



www.anuga-brazil.com.br
São Paulo, 07 - 09.04.2026



Post Show Report 2026

Connecting Flavors
with Business Innovation



 koelnmesse

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Welcome
to the insights
that anticipate
2027





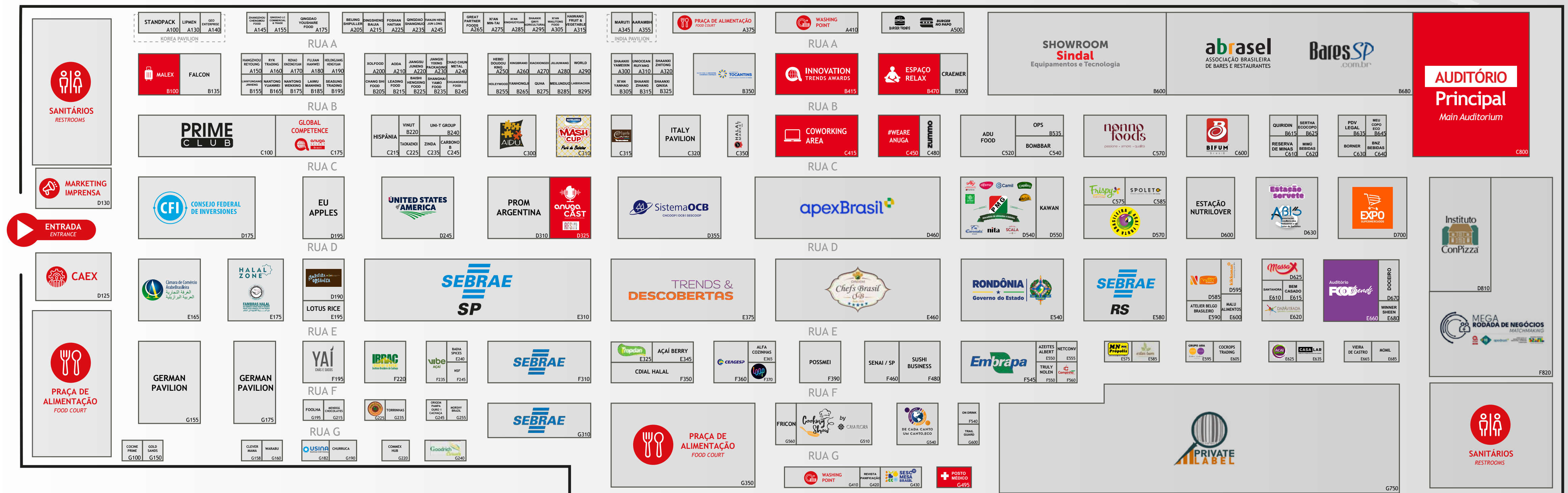
Where the future meets the table

Anuga Select Brazil 2026 was more than just an event; it was the turning point for an industry that sets the pace for global consumption. Over three days, Distrito Anhembi became the epicenter where strategy meets opportunity, transforming challenges into tangible results.

We welcomed over 14,000 visitors, connecting top retail and food service decision-makers to an ecosystem of solutions designed to drive the next level of growth. We did more than just bring brands together; we created the arena where the internationalization of the Brazilian industry scales up, generating over 2,000 business leads through the exhibition's official app and achieving a brand visibility valued at R\$4.3 million in earned media.

Boasting an 82% overall satisfaction rate and a 96% return intent from attendees, this report is more than a record of achievements. It is the roadmap of the connections that shaped the industry.



A map of Brazil, colored in a solid light blue, positioned on the left side of the slide.

BIG numbers

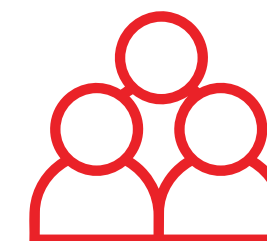
The seventh edition was more than historical; it set a new benchmark for the sector.

