

Voluntary Report – Voluntary - Public Distribution

Date: June 22, 2022

Report Number: BR2022-0042

Report Name: Anufood Brazil Showcases American Products

Country: Brazil

Post: Sao Paulo ATO

Report Category: Trade Show Evaluation

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Report Highlights:

Anufood Brazil 2022 was one of the first in-person food and beverage shows in Sao Paulo since the COVID-19 pandemic. The U.S. Department of Agriculture (USDA) endorsed the show and provided excellent opportunities for U.S. exporters. USDA is endorsing the show again next year. Anufood's 4th edition will be April 11-13, 2023. If you are interested in joining the USA Pavilion next year, email us at atosapaulo@usda.gov.

BACKGROUND:

Anufood Brazil is a by-product of Anuga, one of the world's most relevant food and beverage shows held in Cologne, Germany. Due to the positive feedback from the Agricultural Trade Office's (ATO) participation in Anufood in 2020, the show was endorsed by the U.S. Department of Agriculture (USDA) in 2022. Therefore, in the show's 3rd edition, the ATO in Sao Paulo hosted a USA Pavilion. In conjunction with the show, the ATO prepared a welcome briefing for U.S. exhibitors, organized a U.S. wine seminar for importers and distributors, and implemented an information kiosk in the show's matchmaking area to provide one-on-one meetings for buyers and sellers.

The 3rd edition of Anufood gathered 300 exhibitors from Brazil and 26 other countries. In addition, over 10,000 visitors from 25 countries visited the show. The USA Pavilion, endorsed by USDA, consisted of 90 sqm and hosted 12 U.S. companies and cooperators. The ATO also showcased its promotional campaign to position the U.S. food industry as innovative, sophisticated, trendsetting, and diverse during the show. Even though it is a small show, the organizers are optimistic about upcoming editions and committed to the investment in Brazil.

The show presented positive results in its first in-person event after Brazil had loosened the pandemic restrictions. Anufood generated US\$36 million in sales in 2022, 33 percent above 2020 (the 2021 show was postponed due to the pandemic). In number of visitors, the show increased 13 percent, from 9,000 to 10,134 visitors, while the number of exhibitors grew 36 percent compared to 2020, from 228 to 310 exhibitors. The show also promoted more interaction between buyers and sellers; compared to the last show, one-on-one meetings surpassed 90 percent, from 1,250 to 1,371 meetings.

Anufood has maintained its focus on food and beverage. The segment gathered 97 percent of the exhibiting companies. The show organizers are working with a scenario of a broader expansion of the show in Brazil. Despite being a small show, Anufood Brazil has a high-quality business profile. ATO Sao Paulo recommends Anufood to be maintained in the list of endorsed shows by USDA in 2023. By 2023, organizers are planning to expand the floor plan and number of visitors by approximately 50 percent.

Actual Output or Outcome:

- ATO organized an opening reception to consolidate the image of USDA as an institution and reinforce the image of U.S. products as premium, which helped to expose U.S. exhibitors. A total of 92 importers and retailers attended the reception.
- Six Cooperators and six manufacturers/producers participated in the USA Pavilion.
- During the show, two companies registered \$140,000 in sales.
- 107 new contacts were made during the show.
- Eight companies projected sales to reach \$4.6 million within 12 months.
- One USDA seminar was hosted during the show, the “U.S. Wine Course” and 43 participants joined the seminar.
- Two importers of U.S. wines conducted tastings during the seminar
- USDA placed an institutional kiosk in the one-on-one matchmaking meetings area.
- 820 new companies were added to ATO’s database.
- 9,148 interactions in the @usfoodexperience Instagram account.

For a video highlight of USDA’s participation in ANUFOOD, click [here](#):

USA PAVILION



USDA MATCHMAKING KIOSK



U.S. WINES SEMINAR



SOCIAL MEDIA (FEED)



usfoodexperience

usfoodexperience

A ANUFOOD (@anufodbr) é inspirada na ANUGA, a maior feira de alimentos e bebidas do mundo. Sua 3ª edição no Brasil acontece entre os dias 12 e 14 de abril de 2022, no São Paulo Expo. A expectativa é de que seja visitada por mais de 15 mil pessoas de diversos países. O Departamento de Agricultura dos Estados Unidos (USDA) participará com um pavilhão com empresas americanas localizado na área F200. Se for à feira, não deixe de conhecê-lo!
#USfoodEXPERIENCE #anufodbr #anufod #anufodbrazil #anufodbrazil2020 #feira #gastronomia #food #foodie #instafood #foodstagram #delicious #foodlover #foodies #tasty

4 sem

californiadreamingbr

Cheers! 🍷🇺🇸

4 sem 1 curtida Responder

Ver análises

👍🗨🚩

Curtido por nikkips e outras 15 pessoas

11 DE ABRIL

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usfoodexperience

usfoodexperience

A Anufood Brazil 2022 está acontecendo! Venha conhecer diversas empresas americanas e seus produtos no pavilhão dos Estados Unidos (F200)

@peixesdoalascabrazil
@usmeatexportfederation
@almondbreezebrasil
@californiadreamingbr
@macasdoeua
@usdrybeansbr
@finestcall_jatam
@healthenhancedfoods
#agexportscount
@consuladoueasp
#USfoodEXPERIENCE

4 sem

nicolas.rubio

👍🇺🇸🇺🇸

4 sem 1 curtida Responder

marcusviniciuspavan

👍👍

4 sem 1 curtida Responder

nasdatradeshow

👍👍

4 sem 1 curtida Responder

Ver análises

👍🗨🚩

Curtido por julianamsriqueira e outras 58 pessoas

13 DE ABRIL

Adicione um comentário... Publicar

SOCIAL MEDIA (STORIES)



Attachments:

No Attachments.