exclusive pavilion.

EMBRAPA PROGRAMME

A strategic partner of the event, EMBRAPA organised a programme of content focused on innovation, sustainability, technology and best practices in the food and beverage sector.

AÇOUGUE DE PRIMEIRA BUTCHER'S WORKSHOP

Workshop for Managers, Butchers and Meat Specialists.

BARES-SP WORKSHOP

BaresSP promoted a number of workshops over the three days of the event.

EUROMONITOR WORKSHOP

Euromonitor was part of the agenda with a presentation of technical content for the F&B sector.

START UP ZONE

A meeting place for the F&B sector startup community with presentations focused on startups promoted by Mango Ventures.



BOTECO SAUDÁVEL (HEALTHY PUB FOOD)

Promoted by Abrasel-SP, Boteco Saudável presented content on global trends in healthy eating and also held the 1st Contest for the best snack, dish or menu.

PIZZAIOLO CHAMPIONSHIP

Organised in partnership with Instituto ConPizza, the 1st Pizzaiolo Championship took the winner to Las Vegas.

COOKING SHOW

The space was shared by the fair's exhibiting brands and renowned chefs to put on their culinary show with incredible recipes.

DISCOVERY SPACE

In partnership with Local.e, the 345 m² space enjoyed the presence of 50 local brands that presented their products, novelties and launches.

FOOD TRENDS SPACE

The 90 m² space had the participation of 14 national companies that presented innovative, unique and disruptive products in different categories.

ATMOSFERA ORGÂNICA (ORGANIC PRODUCT SPACE)

A pavilion exclusively for national companies with organic products in partnership with ORGANIS.

SINDAL SHOWROOM

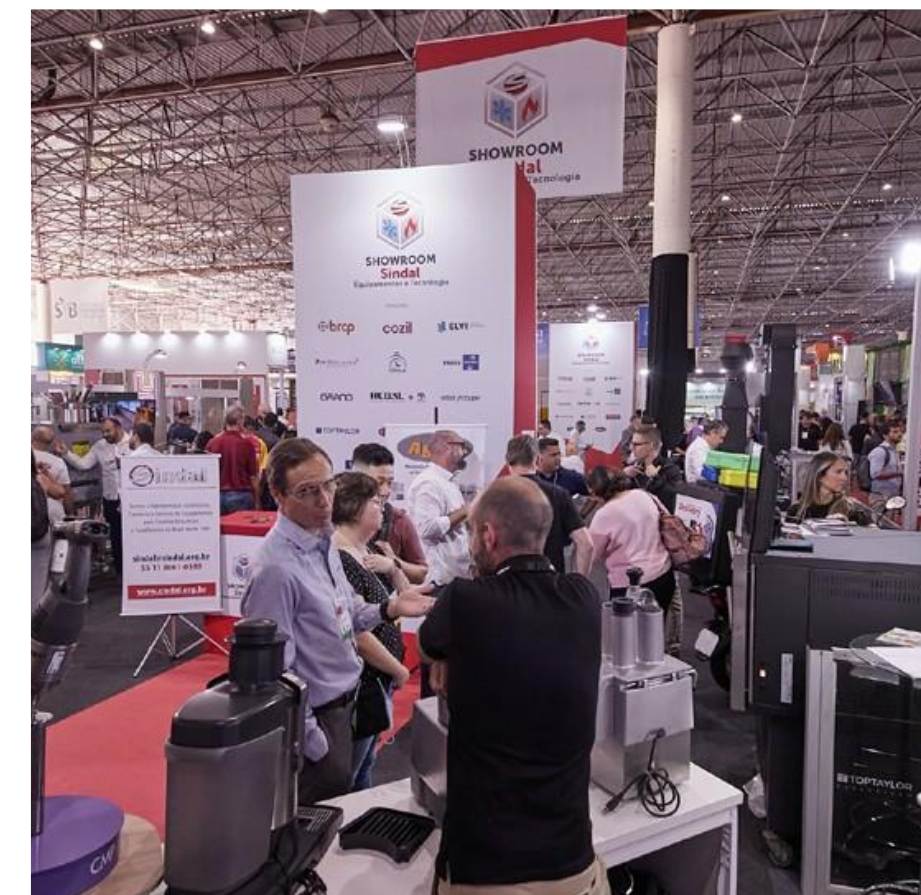
The 225 m² SINDAL Showroom for Equipment and Technology had the participation of leading companies that supply cutting-edge technology for the food service sector, in addition to hosting the new Brazilian Kitchen Innovation Awards.