We consolidated Distrito Anhembi as the premier meeting point for the Food and Beverage industry, combining global scale with top-tier qualification.

The World inside Distrito Anhembi



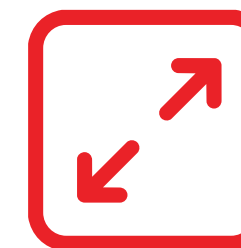
+14k
qualified
visitors



Welcomed
decision-makers from
74 countries

+550 exhibitors

A comprehensive showcase of the
industry's most innovative solutions.



10% growth
in size

14% growth in
international
presence

Compared to the previous edition.



Key Decision-Makers

Over 60% of our attendees consist of owners, presidents, directors, and managers—the final decision-makers signing the contracts were on the show floor.

24

Exhibiting countries



Germany



Argentina



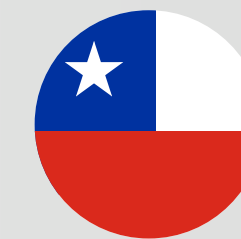
Brazil



Arab Chamber



Canada



Chile



China



Cyprus



South Korea



Egypt



Spain



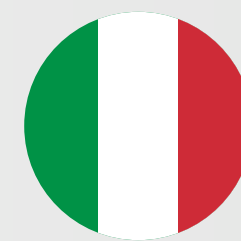
United States



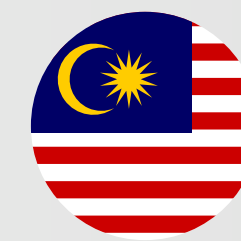
Finland



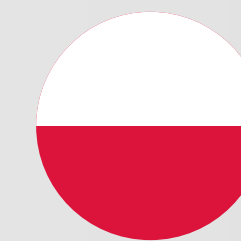
India



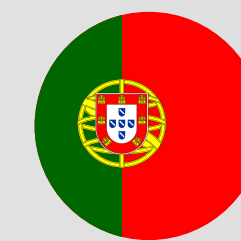
Italy



Malaysia



Poland



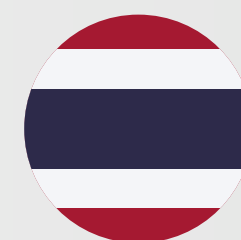
Portugal



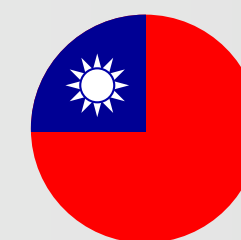
Russia



Swiss



Thailand



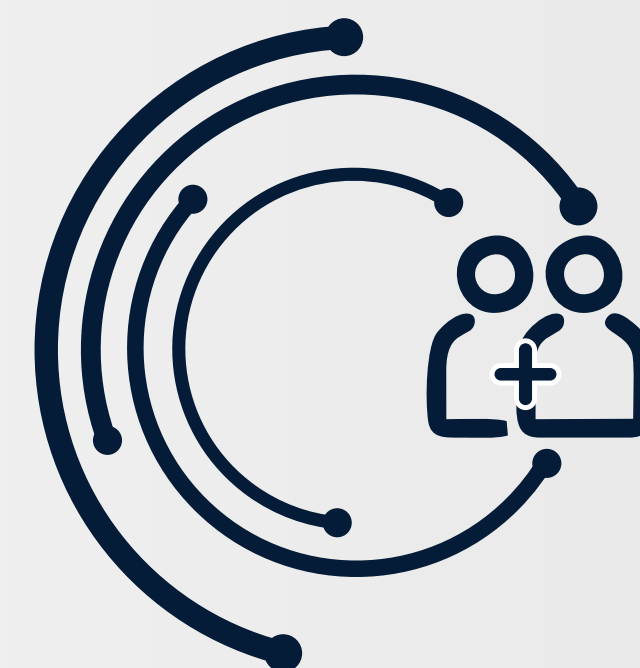
Taiwan



Venezuela



Vietnam



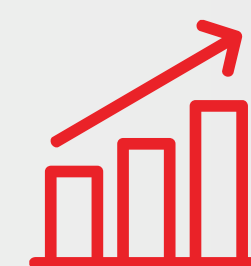
MEGABUSINESS

