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#anugabrazil

Anuga Select Brazil 2025 introduces innovations and anticipates record visitor numbers and international participation



The trade fair is a key business platform for the food and drink sector and will take place from 8 to 10 April at the newly renovated Anhembi District.

Brazil's food and beverage industry, which is one of the largest in the world, started the year very optimistically, judging by the estimate of investments of around R\$120 billion by 2026, according to the Brazilian Food Industry Association (ABIA). Approximately R\$75 billion is earmarked for the expansion and modernisation of plants, as well as the construction of new units across the country, and another R\$45 billion for research and development.

The favourable scenario, backed by an annual turnover of 1.2 trillion BRL (equivalent to 10.8% of Brazil's GDP), makes the 6th edition of Anuga Select Brazil the ideal stage for national and international product launches, as well as the most comprehensive showcase for retailers, food service chains, meals away from home and hospitality.

Organised by Koelnmesse Brazil, Anuga Select Brazil 2025 starts on 8 April and runs until 10 April at Distrito Anhembi in São Paulo. This year, a series of new features will range from special programmes for visitors, exchanges with the [Private Label](#) Brazil trade fair, to the simultaneous holding of the Latin American Ice Cream and Frozen Food Congress (Clash 2025), as well as environments designed to promote information exchange and business.

The general director of Koelnmesse Brazil, Beni Piatetzky, told us what's new at the event. 'We're going to have a completely new pavilion, the refurbished Anhembi, the international ice cream congress, which for the first time will be held within our fair, and also a record international participation and the expectation of record visitation due to the many partnerships we've made and the intense publicity in the market,' he emphasises.

This year's expectations are to welcome more than 550 exhibiting brands, which will occupy 14,500 square metres of Pavilion 1 of the Anhembi District, and 16,000 visitors from the most different segments of the industry.

The event's programme will offer visitors an unprecedented range of options, with highlights including the VIP Premium Buyers Programme, to strengthen relationships with the most important buyers from the various A&B (Food and Beverage) channels, in partnership with Double Down Live Marketing (DDML), and the VIP Retail Programme, in which buyers from supermarket chains in the interior of São Paulo will have contact with exhibitors at the trade fair on a guided tour, as part of the hosted buyer programme.

For the 2025 edition, there will be an organic increase in various sectors of the fair, as well as an increase in buyers within the Mega Business Round. Anuga Brazil will bring the latest in the food and beverage sector in Brazil and around the world. There will be more business, more international pavilions and more content, with relevant themes and trends that will dictate the world of F&B over the next 5-10 years,' emphasises Koelnmesse Brazil's project manager, Polliana Claudino.

The last edition of Anuga welcomed over 15,000 qualified visitors, along with 16 national and 16 international pavilions and over 500 exhibiting brands.

Follow the other main attractions:

- **Sesc Mesa Brasil** - This year's campaign has been expanded so that visitors can contribute by donating food (1kg of non-perishable food) via the solidarity ticket/credential. The programme works as a network to combat hunger, food waste and maldistribution, based on partnerships between civil society, business and social institutions.
- **Ice Cream Island by ABIS | Latin American Ice Cream Congress ([Clash 2025](#))** - In partnership with the Brazilian Ice Cream Industry Association, Anuga Select Brazil will feature content, innovation, tastings and, for the first time, the Clash.
- **Anuga StartUp Zone** - A meeting place, quality content and exclusive networking opportunities for the sector's start-up community, in partnership with Abrasel SP and [Fablab Hub](#). The event offers companies and professionals in the sector the chance to exchange information with experts on the new technologies that are driving business in the foodservice market.
- **4th National Congress for Neighbourhood Supermarkets** - Connect with key leaders, supermarket owners and entrepreneurs at the National Congress for Neighbourhood Supermarkets presented by Expo Supermercados.

- **3rd First Class Butchery Workshop** - It will cover proven planning, organisation, coordination and control strategies to achieve optimum results and win full customer satisfaction, with the participation of managers, butchers and meat specialists.
- **ABIR Congress with Innovation panel** - Universe of innovation in non-alcoholic drinks based on talks and debates organised by the Brazilian Association of Soft Drinks and Non-Alcoholic Beverages Industries.
- **Halal Zone** - Exclusive pavilion dedicated to Halal-certified food and drink products, in partnership with Fambras Halal, the largest certifier in Latin America.
- **Mega Business Round** - With three business rounds in just one: the first with hosted buyers, the second brought by Apex-Brasil (Brazilian Trade and Investment Promotion Agency) with international buyers and the third by FOHB (Forum of Hotel Operators of Brazil), in contact with the main hotel chains in Brazil.
- **Atmosfera Orgânica Pavilion** - The best of the organic world at the pavilion in partnership with Organix! A place where national and international industries are committed to sustainable, pesticide-free products.
- **Cooking Show Anuga Brazil** - Three days of culinary experiences, where renowned brands and top chefs come together to present spectacular classes. Discover innovative recipes and irresistible menus.
- **ABAD Lounge** - In partnership with the Brazilian Association of Wholesalers and Distributors of Industrialised Products (ABAD), the space will be a meeting point bringing together the country's main wholesalers and distributors, as well as 5 buyers from the sector within the Mega Business Round.

Service

Anuga Select Brazil

Date: 8 to 10 April 2025

Time: 10am to 7pm

Venue: Anhembi District - Pavilion 1

Address: Av. Olavo Fontoura, 1209 - Santana, São Paulo - SP.

Strategic Partners: ABIR, ABIS, ABRASEL, APEX-BRASIL, EMBRAPA and EXPO SUPERMERCADOS.

About Anuga Select Brazil - It is organised by Koelnmesse Brazil, which, through the trade fair, provides proper visibility to the diverse activities related to agribusiness and the food and beverage industry. This allows national and international buyers to meet in the same place to do business and discover the industry's latest innovations. The event will take place from 8th to 10th April 2025 at the Anhembi District, São Paulo.

About Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food trade fairs and providing services and products related to food and beverage processing. Trade fairs such as Anuga, ISM - the International Sweets and Biscuits Fair, and Anuga FoodTec are recognised worldwide as undisputed leaders in their sectors. Koelnmesse also organises leading food and beverage trade fairs in key global markets, including Brazil, China, India, Italy, Japan, Thailand, the United States, and the United Arab Emirates. Through these global activities, Koelnmesse provides its customers with a comprehensive portfolio of high-quality events across different markets, ensuring a sustainable and international business network.

More information: <https://anuga-brazil.com.br/en/>

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Facebook: facebook.com/anugabrazil

Instagram: anugabrazil

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

Youtube: https://www.youtube.com/channel/UCebO5_ePuMPam5T6hBHVOjQ

Photos [here](#)

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