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#anugabrazil

9th Edition of the Latin American Ice Cream Congress - CLASH to be held at Anuga Brazil

The event, known as CLASH, brings together the leading representatives of the Ice Cream and Gelato Sector and will feature the Ice Cream Island, a space dedicated to product tasting and interaction with various businesses linked to the sector.

The 9th edition of the Latin American Ice Cream Congress (CLASH) will take place during the Anuga Select Brazil Fair in 2025. Known for bringing together the main representatives of the ice cream and gelato sector, CLASH 2025 will be held at the Food Trends Auditorium on 9th April and at the Main Auditorium on 10th April.

Organised by the Brazilian Association of Ice Cream Industries (ABIS), CLASH 2025 will be strategically partnered with Anuga, following a successful debut in 2024 at Ice Cream Station.

This year's theme, "Ice Cream Transforming People and Businesses", positions ice cream, gelato, popsicles, açaí, and other products at the heart of entrepreneurial transformation, encouraging innovation and new partnerships through the various activities of the Congress.

Eduardo Weisberg, President and CEO of ABIS, highlighted the ice cream producers' eagerness to participate in Anuga. Based on the success of the previous year, the "Ice Cream Island" has been introduced as part of the exhibition and integrated into the CLASH programme as one of the main attractions of the Fair.

Key facts about the sector:

- The industry comprises over 11,000 companies, generating an annual revenue of more than 15 billion reais.
- 92% of these companies are micro and small businesses, employing 300,000 workers.
- In 2024, Brazil's per capita ice cream consumption reached 5.25 litres, with regional consumption distributed as follows: the Southeast led with 52%, followed by the Northeast (19%), South (15%), Central-West (9%), and North (5%).
- The most popular flavours are chocolate, strawberry, and "flocos" (a Brazilian vanilla-based ice cream with chocolate flakes). Pistachio, a rising trend in 2024, has gained significant popularity among Brazilians.



Simultaneously, Anuga Select Brazil, a global reference in the food and beverage sector, will feature the "**Ice Cream Island**", a dedicated space for ice cream and gelato suppliers and manufacturers to showcase their products and establish new connections to enhance business results for participants and exhibitors.

The Anuga Select Brazil stage offers key players in the ice cream production chain—including ingredient manufacturers, machinery and equipment suppliers, and entrepreneurs—a new platform for debate and networking, driving brands and business opportunities forward.

The strategic partnership between ABIS and Anuga aims to strengthen the ice cream and gelato market through its prominent presence at the world's largest food fair.

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/>

Anuga Brazil on social media:

Facebook: facebook.com/anugabrazil

Instagram: anugabrazil

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

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

Photos [here](#)

Information for the press:

2PRÓ Comunicação - Koelnmesse Brazil

Teresa Silva - teresa.silva@2pro.com.br | 11-99228-7836

Myrian Vallone - myrian.vallone@2pro.com.br

(11) 3030-9463 | 3030-9404

www.2pro.com.br

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