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SÃO PAULO, 09.–11.04.2024



# All About Food

International Trade Show Exclusively for the Food and Beverage Sector



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Strategic Partnership

Venue

Organization



## ANUGA SELECT BRAZIL

A great Food and Beverage event that brings together entrepreneurs and professionals from the sector from all over the country. In a wide and cozy space, it is possible to find the most complete showcase of national and international national and international product launches for retail, food outside the home, and hotels.

The exhibitors present an impressive variety of products, from the most traditional to the the most innovative and the highly qualified public present at the event are 100% focused on evaluating new suppliers and, thus, expand and increase the competitiveness of their business, by means of attractions, watching presentations by experts and getting to know the great world trends in Food and Beverage.

ANUGA SELECT BRAZIL is the main channel that generates business and a unique opportunity to improve knowledge and get to know the sector's novelties. It is an absolute success and is consolidated as the main meeting of the Food and Beverage sector in the country.

## WHY EXHIBIT AT ANUGA SELECT BRAZIL

1

Achieve tangible results for your company with excellent investment cost-benefit

2

Maximize your results with a single exposure, reaching the entire food sector and drinks

3

Strengthen your commercial relationships and be present at an event that brings together the main brands, buyers and industry partners

## EXPECTATIONS FOR 2024

14.000 m<sup>2</sup>  
exhibition  
space

+ 500  
exhibitors

16.000  
visitors

## EXHIBITORS

The fair brings together the main sectors in a single location



### DAIRY

Derived products from milk, dairy products



### FINE FOOD

Gourmet, delicatessen and general provisions



### SWEET & SNACKS

Chocolate, confectionery, cookies, biscuits and snacks



### ORGANIC

Organic food in general: in-natura or minimally processed



### AGRIFOODS

Fresh products, in natura, raw materials



### FOOD SERVICE

Culinary, technology equipment and services for food service and horeca



### DRINKS & HOT BEVERAGES

Beverages in general: alcoholic and soft drinks, juices, water, coffee and teas

THE NUMBERS PROVE THE SUCCESS OF THE 2023 EDITION

+ 330 exhibitors



10 national pavilions



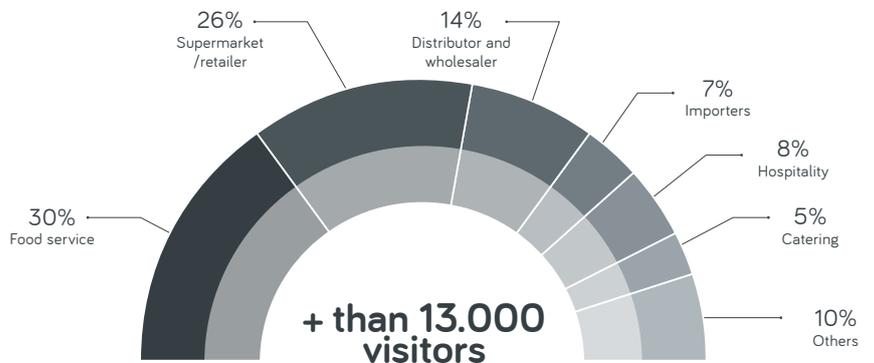
11 international pavilions

QUALIFIED BUYERS - Visitors from 34 countries and all Brazilian states



TOP 3 - Objectives when visiting the fair

- 1 Get to know new products and suppliers
- 2 Learn about market trends
- 3 Do business and improve supplier relations



Decision of purchase

84%

Participate in the purchasing process

98%

Intend to return for the next edition

97%

Were satisfied and recommend the event



2.530 meetings

+ BRL 75 million in business

53 buyers  
(36 national and 17 international)

MATCHMAKING PROGRAM

RODADA DE NEGÓCIOS ANUA SELECT BRAZIL

RODADA DE NEGÓCIOS FOHB

apexBrasil



“For us, it was very important to participate in the event as we had access to different products which showed that we have a large market that is currently not being explored in our state. Very happy about everything.”

**Edilson Teixeira Barbosa,**  
Commercial Manager at the Rede Paraíba de Supermercados



“Congratulations on the organization, identification, structure, food, logistics and accommodation. If I have the opportunity, I will be here next year.”

**Paulo Amâncio,**  
Coordinator of Purchasing for the AVIVA Group



It's being very constructive. It's our market niche: food service. There are many people looking for our services. We are happy. Next year, we will increase our stand here at the fair.

**Henrique Jacob,**  
Assistente de Marketing da PMG



“I am an enthusiast of ANUFOOD Brazil. I really like the whole team. I really like the event. We bet a lot on the fair. It's already our third year participating and, with each edition, we manage to expand our business and our stand. In fact, here we have been able to pay more attention to our suppliers, customers and new partners, and this year is no different. Over the first two days, we did good business, had good meetings- both in the business roundtables and at the stand, and I can already see that we will have a significant return.

Lead capture works very well, and we improve this relationship, but many effective sales have already occurred and we are very satisfied.”

**Vitor Gomes,**  
Industrial Manager

## LEADING TRADE FAIRS FOR FOOD



**BOOK YOUR  
SPACE NOW!**

**Polliana Claudino**  
Project Manager

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