



All About Food

International Trade Show Exclusively for
the Food and Beverage Sector

Post Show Report

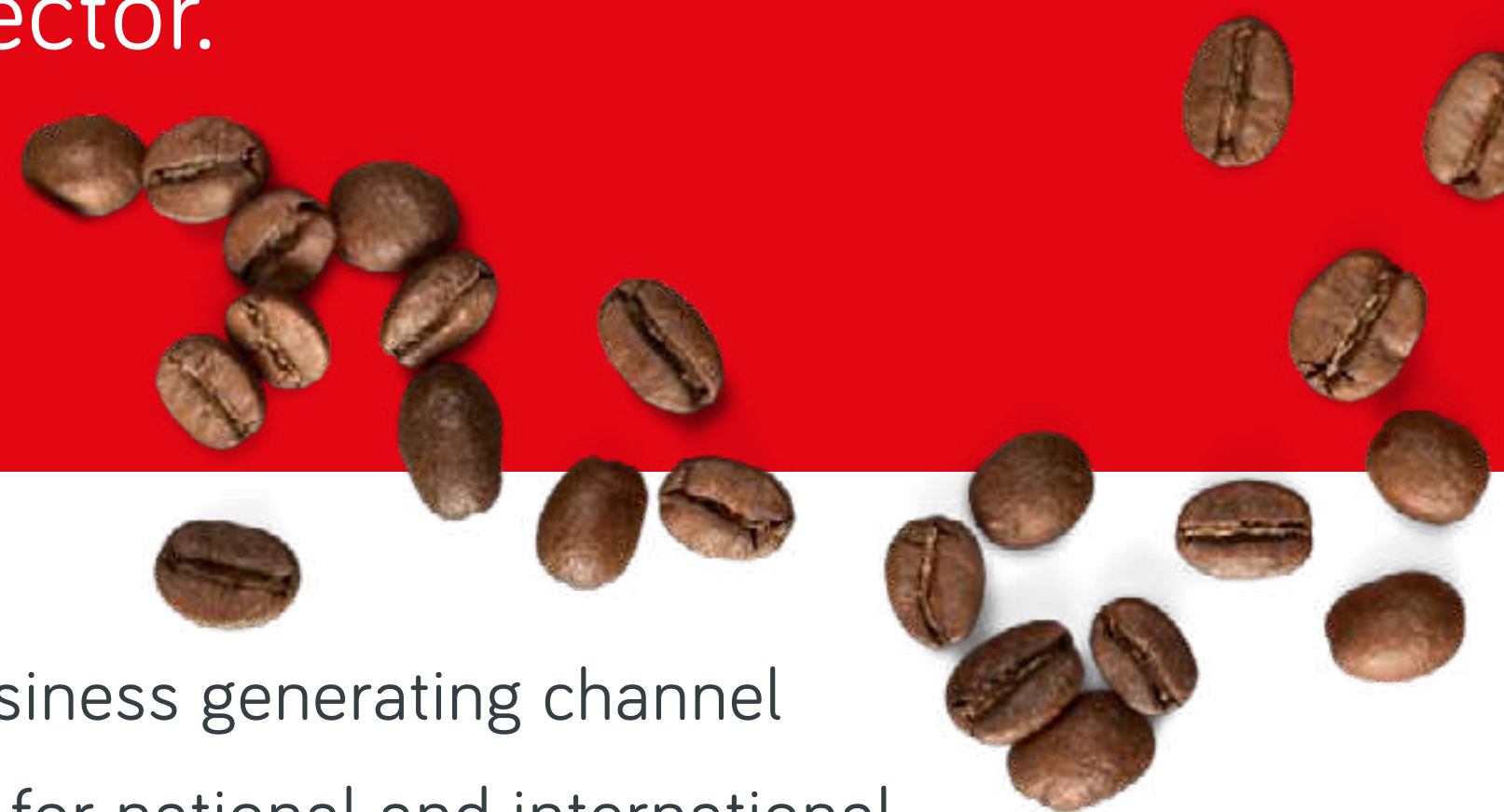
2025

08.-10.04.2025

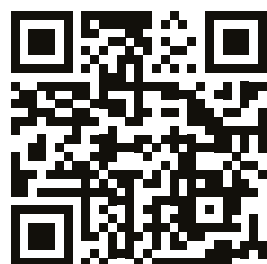
Brazil's Energy, the Power of the Global Market!

The 6th edition of Anuga Brazil has established itself as the leading platform for innovation and global business in the food and beverage sector.

