AFRICA FOOD SHOW — CAPE TOWN

10 – 12 June 2026

CTICC, Cape Town, South Africa

POST EVENT REPORT

Co-located with:

HOTEL & HOSPITALITY EXPO AFRICA

Organized by:

dmg::events

www.theafricafoodshow.com



Creating business connections between key buyers and exhibitors

The latest edition of Africa Food Show brought together 376 exhibitors from 33 countries, showcasing a wide range of products and solutions across the food and beverage sector.

The event attracted 15,616 attendees, including buyers, distributors and industry professionals, creating strong opportunities for sourcing, networking and business growth.

The show featured 14 workshop sessions led by 35 speakers, offering practical insights and knowledge sharing on key industry topics to support professional development.

Live features included standout culinary competitions such as Game of Chefs, Global Pizza Challenge, National Burger Challenge and the SA Chefs Challenge, which brought together top talent and added an interactive, high-energy element to the event floor.

15,616
Total attendees

376
Exhibiting companies

77
Countries represented

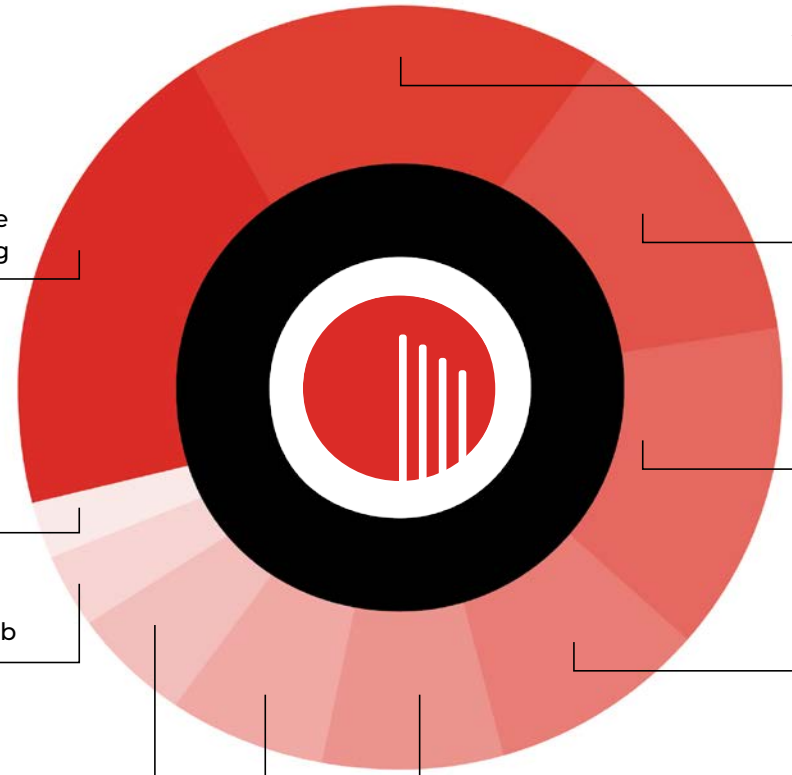
272
Buyers in attendance

35
Workshop speakers

11
Country pavilions



Welcoming over 15,616 buyers, key decision-makers across the F&B industry



18% Agent, Distributor and Supplier

17% Manufacturing

17% Hotel, Restaurant and Catering

8% Retailer

6% Import and Export

5% Agriculture

3% Wholesaler

2% Bar, Pub, Club

1% Gym, Spa and Resort

24% Food Service and Catering

Visiting brands included:

Massmart powered by Walmart · SHOPRITE · FOOD LOVER'S MARKET · WOOLWORTHS

MONTAGU FOODS · RED STAR WHOLESALE CATERING SERVICES World-Class Service & Range at Wholesale Prices · SPAR

TIGER BRANDS · Checkers · Elite POWERTRADE

famous brands you're in good company · M·A POWERTRADE

EUROSQUARE (PTY)LTD Your European Food Import Partner · Pick n Pay · McCORMICK

FRESH STOP · BARGAIN GROUP 1954 · Dis-Chem

RCL FOODS · KERSTONFOODS we supply... you create · takealot.com

376 companies exhibited, presenting F&B products and solutions from 33 countries

Exhibit now and showcase your products at Africa's key food & beverage sourcing event.

Exhibiting markets:


Belgium


Brazil


Cambodia


China


Colombia


Denmark


Egypt


Finland


France


Germany


Hungary


India


Indonesia


Italy


Japan


Kenya


Kuwait


Mexico


Morocco


Netherlands


Pakistan


Poland


Romania


Saudi Arabia


Singapore


South Africa


South Korea


Sri Lanka


Thailand


Turkiye


Uganda


United Arab Emirates


Uruguay


Vietnam

454 F&B industry professionals attended 14 workshop sessions, lead by 35 industry leaders

For three days, Africa's food and beverage community came together for a series of hands-on workshop sessions, with strong engagement from buyers, distributors, chefs and hospitality professionals. Attendees took part in practical discussions and live demonstrations covering key trends, product innovation and industry challenges.