MATCHMAKING



apexBrasil

MINISTÉRIO DO
DESENVOLVIMENTO,
INDÚSTRIA, COMÉRCIO
E SERVIÇOS



R\$ **150** mi
in business
volume

The volume of generated and
projected opportunities
reached record-breaking



120
hosted
buyers

Attendance of key strategic
national and international players.



+3,000
strategic
meetings

High-yield networking through
face-to-face encounters.



94%

of participating buyers expressed
their intent to attend future
editions of the trade show.



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Authority, Intelligence & Digital Presence

Brand Visibility (PR Value)

R\$ 4.3 million in earned media valuation, generated 100% spontaneously and organically.

Media Impact

438 press mentions across leading economy and business outlets, including CNN Brasil, Record News, and Valor

Record Digital Reach

We reached 95,734 people across the event's official social media channels, accumulating over 853k content views.

Connectivity & In-App Leads

A vibrant ecosystem featuring +270k digital interactions among the 15,000 registered users on the official

Conversion & Business Generation

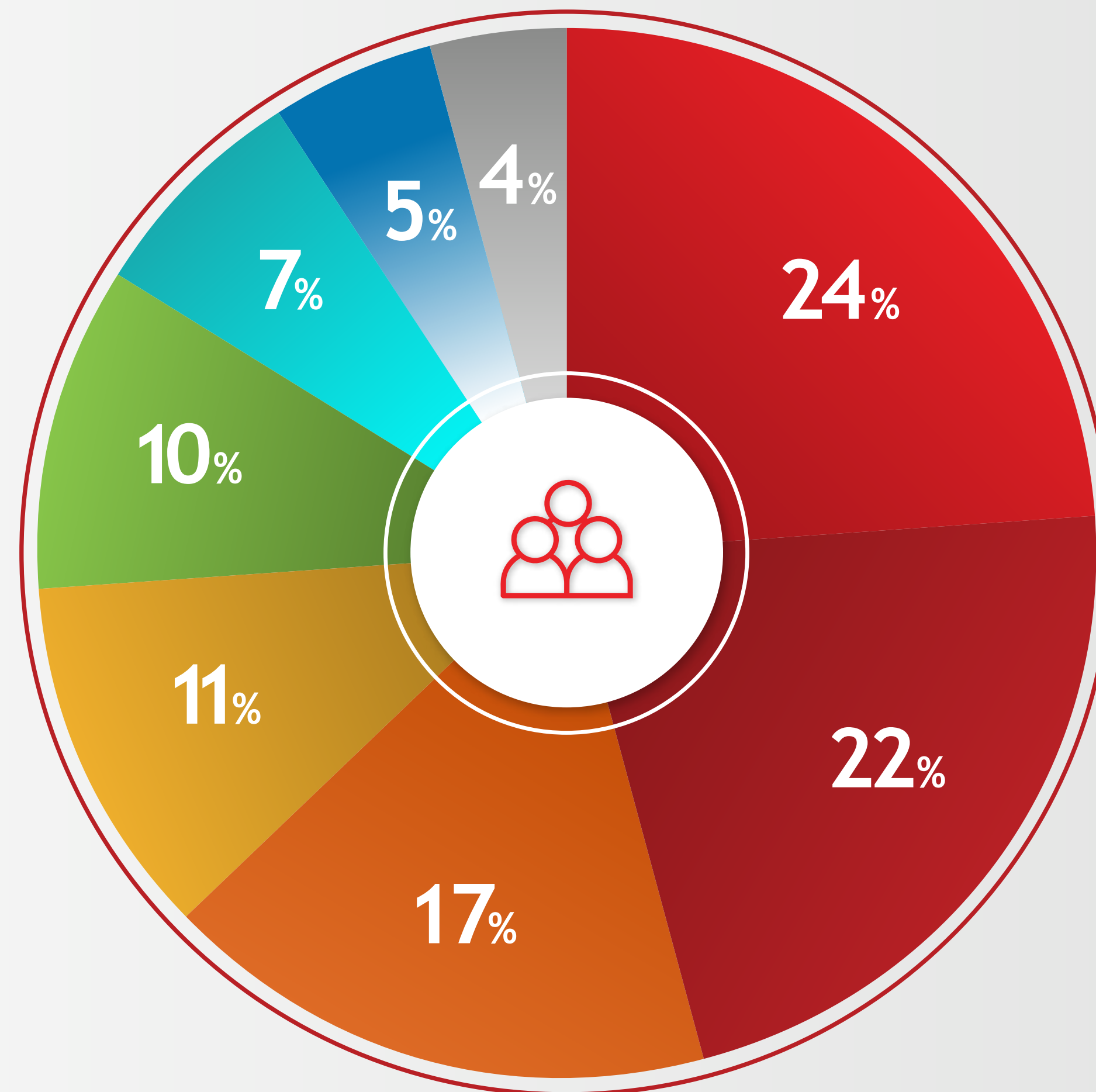
The official App acted as a sales engine, capturing over 2,000 qualified leads for the top 10 exhibitors alone (highlighting SENAI SP and Sindal, who led the lead acquisition).