A **Anuga Select Brazil** – is the main business generating channel and the most comprehensive showcase for national and international product launches for retail, food service network, food away from home and hospitality. In one place, entrepreneurs and F&B professionals can evaluate new suppliers, participate in attractions, attend presentations by specialists and learn about the latest major global trends in the sector to grow and increase the competitiveness of their business.



A collection of coffee beans arranged to form the letters 'S', 'C', and 'A' on a white background. The beans are dark brown and have a visible crease down the middle. The letter 'S' is formed by a cluster of beans on the left, 'C' is in the center, and 'A' is on the right. A small green leaf is visible at the bottom center.



Figures from Anuga Select Brazil 2025



+ 65
visitors
countries

+192
hours
of specialized
content...

...in the
6 auditoriums
of the trade show



...4 continents
around the world



+38 exhibiting
countries from...

...4 continents
and all Brazilian States



+16.000
visitors

+510
exhibitors

Exhibiting Countries

38 exhibiting countries



Italy



Turkey



United States



China



India



Argentina



Malaysia



Uruguay



Belgium



Chile



South Korea



Egypt



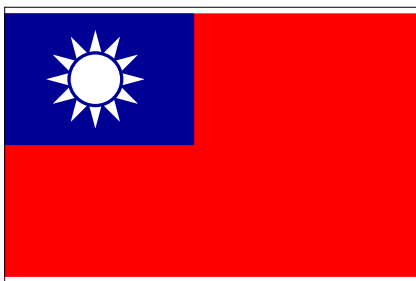
Singapore



Iran



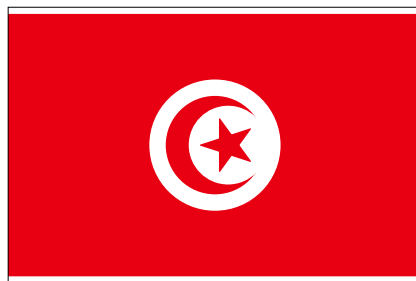
Spain



Taiwan



Thailand



Tunisia



Netherlands



Arabian Chamber +



Germany



European Union +



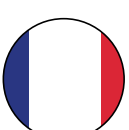
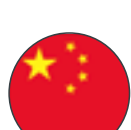
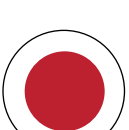
Peru



Vietnam

Visitor profile

+ 16,000 visitors from 65 countries

	Germany		Egypt		Mexico
	Saudi Arabia		Arab Emirates		Panama
	Argentina		Spain		Paraguay
	Belarus		United States		Peru
	Bolívia		France		Portugal
	Brazil		India		Russia
	Canada		England		Switzerland
	Arabian Chamber+		Iraque		Thailand
	Chile		Italy		European Union +
	China		Japan		Uruguay
	Colombia		Malaysia		Vietnam

TOP 3 – Objectives when visiting the trade fair

- 1

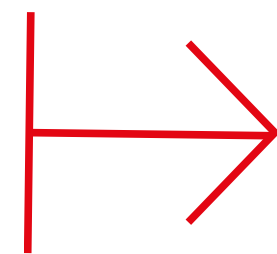
Get to know new products and suppliers
- 2

Learn about market trends
- 3

Do business and improve suppliers relations

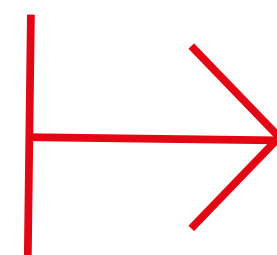
Official Pavilions

20
national
pavilions



 Apex	 Sebrae	 Sebrae-SP	 Sebrae-RS	 The Organic Atmosphere by Organis	 Discovery Space	 Food Trends
 Halal Zone	 Food Space PMG	 Embrapa	 Rondonia	 OCB	 Ice Cream Pavilion - ABIS	 ShowRoom Sindal
 Lounge abad	 Ceagesp	 Chefs Brasil Pavilion	 São Paulo Secretariat for Culture and Agriculture	 Start-Up Zone by Fogo Alto	 IBRAC	

