



Green Up Your Life



Grüne  
Woche

16 – 25 JANUARY 2026

## Zero – The Future Starts Now!

### Sustainability. Innovation. Awareness.

This is your opportunity to showcase forward-thinking, sustainable concepts in a dynamic and engaging setting. With an interactive exhibition, direct access to a conscious target audience, and space for meaningful dialogue, ZERO is where change takes shape.



Sustainability and ethical consumption are no longer fringe topics – they're driving forces of modern society and key to future economic success. From packaging-free products to circular economy solutions and sustainable nutrition, what was once niche is now the new standard – and a powerful market in its own right.

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BERLIN**

## Your Advantages at a Glance:

- Attract your ideal audience with a custom-designed themed area that inspires curiosity and engagement.
- Boost your sales and brand visibility by presenting the thematically aligned products in a cohesive, eye-catching way.
- Strategically position your brand near the Grüne Woche stage – a prime location for attention and engagement. Tell your story your way – host inspiring workshops, share your mission, and showcase what drives your brand.
- Shine in the spotlight thanks to Grüne Woche's extensive advertising campaigns and proactive press outreach.

## Your target group is here - and interested:

- 65% of visitors are willing to pay more for sustainable products
- 41% are interested in the impact and origin of food
- 33% are specifically looking for "Free From" products
- Main reasons for visiting: discovering new things and getting information

Be quick and register now:



### Hall 27

NEW:  
THEME ISLAND  
„ZERO“



Please contact us if you have any questions:

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