The workshops created a space for knowledge sharing and real conversations, while also giving participants the chance to connect directly with experts and peers across the value chain.





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Marketing campaigns ensuring your investment delivers the return you seek

8.3mn
Digital campaign impressions

1.2mn
Emails sent

476k
Website views

6.5mn
Social media impressions

185k
Digital billboard impressions

90
Radio advert placements

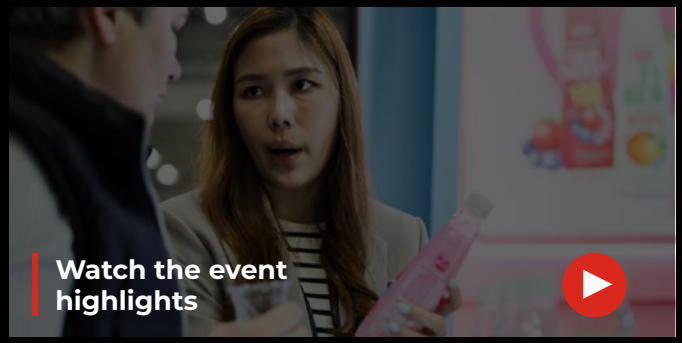
60k
WhatsApp messages delivered

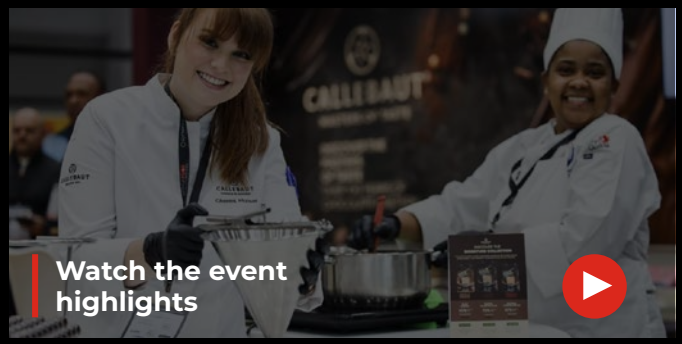
Media coverage included:

THE BIG ISSUE · brainstorm THE BUSINESS TECHNOLOGY MAGAZINE · BUSINESS LINK · For your Influence · DIE BURGER · GASTRONOMY AFRICA · imamedia · CCM · IOL · farmer's weekly · Landbou weekblad · ARENA HOLDINGS · menu · NETWERK 24 · news24 Trusted News. First · AFRICA COMMUNITY MEDIA · CHANNEL AFRICA · Food Review · SUPERMARKET & RETAILER · TRADE&TASTE YOUR ANNUAL GUIDE TO HOSPITALITY ESSENTIALS · 91.3FM Voice of the Cape · SA BUSINESS Journal

Event highlights:







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TecnAlimentaria.it
INTERNATIONAL MAGAZINES

Association Partners:

AMIE
ASSOCIATION OF MEAT IMPORTERS & EXPORTERS
fair trade | market access | industry voice

SAAFFI

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Book your stand now and elevate your brand alongside industry giants.

22 - 24 JUNE 2027

A new chapter begins:
Africa Food Show is now Anuga Select South Africa

GLOBAL SUPPLY.
AFRICAN DEMAND.
ONE POWERFUL MARKETPLACE.

Anuga Select South Africa is coming to South Africa, bringing one of the world's most recognized food and beverage trade fair brands to the African market. Backed by the global strength and reputation of the Anuga portfolio – including its flagship event in Cologne, which attracts thousands of exhibitors and buyers from more than 190 countries – the event creates a new platform for international and regional businesses looking to grow across Africa.

Organized through the powerful partnership between dmg events and Koelnmesse, Anuga Select South Africa combines deep regional market expertise and a strong African footprint with the international reach and credibility of one of the world's leading exhibition organizers.

Taking place from 22 - 24 June 2027 at the Cape Town International Convention Centre, the event will connect international suppliers, regional manufacturers, distributors, retailers, hospitality professionals and key buyers for three days of sourcing, networking and business development. Anuga Select South Africa will showcase products, innovations and solutions across the full food and beverage value chain while supporting partnerships and trade opportunities across Africa.

www.anuga-southafrica.com

Exhibit now and showcase your products at Africa's key food & beverage sourcing event.



anuga SELECT South Africa

GLOBAL SUPPLY.
AFRICAN DEMAND.
ONE POWERFUL MARKETPLACE.

Africa's key food & beverage sourcing event
connecting global trends and local ambition.

#WeAreAnuga

www.anuga-southafrica.com
CAPE TOWN, SOUTH AFRICA, 22 - 24.06.2027



Organized by: dmg::events koelnmesse