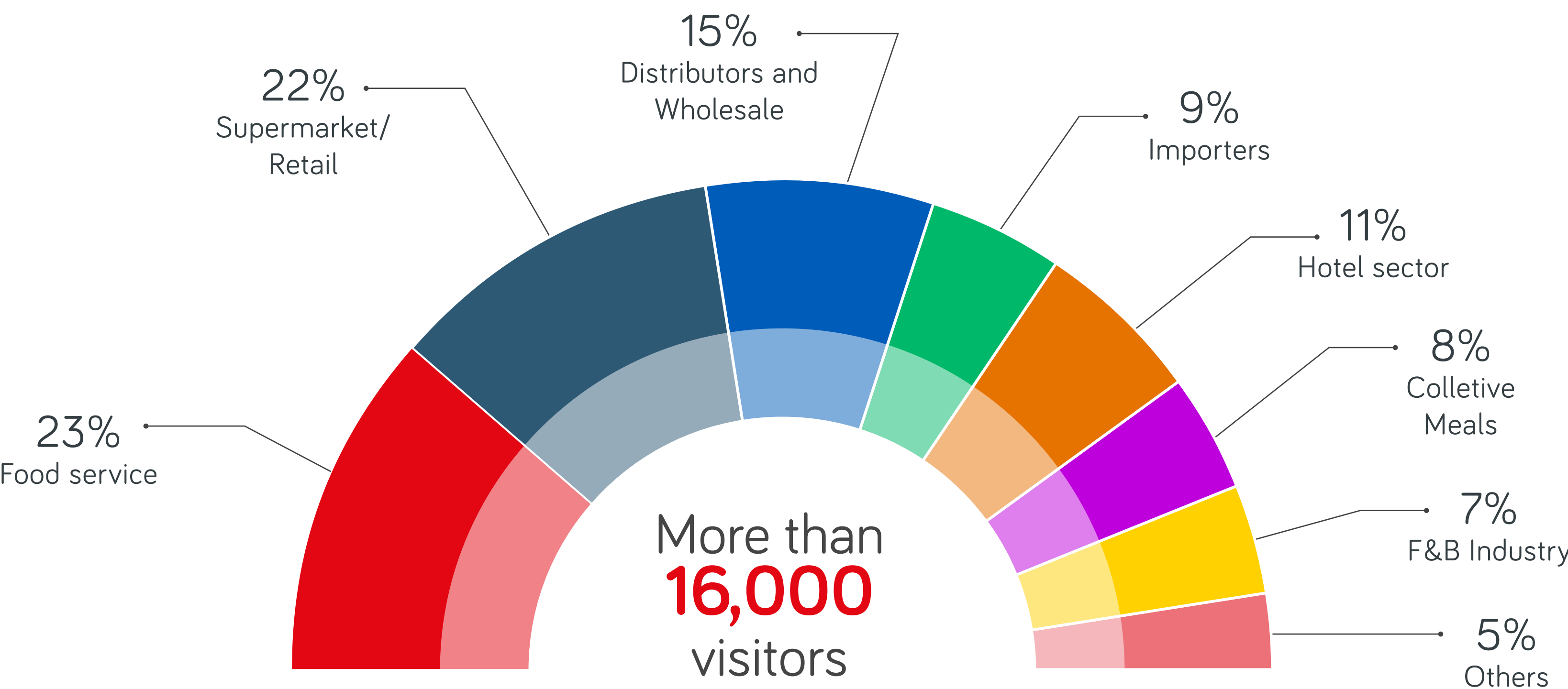
17
international
pavilions



 Germany	 Argentina	 Arabian Chamber +	 China	 Egypt	 United Sates	 Malaysia
 India	 Italy	 Peru	 Turkey	 European Union +	 Vietnam	



Visitor profile



Presence of the main supermarkets in the country

88%
Participate in the purchasing process

97%
Intent to return for the next edition

95%
Were satisfied and recommend the event

Qualified Buyers

88%

Stated “Getting to know new products and suppliers” as the main reason for visiting the trade fair”



Attractions

CONTENT

Anuga Select Brazil offered a comprehensive agenda focused on knowledge, innovation, relations and generating business

- 3RD FIRST CLASS BUTCHERS WORKSHOP
- 4TH NATIONAL CONGRESS FOR NEIGHBOURHOOD SUPERMARKETS
- ANUGA CAST
- ANUGA STARTUP ZONE
- MAIN AUDITORIUM AND FOOD TRENDS AUDITORIUM
- CLASH 2025 - LATIN AMERICAN ICE CREAM CONGRESS
- 2025 AMBASSADORS
- HALAL ZONE
- 6TH ABRASEL - ESBRE MEETING
- WORKSHOP "APEX BY PEIEX"