SUPERMERCADO MODELO (MODEL SUPERMARKET)

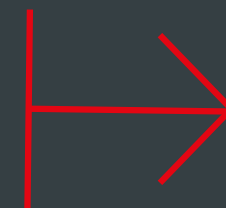
Set up in an area of 165m², the model supermarket was a sensory and practical attraction for visitors.

VEGAN EXPERIENCE

The area served as a meeting place and offered content, as well as an exhibition of vegan products in partnership with SVB.



BUSINESS ROUNDTABLES



ANUFOOD Brazil offered 3 business roundtables over the three days of the event.

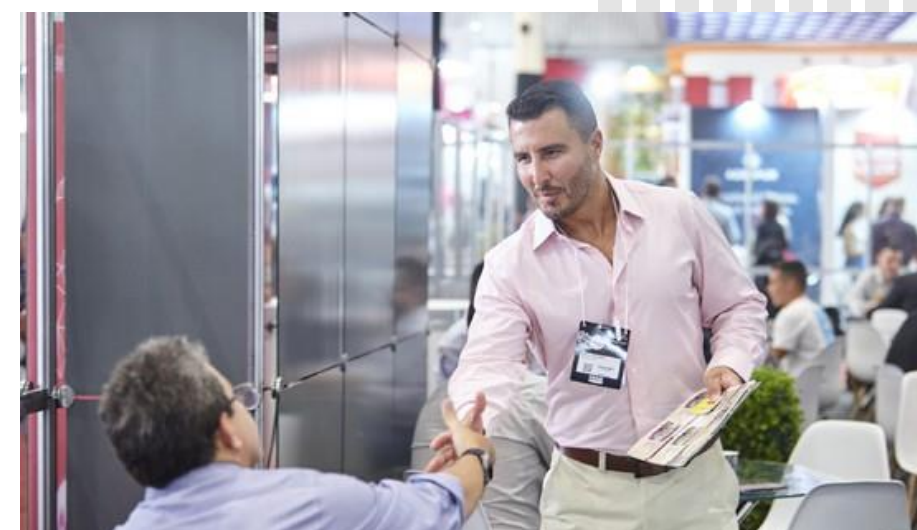


BROGGINI ROUNDTABLE

Buyers: **31** (5 of them international)

Meetings: **2,100**

Estimated business during the event: **BRL 27 million**



+ BRL 75 million
in business



FOHB ROUNDTABLE

Buyers : **10** (national)

Meetings : **120**

Business conducted during the event: **BRL 5.6 million**

2,530
meetings



APEX-BRASIL ROUNDTABLE

Buyers : **12** (international)

Meetings : **310**

Business conducted during the event : **BRL 43 million**



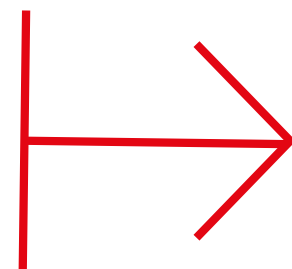
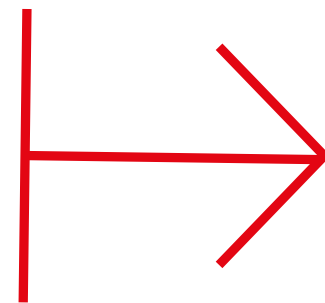
53
buyers
(36 national and 17 international)

