

**NEW:
HALL 22A**



WHAT IS THE future food hub?

The future food hub is more than just an exhibition space – it brings together the most exciting food trends in one place and offers companies a platform to showcase innovations, make new connections, and actively help shape the future of food and nutrition.

WHY SHOULD I PARTICIPATE?



Exhibiting
in an innovative
special exhibition area



Direct contact
with end consumers, retailers,
and industry professionals



High visibility
through thematic
placement



Networking
with companies, startups
and industry experts



Integration
into Marketing &
Communications



**Interactive
Product Presentations**

IS MY COMPANY A GOOD FIT FOR future food hub?



PLANT BASED

- Meat alternatives
- Milk alternatives
- Plant-based beverages
- Alternative proteins
- Vegan foods



ZERO & NON-ALCOHOLIC

- Non-Alcoholic Beverages
- Spirit Alternatives
- Functional Drinks
- Kombucha
- Premium Soft Drinks



SPORT NUTRITION

- Protein Products
- Supplements
- Recovery Products
- Functional Snacks
- Sports Drinks



PERSONAL NUTRITION

- Functional Food
- Healthy Ageing
- Gut Health
- Women's Health
- Personalized Nutrition



FREE FROM

- gluten-free
- lactose-free
- allergen-free
- reduced-sugar
- Clean Label



FOOD INNOVATION

- FoodTech, AI Startups & Digitalization
- Smart Packaging
- Sustainable Technologies



300,000+
Visitors



1,400+
Exhibitors



121,000 m²
Exhibition space

**REGISTER
NOW!**



INTERESTED?

We would be happy to advise you personally and find the perfect opportunity for your company.

WHEN AND WHERE?



Grüne Woche
15 – 24 January 2027



Messe Berlin
ExpoCenterCity
Hall 22a

CONTACT:



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WHAT ARE THE OPPORTUNITIES FOR PARTICIPATION?

Package	Stand Size	Price
Explorer	6 m ²	2.200 € *
Innovator	9 m ²	3.200 € *
Pioneer	12 m ²	4.200 € *
Custom stand solutions	Starting at 15 m ²	On request
Sponsorship Packages	custom	On request

* All prices are exclusive of VAT.

WHAT'S INCLUDED IN THE STAND PACKAGE?

- Exhibition space
- Basic amenities including stand signage
- Electrical Installations
- Listing in the future food guide
- Presence on the future food hub website
- Inclusion in visitor communications

WHAT ADDITIONAL SERVICES CAN BE BOOKED?



Stage Presentations



Social Media Packages



Sponsorship Opportunities



Workshops & Tastings



Newsletter Placements



Premium Placements

Available as part of a package or as an individual option.



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