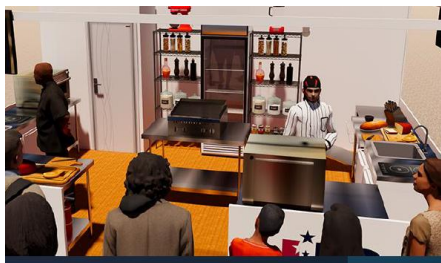


Bakery**Frozen****Organic****Drinks****Meat****Dairy****Fine Food** **koelnmesse****Koelnmesse Inc. | North America**

OFFICIAL QUALIFYING EVENT

presented by

ANUGA USA PAVILION 1ST EVER LIVE COOKING COMPETITION



- 🔥 13 Head-to-Head Live Cook Off during Anuga's 5 Show Days
- 🔥 Chefs must use US Ingredients of USA Pavilion Exhibitors
- 🔥 3 Jurors decide the Winner of each Contest
- 🔥 Chefs Compete for their Ticket to the WFC 2026 in the USA
- 🔥 Daily Sizzle Reels posted to WFC social media channels and USDA FAS Europe's DelicioUS!

The competition brings a new buzz to the USA Pavilions, drives foot traffic to the USA Pavilions, and promotes US products.

AND **YOUR BRAND** CAN BE **AT THE FRONT AND CENTER** OF IT

- 🔥 ***Sponsor 1-3 Competitions*** – great for small budgets
- 🔥 🔥 ***Sponsor 1 Full Day*** – great for groups or mid-sized budgets
- 🔥 🔥 🔥 ***Sponsor Entire Week*** – for the ultimate splash



Flavor Fusion at ANUGA Exhibitor Promotion



**WORLD FOOD
CHAMPIONSHIPS®**

The World Food Championships (WFC) has teamed up with USDA and NASDA to provide an exclusive USA Pavilion program to enhance your products visibility at ANUGA this year. We will be executing the Flavor Fusion Culinary Showdown. These head-to-head culinary competitions in the USA Pavilion will feature U.S exhibitor products.

WHY PARTICIPATE?

ANUGA is the largest food and beverage show in Europe with 140,000 visitors from 200 countries. **How do you plan to make your product stand out and drive traffic to your booth?** Let WFC Help!

- Domestic and International Brand Exposure
- Drive Business to Your Booth
- Premier Product Display
- Enhanced Marketing and Brand Exposure
- Product display(s)

WHO IS WFC?

The World Food Championships (WFC) is the premier food sport competition globally offering innovative culinary programming. Since its debut in 2012, WFC has garnered a global following, providing unique culinary experiences at live events.

In 2024 WFC began a global agriculture program to support U.S. businesses expand their presence in foreign markets utilizing our food sport platform.

Participation Fee: \$850 (Plus Product for 1 Competition)

FOR MORE INFORMATION / REGISTER

World Food Championships

Nikki Jackson, Global Development Director

nikki@worldfoodchampionships.com | Mobile: +1-832-221-7134

www.worldfoodchampionships.com

EXHIBITOR PROMOTIONAL PROGRAM BENEFITS

- Product featured as a required ingredient in 1 head-to-head culinary competition during ANUGA trade show
- Premium product display in the competition kitchen during your assigned competition
- Access competitor recipes integrating your product
- Emcee content featuring your brand
 - Let WFC drive business to your booth for you!
- Intermission TV Ad Space in the competition kitchen with your booth #
- Live participating exhibitor interviews
- Option to provide 1 full-size product in the “Peoples Choice” basket
 - Awarded to the top-scoring competitor of the day
- Option to provide 1 item in competitor/judge welcome bags
- Unique “WFC featured product” display for your booth
- Social and digital brand exposure in domestica and international markets

EXHIBITOR INVESTMENT:

\$850 *(feature product in 1 competition)*

\$2,100 *(feature product in 3 competitions)*

FOR MORE INFORMATION / REGISTER



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Flavor Fusion at ANUGA 1 Full Day Promotion



**WORLD FOOD
CHAMPIONSHIPS®**

The World Food Championships (WFC) has teamed up with USDA and NASDA to provide an exclusive USA Pavilion program to enhance your products visibility at ANUGA this year. We will be executing the Flavor Fusion Culinary Showdown. These head-to-head culinary competitions in the USA Pavilion will feature U.S exhibitor products.