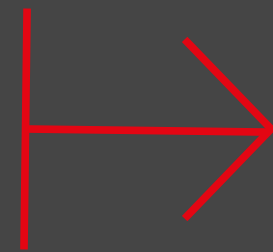
- ANUGA RECIPES
- PIZZA MAKER CHAMPIONSHIP
- COOKING SHOW ANUGA BRAZIL
- DRINK EXPERIENCE FLIX
- CHEFS BRASIL PAVILION
- 2025 ANUGA BRAZIL AWARD
- SESC MESA BRASIL
- CONCEPT SUPERMARKET



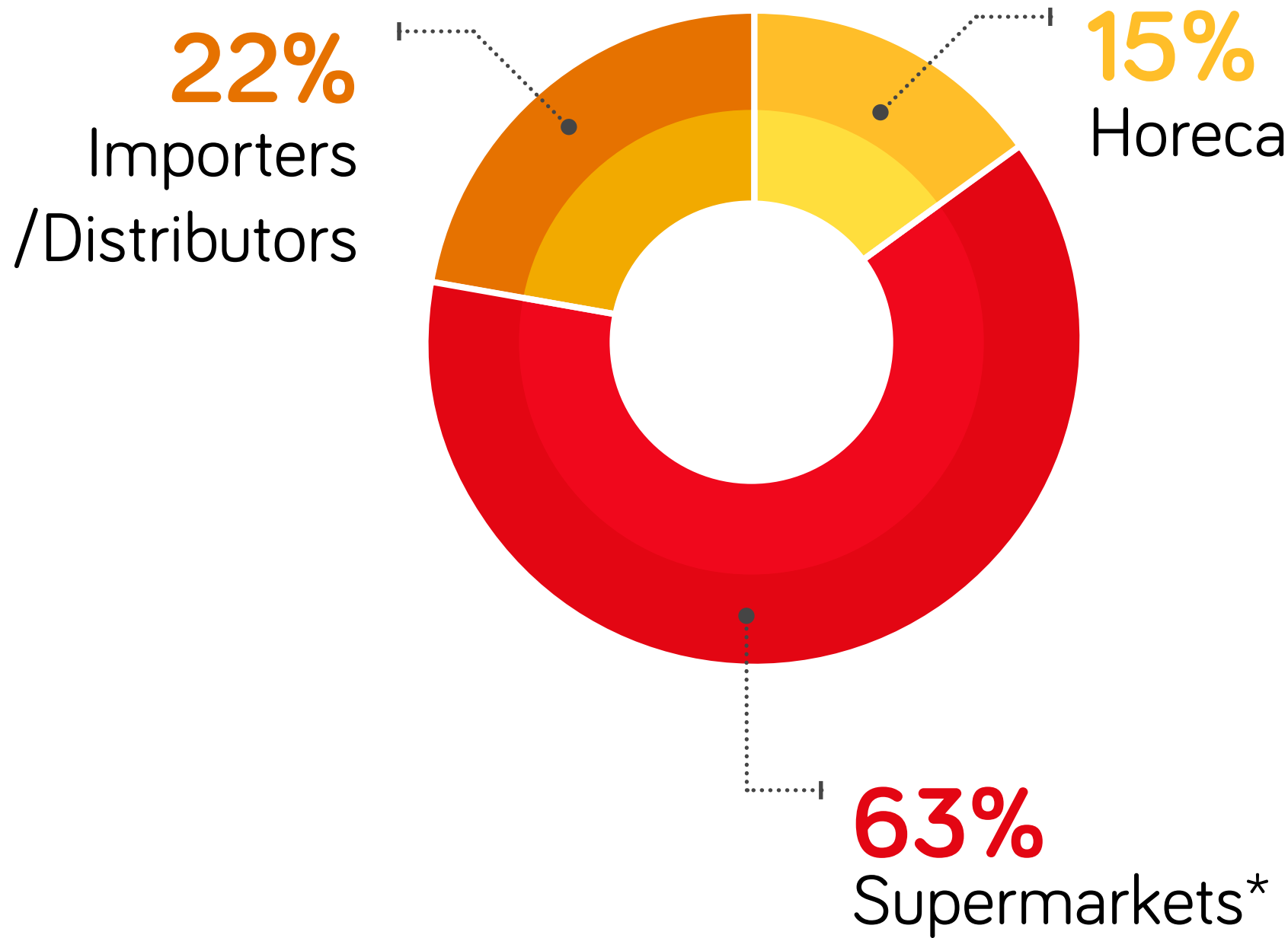
- ABAD LOUNGE
- NETWORKING COCKTAIL FOR EXHIBITORS AND BUYERS
- SOLIDARITY TICKET
- DISCOVERY SPACE
- FOOD TRENDS SPACE
- ICE CREAM PAVILION BY ABIS
- MEGA MATCHMAKING PROGRAM
- ENVIRONMENTAL PARTNERSHIP
- APEX BRAZIL PAVILION
- THE ORGANIC ATMOSPHERE PAVILION
- CEAGESP PAVILION
- EMBRAPA PAVILION
- IBRAC PAVILION
- INTERNATIONAL PAVILIONS
- PRIME CLUB
- PRIVATE LABEL BRAZIL
- 'WE TAKE CARE' PROGRAM
- VIP RETAIL PROGRAMME
- VIP PREMIUM BUYERS PROGRAMME
- SINDAL EQUIPMENT AND TECHNOLOGY SHOWROOM



