

The Grocer

Focus On: Anuga by Simon Creasey (creasey.simon@gmail.com)

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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 2015 has identified 'from clear to clean labels' as the top trend for this year along with the incredible rise of free from. So, how are exhibitors tapping into these trends and using their credentials to their advantage in 2015? How is the demand for healthy and natural eating affecting innovation? What do exhibitors have planned for the event? 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 eight of the most interesting, and looking at several of the key areas including technology and frozen.

The experts: Anuga 2015 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. We will also be giving sneak previews of eight of the most interesting launches.

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? How much of an impact have their products already made in the UK?

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

Specialist diets and the rise of free from: The free from category is rapidly transforming from a niche part of the store to something much bigger. Veggie and vegan-friendly, dairy and egg free trends are also ones to watch while kosher and halal demands are driving innovation in some categories. Speak to exhibitors about how they are tapping into this. Does it pay for mainstream brands to change their recipes to meet the need of niche consumer bases?

Box outs:

Show vital statistics: The vital details (what, where, when) and a short run down of what's in store.

8 x exhibitors: Eight exhibitors with an interesting story to tell and ideally a launch that's being saved for the show, including launch date, RSP and source a hi-res picture for each.

Technology: Digital customer service, mobile payment and sustainability are high up the agenda for Anuga 2015. How are these trends affecting the UK market, what do they mean for retailers and how are companies tapping into it.

Frozen: Frozen food has long suffered from an image problem – earlier this year The Grocer's own consumer research revealed one third of Brits think frozen food is inferior to fresh. How are the players in this arena working to overcome this? Is this a problem for other countries? If so, how has it been tackled there?

Drinks: Alcohol-free drinks remain an engine of growth in the sector, according to Anuga, with on-trend offerings such as energy drinks offering growth potential. But, in the UK at least, the war on sugar casts a black cloud over the category. We speak to exhibitors about trends affecting the sector and get the lowdown on new launches in this area.

Meat: The need for greater convenience is driving innovation in meat while trends towards greater regionalism and traceability among products remain high on consumers' list of priorities. We speak to exhibitors about how they are tapping into these trends. Also, we look for any products from unusual animals.