



[www.anuga-brazil.com.br](http://www.anuga-brazil.com.br)  
SÃO PAULO, 08.–10.04.2025

# Espaço FOOD *trends*

**DEDICATED PAVILION FOR DIFFERENTIATED AND INNOVATIVE  
PRODUCTS – NEW LAUNCHES FOR THE F&B SECTOR**



Organized  
by:  
koelnmesse

**HIGH VISIBILITY**

**EXCELLENT COST-BENEFIT**

**HASSLE-FREE PARTICIPATION**

**PRIME LOCATION IN THE CENTRAL  
AREA OF THE VENUE**



## ALL-INCLUSIVE PARTICIPATION BENEFITS!

Enjoy an exclusive counter featuring your logo prominently displayed, access to a shared storage area with refrigerators and workstations, bistro tables and chairs for comfortable meetings, as well as marketing services and all fees included.

In this space, you will showcase **Exclusive Products**, launch **Innovations**, and promote impactful Product Launches. The **FOOD TRENDS Pavilion** offers Special **Conditions** in a central and strategic location, ensuring **High Visibility** and a **Prestigious Position**.

The Food Trends Space, a well-established project at Anuga Brazil, is a guaranteed destination for all buyers attending the event. It is a dedicated area where they can discover exclusive products, innovation, and differentiated offerings!



# BRAND PROMOTION INCLUDED

1

## Mega Matchmaking Program

Participation in the Mega Matchmaking Program with access to both national and international buyers.

2

## Exhibitors: 365-Day Connection

Inclusion of your brand in the Exhibitor list, providing interaction with F&B buyers, including access to a 365-day platform.

3

## Your Company Featured on Anuga Brazil's Social Networks

Posts about your company's news and launches on Anuga Select Brazil's Facebook, Instagram and LinkedIn pages.

4

## Digital and Print Promotion

Earned media with your company mentioned in Anuga Brazil's press campaign, along with digital and print materials to promote your participation in the event.

5

## Exclusive and Unlimited Invitations for Your Clients

Unlimited electronic invitations for your company to invite your most important clients and prospects.

6

## Exclusive and Unlimited Invitations for Your Clients

PRIME CLUB: 10 VIP invitations for your most important clients.

To further enhance your visibility and prominence, in 2025 the project will introduce:

1

## Press Release

With testimonials from the project exhibitors

1

## Email Marketing Campaign

Exclusive to the Anuga Select Brazil database, with testimonials from confirmed exhibitors

# Limited spots available!

- ✓ Large visitor turnout
- ✓ Open space with various resources for your company
- ✓ High visibility throughout the entire fair's promotional campaign



LOCATION E660

## SPECIAL CONDITIONS

- ✓ EXCELLENT ROI AT ANUGA BRAZIL 2025
- ✓ GAIN NEW POINTS OF SALE
- ✓ STRENGTHEN YOUR BRAND POSITIONING
- ✓ LOW TOTAL INVESTMENT
- ✓ REDUCE THE SALES CYCLE \*STRENGTHEN YOUR BUSINESS





## GENERATION OF NEW BUSINESS

\*78% of supermarket professionals who visited Anuga Select Brazil 2024 indicated an interest in learning about the companies in the Espaço Food Trends.



They stated that "Discovering new products and suppliers" is the main reason for visiting Anuga Brazil.



They intend to return for the next edition.



They participate in the purchasing process.



They were satisfied and recommend the event.



## 6 Unmissable Reasons for You to Participate in Anuga Select Brazil

# 1

Direct contact with key retail buyers and other sales channels who exclusively visit Anuga Brazil.

# 2

Participation in the Mega Matchmaking Program with pre-scheduled meetings with highly qualified buyers interested in learning about your products.

# 3

The ideal platform to effectively showcase your company's launches with broad reach! Take the opportunity to highlight your innovations and win new clients.

# 4

Join the fair with the best cost-benefit in the industry! Unique opportunities, innovation, and major business deals all in one place. Don't miss out!

# 5

Generation of qualified leads to boost the development of new business! Connect with the best opportunities and expand your market.

# 6

Exhibitor List with high visibility and guaranteed matchmaking, 365 days a year! Connect with the best contacts and opportunities all year round.

# General Data Anuga Brazil 2024



**+23** exhibiting  
countries from...

**...4 continents**  
and all Brazilian States



**+33**  
visitors  
countries

**14,500m<sup>2</sup> of  
exhibition area**



**+15,000**  
visitors

**+145**  
hours  
of content.....

...in the  
**6 auditoriums**  
of the trade fair



**+500**  
exhibitors



# Commercial team



**KAREN OLIVEIRA**

Sales Coordinator

[k.oliveira@koelnmesse.com.br](mailto:k.oliveira@koelnmesse.com.br)

+55 11 99428-7651



**ACACIO GUERRA**

Sales Executive

[a.guerra@koelnmesse.com.br](mailto:a.guerra@koelnmesse.com.br)

+55 11 94504-7681



**POLLIANA CLAUDINO**

Project Manager

[p.claudino@koelnmesse.com.br](mailto:p.claudino@koelnmesse.com.br)

+55 11 99432-7762



**TALES BARONI**

Sales Executive

[t.baroni@koelnmesse.com.br](mailto:t.baroni@koelnmesse.com.br)

+55 11 99771-0922



**FERNANDA PRADO**

Sales Executive

[f.prado@koelnmesse.com.br](mailto:f.prado@koelnmesse.com.br)

+ 55 11 97691-1650

#weareAnuga