Mega Matchmaking Program



Bringing together national and international buyers at Anuga Select Brazil 2025



*Supermarkets: Retailers and Wholesales



2.654 meetings

60 buyers
(national and international)

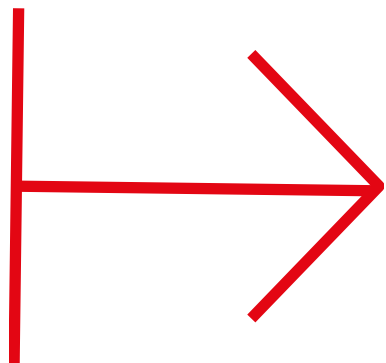


BRL 89 million
In business

1.002.596
pageviews

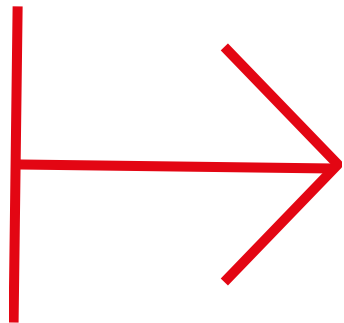
More than
39.1thousand
followers

80
visitation
campaigns
sent



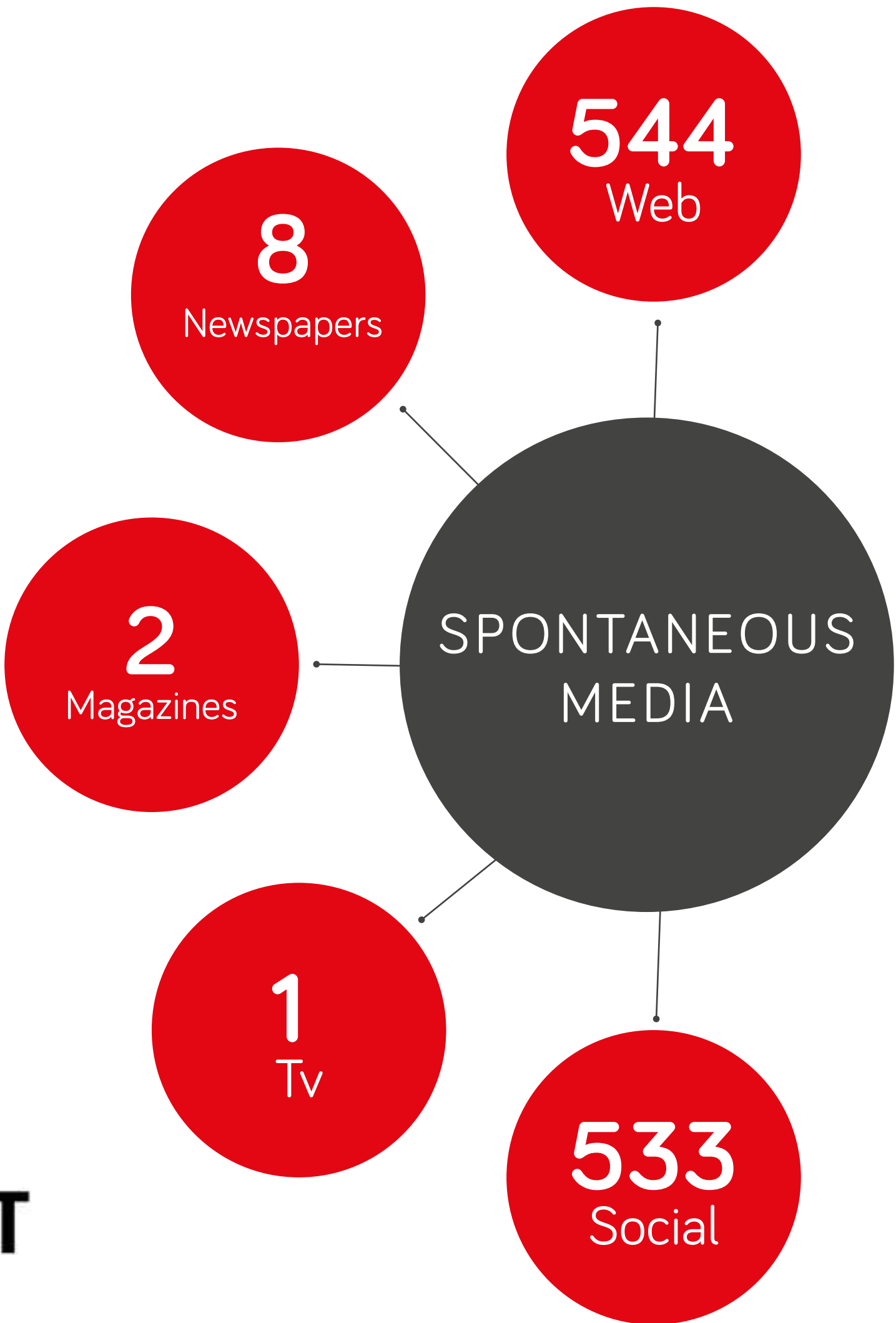
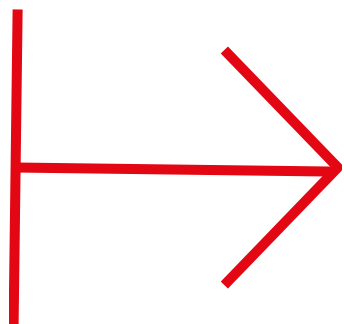
More than **200**thousand
qualified contacts

