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SÃO PAULO, 08.–10.04.2025



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 product launches for retail, food outside the home, and hotels.

The exhibitors present an impressive variety of products, from the most traditional to 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 2025

14.500 sqm
exhibition
space

+ 550
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 2024 EDITION

+500
exhibitors



16 National
pavilions



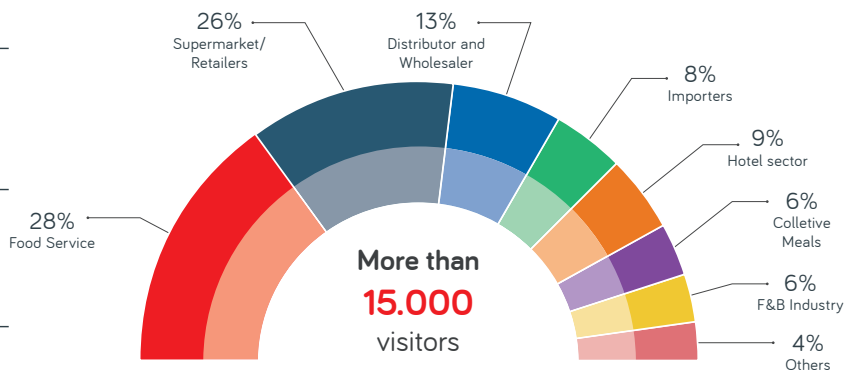
16 International
pavilions

QUALIFIED BUYERS - Visitors from 33 countries and all Brazilian states

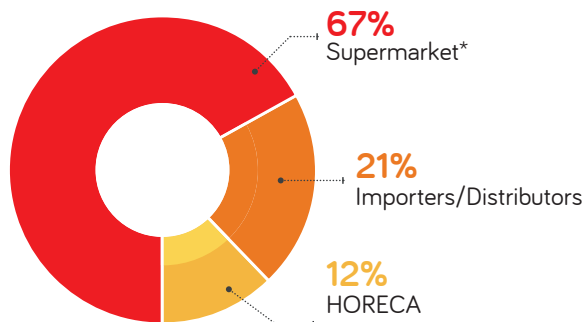


TOP 3 - Objectives when visiting the trade fair

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



Decision of Purchase



* Supermarkets: Retailers and Wholesales

2.346 meetings

52 buyers
(national and international)

BRL 62 million
In business





“The importance of taking part in the fair is to see what’s new in the market for the hotel segment, meet new suppliers, partners and see the big trends for the future.”

Marcelo Lemos,
Corporate Purchasing Manager, Rede de Hotéis Pestana no Brazil



“The opportunity to meet new companies that are not part of the normal list of large industries that we are used to dealing with on a day-to-day basis has been a very positive experience.”

Pedro Medeiros,
Commercial Manager, Supermercado Nordeste



“It’s been three years of partnership between our state and Anuga. Anuga symbolises this commercial exchange, the possibility of putting Rondonian products on the shelves in Brazil and around the world.”

Kívia Vilarim, Investment Attraction Coordinator for the Rondônia State Secretariat for Economic Development.



“Taking part in Anuga Select Brazil is about generating new business and promoting new markets for our co-operatives through the well-selected audience that is visiting the fair, from distributors, suppliers, importers and wholesalers.”

Jean Fernandes,
Business Analyst, OCB

#weareAnuga



**BOOK YOUR
SPACE NOW!**

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