

# The Grocer

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## The Story

**For five days, the world's leading food fair will be showcasing some of the best international food and drink from around the world. Anuga 2017 has identified sustainability as the key trend at this year's exhibition. So, how are exhibitors tapping into this trend and using their credentials to their advantage in 2017? How is the demand for sustainability eating affecting innovation and brand development? And what are the other big trends we can expect to see at Anuga?**

### Key themes:

**Exhibitors:** This feature will also cover the most interesting exhibitors at this year's show, profiling four of the most interesting looking at several of the key areas including technology and frozen.

**The experts:** Anuga 2017 features a packed programme of conferences and lectures, special shows and evening events. For this feature, we will be quizzing the key speakers at this year's event to identify the key trends, challenges and opportunities for retailers and suppliers.

**Top launches:** Anuga wouldn't be complete without a host of innovative new launches from food & drink brands. In this feature, we will be speaking to brands about what they have in store for the show.

**Hot new trends:** This feature will also explore other key trends that will be in evidence at this year's Anuga, from the hottest new cuisines to aspects like convenience, special dietary needs and manufacturing processes. If it's new and innovative, we want to hear about it.

**New countries:** Anuga has added a raft of new countries to its international line up. Which countries are they? What have they got to offer? And how much of an impact have their products already made on the UK market?

**Homegrown players:** What are players from the UK and Ireland bringing to the table? Are they playing on their British credentials to get ahead?