554
articles



More than **7.6**million
spontaneous media

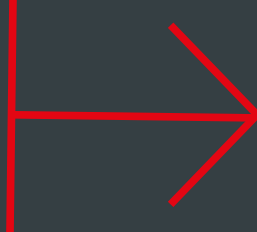
Official
Media

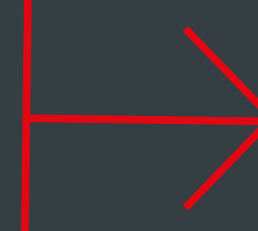


Prime Club

Exclusive relationship programme created by Anuga Brazil for VIP guests in the Food and Beverage sector

PRIME
C L U B

More than **2.200**  Industry professionals

Business Owners And Managers  From the main Supermarket and Food Service chains in the country.





Exhibitor Testimonials



“The audience at Anuga is quite varied; we have everyone from micro-entrepreneurs to people from other countries, large companies, and this is beneficial for our product as we are able to expand and cater to all these audiences.”

Manoel Vitório,
National Manager at Netto Alimentos



“Our experience was satisfactory, we had good returns from prospecting, potential clients, the fair is focused on this aspect, for example, clients we had difficulties contacting in other ways, the fair brought them to us. The differential of Anuga is the business matchmaking, which is very objective, really focused on business.”

Mariana Guimarães,
Marketing Manager at Guimarães Alimentos



“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



Exhibitor Testimonials



“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



“Qualified visitation, in the sense of bringing those we are looking for: retail buyers, food service, importers and distributors.”

Ricardo Torres,
CEO of American Pistachio Growers



“The fair brings a diversity of clients; for my sector I am able to find large, medium and small-scale buyers focused on the area of fine products, which is our sector, thus giving us a great opportunity to close deals.”

Orlando González,
CEO of Hispania Import



Visitor Testimonials



"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



"Very professional, polite and helpful team. The fair is gaining strength and offering many opportunities for import and export. Partnership work with institutions such as Embrapa and Sebrae made the difference when it comes to innovations."

Karystten Silveira Alvarenga,
Commercial Manager at Bigmais Supermercado



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

Well Silva,
Account Manager at Amazon



"Anuga brings a variety of products and suppliers; in my case, as a distributor, it brings the benefit of a more comprehensive portfolio."

Wander Carmo,
Partner at CMB Distribuidora

Supporters and Partners

Strategic Partners:



Institutional Support:



Official Media:



Social Partnership



Ambassadors:



Environmental Partner:



Official Travel Agency:



Official Air Carrier:



Venue:



Organization and Promotion:





www.anuga-brazil.com.br
SÃO PAULO, 07.–09.04.2026

7TH
EDITION
2026

All About Food

International Trade Show Exclusively for
the Food and Beverage Sector

Join us at Anuga Select Brazil 2026

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