WHY PARTICIPATE?

ANUGA is the largest food and beverage show in Europe with 140,000 visitors from 200 countries. **How do you plan to make your product stand out and drive traffic to your booth?** Let WFC Help!

- Be Featured for A Full Day of Competitions
- Digital and Print Logo Integration
- Judging Seat Selections
- Competition Dishes Feature Your Products
- Live Interview in Your Booth
- Competition Dish Sampling
- Product Display in Competition Kitchen
- Elevated Exposure and Promotion

WHO IS WFC?

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In 2024 WFC began a global agriculture program to support U.S. businesses expand their presence in foreign markets utilizing our food sport platform.

Participation Fee: \$5,000 *(plus product for 3 competitions)*

FOR MORE INFORMATION / REGISTER

World Food Championships

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COOPERATOR PROMOTIONAL PROGRAM BENEFITS

- Feature your product(s) as a required ingredient in a full day of head-to-head culinary competitions in the USA pavilion during ANUGA trade show
 - 3 competitions/day
- 6 uniquely curated recipes
- Product display in competition kitchen all-day
- Access to competitor recipes integrating your product(s)
- Emcee showcasing your products, educational content, and booth location.
- Brochure displays and branding opportunities throughout one entire day
- Intermission TV Ad Space in the competition kitchen
- Social media promotion to the global WFC Food Sport audience leading up to ANUGA event
- Digital and at-event brand integration
- Live interviews throughout the day promoting your products
- Option to provide 1 item in the “Peoples Choice” basket
 - Awarded to top-scoring competitor of the day
- 2 judge seats reserved for your day of competitions
- Option to provide 1 item in competitor/judge welcome bags
- Unique “WFC Featured Products” display for your booth

COOPERATOR INVESTMENT:

\$5,000 *(plus product for 3 competitions)*

FOR MORE INFORMATION / REGISTER



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Flavor Fusion at ANUGA Full Week Promotion



**WORLD FOOD
CHAMPIONSHIPS®**

The World Food Championships (WFC) has teamed up with USDA and NASDA to provide an exclusive USA Pavilion program to enhance your products visibility at ANUGA this year. We will be executing the Flavor Fusion Culinary Showdown. These head-to-head culinary competitions in the USA Pavilion will feature U.S exhibitor products.

WHY PARTICIPATE?

ANUGA is the largest food and beverage show in Europe with 140,000 visitors from 200 countries. **How do you plan to make your product stand out and drive traffic to your booth?** Let WFC Help!

- Feature Products All Week
- Digital and Print Logo Integration (chef coats, volunteer shirts, wall graphic, promo materials)
- Nominate Judges to Engage Buyers Throughout the Week
- Enhance USA Pavilion Foot Traffic
- Competition Dish Sampling Featuring Your Products
- Expand Your Reach in the US Pavilion and Beyond!

WHO IS WFC?

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In 2024 WFC began a global agriculture program to support U.S. businesses expand their presence in foreign markets utilizing our food sport platform.

Participation Fee: \$12,500 *(plus product for 10 competitions)*

FOR MORE INFORMATION / REGISTER

World Food Championships

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PRESENTING SPONSOR - FULL WEEK PROGRAM BENEFITS

- Feature your product(s) as required ingredients all 5 days of head-to-head culinary competitions (Up to 10 Competitions)
 - Unique opportunity to promote multiple products throughout the week
- Premium product display space and exposure throughout the week's activities
- Access to all competitor recipes integrating your product(s)
 - Up to 20 new recipes for you to share with your community
- Emcee content crafted to educate attendees about your products, booth location, local market availability, etc.
- Unique displays, logo placement, and branding opportunities only offered to the title sponsor (chef coats, gift bags, sampling dishes, and many more)
- Social media promotion to the global WFC Food Sport audience leading up to the ANUGA event (Instagram: 23.2k, Facebook: 38.6k)
- 1 direct email to the WFC global distribution list announcing our partnership (Email Distribution: 20.3k)
- Live interviews throughout the week promoting your products and driving business to your booth
- 3 judges' seats reserved for your guests throughout the week of competitions
- Your logo branded on all competitor/judge welcome bags/chef coats
- Unique "WFC featured product" display for your booth

PRESENTING SPONSOR INVESTMENT:

\$12,500 *(plus product for up to 10 competitions)*

FOR MORE INFORMATION / REGISTER



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