Knowledge Hub

208 hours of curated technical and strategic content, directly addresses to retail and food service challenges.

Who attends the trade show?

Anuga Select Brazil 2026 has established itself as the premier meeting point for the industry's elite. Welcoming over 14,000 visitors, the event guaranteed an audience highly focused on transactions, strategic partnerships, and portfolio innovation.



Visitor Profile

- 24% Supermarkets / Retail
- 22% Food Service
- 17% Distributors / Wholesalers
- 11% Hotel Sector
- 10% Importers
- 7% Catering
- 5% Food & Beverage Industry
- 4% Others

Key Visitors





Decisive Audience

Our audience is composed of executives and leaders seeking scale, operational efficiency, and strategic partnerships, guaranteeing a high-conversion environment for exhibitors.

The exhibition concentrates the top tier of the corporate hierarchy.

+65% of attendees hold leadership roles

23%
Owners & Partners

14%
Managers & Heads

13%
Directors

7%
Coordinators & Supervisors

8%
Presidents & CEOs

Investment Potential

High-Performance Purchasing Power:

They represent 17.7% of our attendee base, with an investment potential exceeding BRL 500k. Within this group, a strategic niche of 5.5% (of the grand total) stands out with budgets over BRL 3M.

Medium-to-Large Enterprise:

Making up 15.1% of the ecosystem, with a purchasing potential ranging between BRL 101k and BRL 500k.

Small-to-Medium Enterprise:

Accounting for the largest share of overall volume, with 67.2% of companies showing an investment potential of up to BRL 100k.

The Power of Decision-Making

79% of our audience is directly involved in the purchasing process:

— Decision Makers

30% hold the final say in purchasing.

— Strategic Influencers

27% shape internal needs and industry trends

— Active Buyers

22% drive the commercial execution on the show floor.





Global Reach and National Market Penetration

Anuga Select Brazil 2026 expanded far beyond the exhibition hall's physical boundaries. We consolidated an audience originating from every corner of Brazil and major global markets, proving to be the epicenter of connections for the Food and Beverage sector.

THE WORLD **AT ANUGA**

We welcomed qualified trade visitors from **74 countries**. This diversity reinforces the exhibition's role as the premier internationalization platform for the Brazilian industry. Among the nations that joined us in person, key highlights include:

Americas:



Europe:



Asia and Africa:



Brazil in **São Paulo**

Our attendance covered every single Brazilian state, guaranteeing exhibitors direct access to retail and food service networks from north to south.

