



## **Connections that drive business: Anuga Select Brazil concludes its seventh edition with a record-breaking matchmaking program in Latin America**

*With 2,500 meetings held through its hosted buyer program, the trade fair connected companies from 96 countries over three days and strengthened the networking environment within the food and beverage sector.*

**São Paulo, Brazil, 13<sup>th</sup> April 2026.** Anuga Select Brazil has concluded its seventh edition, further consolidating its position as the leading meeting point for the food and beverage industry by hosting the largest business matchmaking program ever held at a trade fair in Latin America. Over the course of three days, the trade show welcomed more than 14,000 visitors, including major national and international buyers, connecting companies from 96 countries with over 550 brands in a strategic environment for negotiations, partnerships, and market expansion — representing a 10% growth in size and a 48% increase in international presence.

“The trade show was built on connecting those who produce with those who buy. Creating this highly qualified environment is essential to accelerate business, shorten distances, and generate real opportunities across the entire value chain. Beyond visitor numbers, we focus on audience quality, with over 60% represented by business owners, presidents, directors, and managers. Anuga Select Brazil is the only event in the country that brings together the entire food and beverage sector in a democratic way, opening new doors for market access, internationalization, and real expansion opportunities,” highlights Beni Piatetzky, Managing Director of Koelnmesse Brazil, the trade show organizer.

The large-scale matchmaking initiative generated approximately BRL 150 million in business, with the participation of over 300 companies—equivalent to 60% of the exhibiting brands. In total, nearly 3,000 meetings were held with 120 major buyers from Brazil and abroad, strengthening qualified connections and accelerating deal closures. The initiative also included strategic partners, further expanding the reach and diversity of business meetings.

Badia, a U.S.-based food company that has been operating in Brazil for three years, was among the participants. Sales Supervisor Rose Sousa explains that this environment enables the company to advance relationships with key clients and bring the brand closer to decision-makers.

“The matchmaking sessions truly opened doors and facilitated access to strategic companies. Entering retail without prior connections is a major challenge, and here we were able to speak directly with decision-makers,” she says.

One of the meetings was held with the Andorinha supermarket chain. “One of the most valuable aspects of this space is the opportunity to have dedicated, high-quality time for conversations,” explains Carolina Penteado, Marketing Manager, who participated in the trade show for the first time as a retailer and buyer.

“With the growth of the fair, it becomes difficult to visit every stand and keep up with all innovations. During the matchmaking sessions, we can pause, listen to the industry, and better understand the story and purpose behind each brand,” she adds, noting that she left the trade show with more than 10 leads to pursue in the coming months.

On the other hand, Reserva de Minas advanced its business with a North American company that operates a supermarket network of over 1,000 stores. “Relevant opportunities emerged, such as a private label jam production deal—a new model for us, as we have experience exporting under our own brand. This is a project that originated at the event and that we aim to develop,” says Sales Director Marcos Garcia.

The executive, who also participated in the matchmaking sessions, reported closing a contract during the trade show. “We signed a partnership with an artisanal confectionery manufacturer to produce a product line with and without sugar. The plan is to launch within two months, so we’ll need to move fast. It’s a very exciting challenge. These connections and deals that were born and materialized here are extremely valuable,” he adds.

### **Over 200 hours of content**

In its 2026 edition, Anuga Select Brazil also reinforced the role of content as one of the trade show’s key pillars by offering a comprehensive and high-quality program tailored to different professional profiles within the sector. Over more than 208 hours, experts, executives, and chefs shared practical and strategic knowledge, connecting market trends, innovation, and real-world application in both industry and retail.

Among the highlights, new initiatives such as the Cooking Show, led by Casa Flora, brought live demonstrations and technical gastronomic content. Spaces like Burger Trends and industry-focused congresses deepened discussions on innovation, consumer behavior, and technology, highlighting key transformations such as the growing demand for healthier foods, clean label products, and the increasing use of artificial intelligence in the consumer journey.

This approach proved essential in addressing the diversity of the audience. By balancing content and business, the trade show stands out as a comprehensive

platform capable not only of generating commercial opportunities but also of preparing the sector for the challenges and trends shaping the future of food and beverage. Other highlights included Mohamad Hindi (former MasterChef contestant and digital influencer), Jean Pontara, Wagner Donegatti, Fernanda Dalben, among others.

### **Sustainability at the forefront**

During the event, Sesc Mesa Brasil strengthened its partnership with the sector through a series of initiatives focused on awareness and public engagement. Throughout the fair, visitors were encouraged to donate food at the entrance—an initiative that transformed the registration process into a “solidarity credential,” reinforcing a collective commitment to fighting hunger. At the program’s booth, visitors also had access to information about its activities and ways to collaborate, increasing the visibility of its work nationwide.

As a result, more than 2.6 tons of food were collected — 40% more than in the previous edition — which will be distributed to social institutions, supporting families in vulnerable situations. The presence at the trade show also fostered stronger relationships with companies in the sector and opened new opportunities for collaboration, reinforcing the program’s role as a structured initiative with measurable impact aligned with sustainability and social responsibility agendas.

### **Creativity and health trends driving consumer interest**

Among the key highlights of Anuga Select Brazil 2026 was the strong investment in sensory experiences and unconventional products, such as chocolate brownies with bacon, beverages with “bursting pearls,” and 3D-shaped ice creams replicating foods like coxinha and hamburgers in real size. At the same time, practical and functional solutions gained traction, such as instant purées containing 25g of whey protein per serving.

“This health-driven trend has become one of the event’s core pillars, reflecting a global shift toward more conscious consumption,” said Beni. Products with reduced sugar, plant-based alternatives, functional foods, and gut-health-focused solutions gained prominence in a market driven by new generations and already showing a 4.6% increase in consumption of wellness-oriented categories in Brazil. Innovations such as anti-inflammatory coffees and probiotic beverages further demonstrate the evolution of the industry’s portfolio.

Another key focus was the appreciation of origin and sustainability, both in products and production processes. The trade show showcased everything from wines and sparkling beverages made with Amazonian fruits using traditional international

techniques to circular production models, such as cachaça in returnable bottles and production based on input reuse.

In total, more than 550 brands participated in Latin America's leading food and beverage industry trade show. The dates for 2027 are already confirmed: from April 6 to 8, key market players will gather once again at Anuga Select Brazil to drive business, strengthen strategic connections, and showcase the innovations shaping the industry.

### **About Anuga Select Brazil**

Anuga Select Brazil is the leading meeting point for the food and beverage industry in Latin America. It is a platform where brands, buyers, and national and international experts connect to generate business, explore trends, discover innovations, and strengthen strategic relationships. Through qualified matchmaking programs, relevant content, and global visibility, the trade show transforms opportunities into tangible results, positioning brands at the center of the market and the future of the sector.