Communication

850,466
pageviews

61
visitation
campaigns
sent

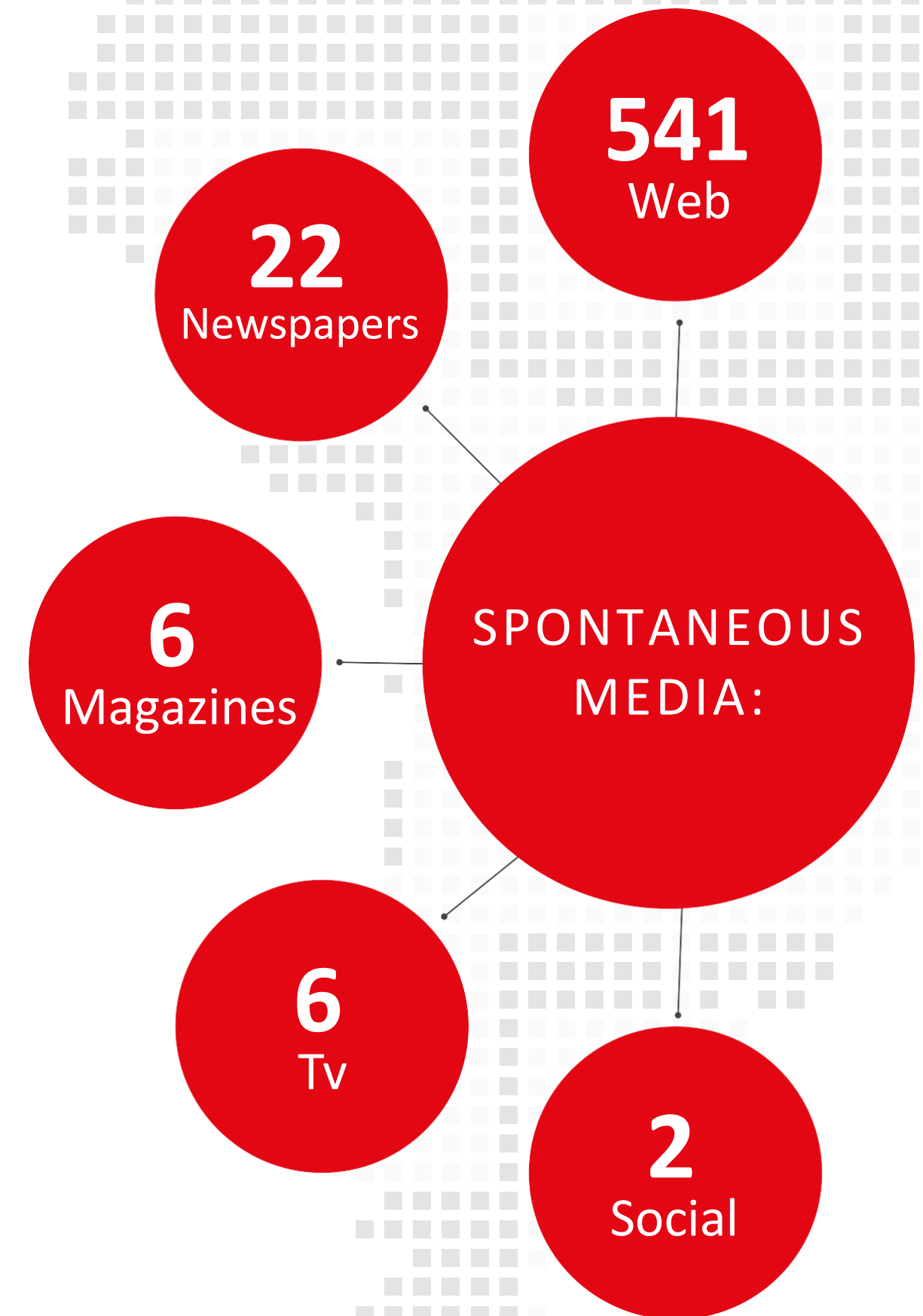
577
articles



More than
24,000
followers

+ 200,000
qualified contacts

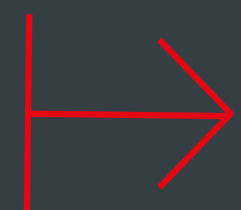
+ 4.5 million
spontaneous media



Prime Club

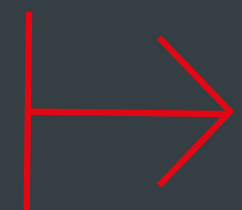
Exclusive relationship programme created by ANUFOOD Brazil for VIP guests in the Food and Beverage sector.