- Southeast
- South
- Northeast
- Midwest
- North

The metrics from the 2026 edition reaffirm Koelnmesse’s commitment to operational excellence. We achieved a 90% overall satisfaction rate among exhibitors—a direct reflection of the support provided by our sales and marketing teams, both of which surpassed the 85% approval benchmark. For visitors, the experience was equally robust, yielding high satisfaction scores across core pillars such as content and brand variety.

Visitors

96%
Intend to attend
the next edition

83%
Satisfied with content
and keynotes

85%
Satisfied with
the exhibition/brands

87%*
Satisfied with
networking/attendee
quality

Exhibitors

90%
Satisfied with the
overall experience

85%
Satisfied with
sales support

86%
Satisfied with marketing
and communications

* Data confirmed during the visitor experience journey.*



Exposure, efficiency, and reach beyond the exhibition hall

Strategic Sectorization



dairy



fine food



agrifood



food technology



sweets & snacks



drinks & hot beverages



organic



bread & bakery



Testimonials

“I was able to establish numerous contacts, leaving the event with 10 manufacturers that I probably wouldn't have reached otherwise.”



Carolina Penteado
*Marketing Manager
at Andorinha*

“Over the past few years, we have witnessed a clear evolution in the event, characterized by highly qualified partners and robust business generation. This has expanded our connections with the United States, Colombia, Chile, and Ecuador, while also driving growth across the Northeast, South, and North regions of Brazil—all fueled by an audience strictly focused on doing business.”



Marcos Garcia
*Sales Director
at Reserva de Minas*

“We are already considering our participation in the next edition—perhaps in a more dynamic space—bringing even more innovations building upon what we presented and learned this year.”



José Júnior
*Food Category Manager
at Casa Flora*

“Participating in Anuga Select Brazil and its matchmaking sessions presents a major opportunity, unlocking potential to discover new companies, products, and market trends. The exhibition is essential for reconnecting with partners, strengthening relationships, and staying aligned with the transformations in food retail—particularly regarding innovation, new product developments, and shifts in consumer behavior. It is an environment where the actual decision-makers are truly present.”



Francisco Mugnaini
*International Buyer
at Angeloni Supermercados*

highlights 2026



Abrasel Forum (1st Bar and Restaurant Managers Meeting)

1st Halal Forum (Organized by the International Halal Academy)

Expo Supermercados Conference

ESBRE (Bar and Restaurant School)



CLASH 2026
Latin American Ice Cream Conference

Ice Cream Station by ABIS



Trends & Discoveries Area

Sindal Showroom (Equipment & Technology)

Private Label Pavilion

Halal Zone by Fambras

Burger Trends Pavilion by Burger no Papo



Anuga Recipes (Discovering flavors with Chefs Brasil)

Chefs Brasil Pavilion

Cooking Show (By: Casa Flora)

3° First Class Butchers Workshop



Innovation Showcase



The Anuga Select Brazil Award reaffirms the event's commitment to the future of the food and beverage sector. In 2026, the curation of submitted products reflected global trends in healthiness and convenience. Through direct voting by attendees, the award gave a voice to the market, validating the most creative and sustainable solutions presented in this edition.

Anuga Select Brazil 2026 Best Booth Awards



The winners of the inaugural Innovation Trend Awards were announced on the closing day of the trade show, April 9, consolidating recognition for the initiatives that best represented the future of the sector across the following categories:



Most Innovative Food Product



Jarred sweet corn
Empório Esmeralda



Most Innovative Beverage



Coffee with bittersweet chocolate
Casa Caleffi



Best Sustainable Packaging



Personalized eco-friendly cup
Meu Copo Eco



Trend Product of the Year



35% cocoa white chocolate with passion fruit
Mendoá Chocolates



Functional Product



Functional anti-inflammatory and energizing coffee
Café Sabor Do Grão



PRIME CLUB

A premium networking environment, exclusively designed to connect the industry's major players. The Prime Club serves as the ultimate meeting point for those who hold the decision-making power within the Food and Beverage market.

