



www.anuga-brazil.com.br
SÃO PAULO - SP

OUR TRADE SHOW
IN 2026
ALREADY HAS A DATE
APRIL 7TH TO 9TH
Anhembi District
São Paulo, Brazil

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 away from 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 2026

14.500 m²
of exhibition
area

+ 550
exhibitors

16,000
visitors

EXHIBITORS

The trade fair brings together the main sectors in a single location



DAIRY
Dairy-derived products



FINE FOOD
Gourmet, delicatessen and general provisions



SWEET & SNACKS
Chocolate, confectionery, biscuits and snacks



ORGANIC
Organic foods in general: fresh or minimally processed



AGRIFOODS
Fresh products, fresh produce, raw materials



FOOD SERVICE
Culinary, technology, equipment and services for food service



DRINKS & HOT BEVERAGES
Beverages in general, alcoholic and non-alcoholic, soft drinks, juices, water, coffee and teas.

THE FIGURES PROVE THE SUCCESS OF THE 2025 EDITION

+ 510
exhibitors



20 national
pavilions



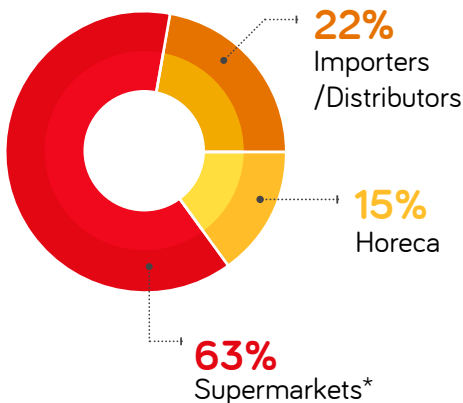
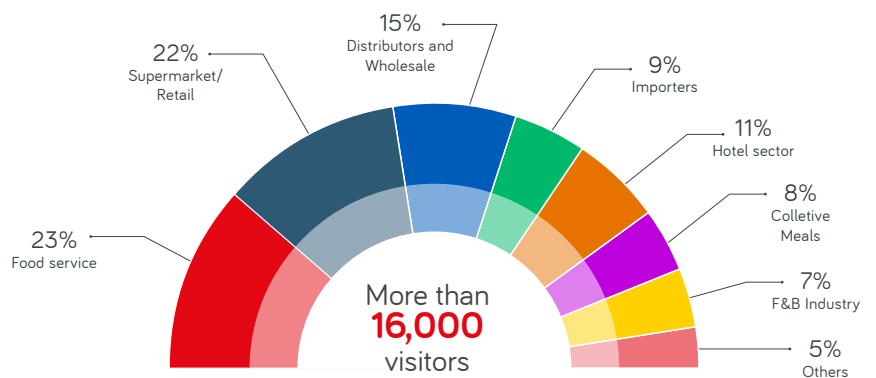
17 international
pavilions

QUALIFIED BUYERS - Visitors from 65 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



* Supermarkets: Retailers and Wholesales



2.654
meetings

60 buyers
(national and international)



BRL 89 million
In business



"The event exceeded expectations. The welcoming team does a fantastic job. The organisation during the business matchmaking is impeccable, congratulations."

Felipe de Freitas Alexandre,
Commercial Manager at G. Barbosa



"I realised there was a sea of suppliers and I managed to do a lot of business."

Well Silva,
Account Manager at Amazon



"Anuga is an expanding fair, it is in constant growth, and with that I have better results each year."

Thiago Gonçalves,
Commercial Director at Queijos Bandeira



"The fair is growing more and more, seeing the event succeeding in terms of lead generation, strengthening our current partnerships. The event brought these possibilities together in one place."

Henrique Jacob,
Marketing Coordinator at PMG

#weareAnuga

LEADING TRADE FAIRS FOR FOOD



**BOOK YOUR
SPACE NOW!**

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