+ 1,300



Industry professionals

Business Owners
and Managers



From the main Supermarket
and Food Service chains in
the country.

PRIME
CLUB



Exhibitor Testimonials



“

“It has been very constructive. It's our market niche: food service. There are a lot of people looking for our services. We're happy. Next year, we will increase our stand here at the fair.”

Henrique Jacob, marketing assistant at PMG



“

“I am an enthusiast of ANUFOOD Brazil. I really like the whole team. I really like the event. We bet a lot on the fair. It's already our third year participating and, with each edition, we manage to expand our business and our stand. In fact, here we have been able to pay more attention to our suppliers, customers and new partners, and this year is no different. Over the first two days, we did good business, had good meetings- both in the business roundtables and at the stand, and I can already see that we will have a significant return.

Lead capture works very well, and we improve this relationship, but many effective sales have already occurred and we are very satisfied.”

Vitor Gomes, Industrial Manager



“

“The fair was fantastic. Great environment for business, with people interested in getting to know the products and technologies. The content generated in the National Congress of Neighbourhood Supermarkets was a great success. Events like this one are essential, because they are where people get access to products to put together a complete mix for their increasingly demanding customer.”

Fabiano Polese, director of Expo Supermercados



“

“The fair is really good. The visitors are great. The public is very qualified, even though admission is free, which could attract onlookers. We already have clients setting up meetings with us. We are very happy with the results.”

Alyne Almeida, senior analyst at Seara

Visitor Testimonials



“Very well organised, well presented and very good business control!”

Paola Pesquero Agnelli, Marketing Coordinator at Essencial Nutrição



“Congratulations to all the organisers. Excellent event, very well organised.”

Ricardo Gomes Ferreira, Product Manager at Bigmais Supermercados



“Congratulations on the organization, identification, structure, food, logistics and accommodation. If I have the opportunity, I will be here next year.”

Paulo Amâncio, Coordinator of Purchasing for the AVIVA Group



“For us, it was very important to participate in the event as we had access to different products which showed that we have a large market that is currently not being explored in our state. Very happy about everything.”

Edilson Teixeira Barbosa, Commercial Manager at the Rede Paraíba de Supermercados

Supporters and Partners

Sponsors:



Strategic Partners:



Institutional Support :



Media Partners:



Social Partners:



Content Partners:



Environmental Partners:



Organised by :



NEW AT THE NEXT EDITION

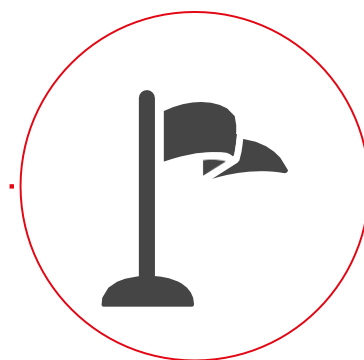


ANUFOOD Rebranding

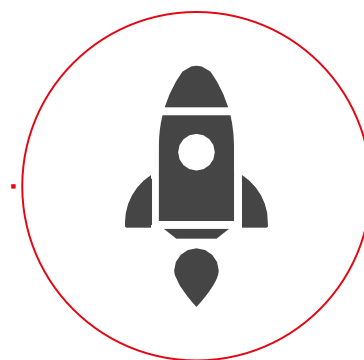
A new identity, even more business
2023 / 2024



Anuga's global strength
as a brand recognised
as a global leader in
the food and
beverage sector.



**Harmonization of the brand in
all markets it operates in,
including:** China, India, Italy,
Japan, Thailand, the
United States and the United
Arab Emirates.



**Opportunity to
strengthen
the global brand.**



**Broaden the target public
at its fairs.**

Siga-nos nas redes sociais



Organised by:



www.anuga-brazil.com.br
SÃO PAULO, 09.–11.04.2024



All About Food

ANUFOOD is now Anuga. In 2024, we'll have a new face!

Wait for more news!

Book your booth now!