We brought together 554 handpicked leaders representing the core strength of Brazil's Food and Beverage sector. A group comprised of owners, directors, and strategic buyers from:

Major Retail
and Wholesale
Chains

Food Service
and Hospitality
Chains

Distributors
and Importers

More than just a lounge, the PRIME CLUB is the premier hub for those seeking solid partnerships and strategic insights across all sales channels.



Speakers, Influencers & Key Highlights

Food Trends Auditorium

Fernanda Dalben
Adriana Murasaki
João Rodrigues
Adir Ribeiro
Anderson Souza
Mohamad Hindi
Omar Chahine
Eduardo Miranda
Jean Pontara

Main Auditorium

Silvia Massruhá
Beni Piatetzky
Cléber Sabonaro
Ali Zoghbi
William Adib
Fernanda Baltazar
Luciana Pecegueiro Furtado
Francisco Hirota
Jocy Astolphi

Cooking Show

Chef Fernanda Oliveira
Chef Bibi Aquino
Monica Maia Claro
Chef Zenir Dalla Costa
Sergio Pina
Renato Cesar
Viviane Tavares

Supporters and Partners

Strategic Partners



Official Water Sponsor



Official Coffee Sponsor



Institutional Support



Official Media Partners



Social Responsibility Partner



Environmental Partner



Official Travel Agency



Official Airline



Official App



Ambassadors

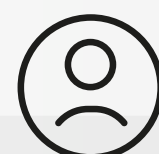


Digital Performance

Our 2026 digital strategy did more than just expand the exhibition's reach; it sparked real conversations within the Food and Beverage



+870K
pageviews



+290K
unique visits



+34K
Instagram
Followers



+2,5K
Facebook
followers



+9K
LinkedIn
followers



+500
YouTube
subscribers

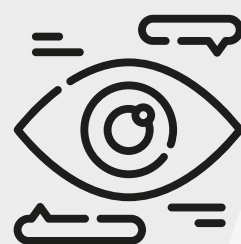
Data collected from April 1, 2025, to May 1, 2026.*





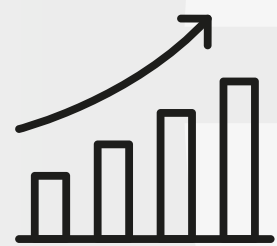
+430 press mentions

Outlet Visibility



Highlights include TV (Record News, CNN Brasil), Radio (Jovem Pan News), Print (Valor Econômico, 5 Dias, Empresas & Negócios), Podcast (Varejo SA), and digital portals (Estadão).

Earned Media Value



+R\$4,3M
(estimated)

The coverage was 100% organic/earned, yielding the following quantitative highlights:

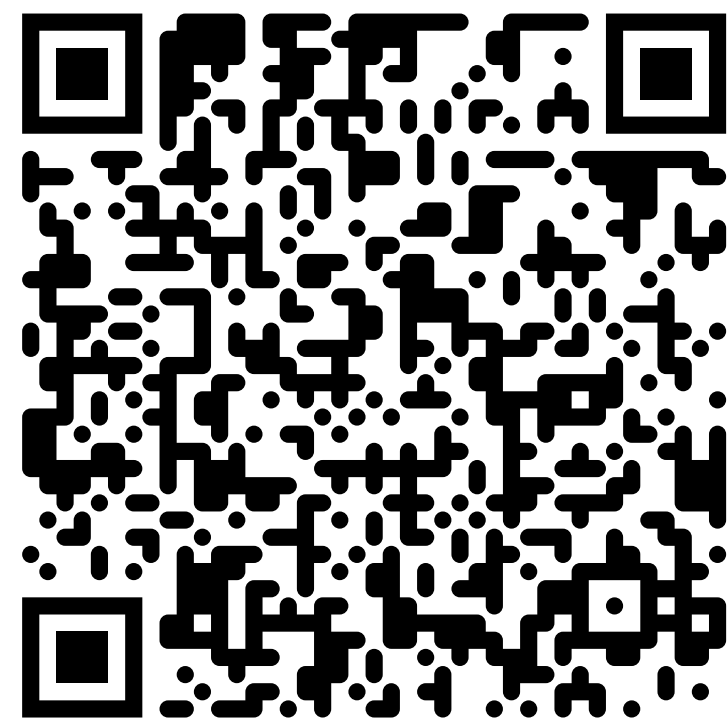
- TV
- International Media
- Printed Media
- Podcasts
- Radio
- Digital Portals



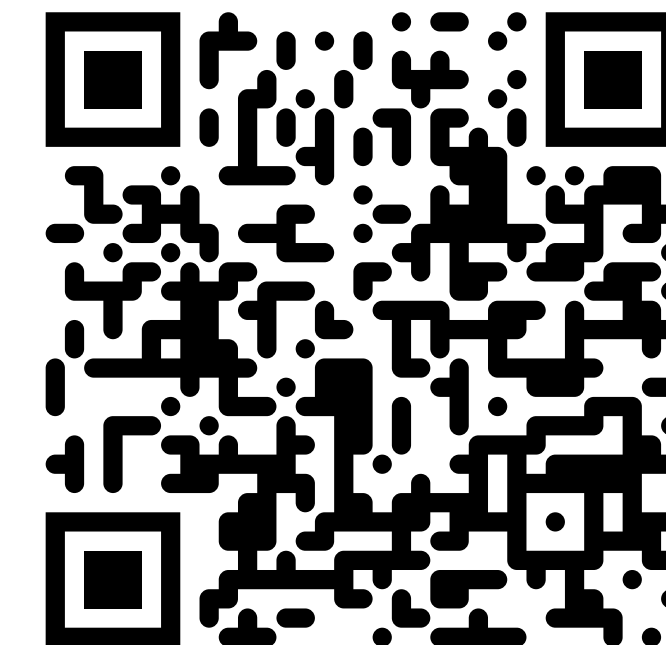
In the Media

Check out the highlights of the 2026 edition

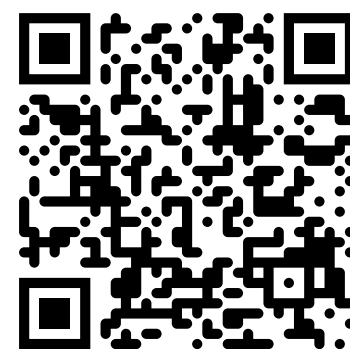
Click [here](#) or scan the QR Code below
to access our media gallery



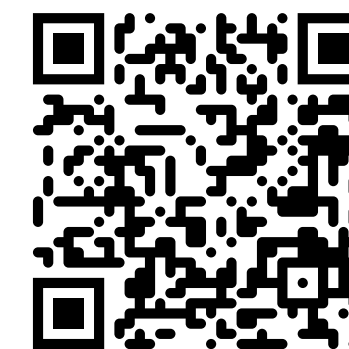
our gallery



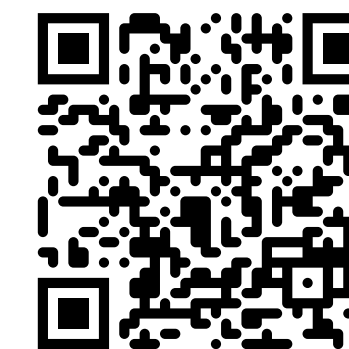
official video



DAY 1
The industry's
premier meeting
point



DAY 2
Where
business
connects



DAY 3
The future
of the sector
meets here



See
you
in **2027**

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