Your style.
Your taste.

Germany’s largest meeting point for food, drinks and pure enjoyment.

25.11. - 29.11.2020
Fairground Munich

www.food-life.de
#fal2020
EXHIBIT AT FOOD & LIFE 2020.
YOU’LL LIKE OUR NUMBERS:

**In prosperous greater Munich:**

6 Mio. PEOPLE

live in one of Europe’s booming economic regions – the Munich metropolitan region.

> 79 %

of the exhibitors are very satisfied and want to exhibit again.

**€ 191 EURO**

spent by each visitor on average at FOOD & LIFE.

**121,000 VISITORS**

Germany’s meeting point for gourmets

traditional manufacturers and food start-ups

B2C and B2B

**320 EXHIBITORS**

**10,000 SQUARE METERS**

FOR OVER 15 YEARS

FOOD & LIFE has been a successful meetup for food, drinks and enjoyment.

About every third visitor likes FOOD & LIFE because it is so appealing, vital and inspiring, or appreciates tradition, quality and regional aspects.

93 %

of the visitors

will recommend FOOD & LIFE. 72 % will come again.

All findings are based on the online visitor survey 2019 and the data collection of the visitor registration 2019 by GHM Gesellschaft für Handwerksmessen mbH and the independent exhibitor survey 2018 by Gelszus Messe-Marktforschung GmbH.

* FOOD & LIFE incl. Heim+Handwerk
TRY, TASTE, TAKE AWAY

With this promise, FOOD & LIFE has been attracting a huge crowd of gourmets for over 15 years, visitors with purchasing power who appreciate your high-quality, traditionally produced delicacies.

Use the fair to present yourself in the best company – together with many small artisanal producers like distillers and brewers, coffee roasters and chocolatiers, manufacturers of organic products and many more besides.

The Munich public appreciates culinary specialties. And more and more restaurant owners and trade visitors are discovering FOOD & LIFE.

THE HIGHLIGHTS

• BaristaCUP
• Craft Beer Corner
  Hand-crafted beers – extraordinary range of varieties
• FOOD.START.ups
• Munich coffeehouse
  Latte art, filtering methods – Baristas show off their skills
• Cookery display
  Star(red) chefs on stage – to watch and emulate!
• MEATPoint
  Quality meat, conscious enjoyment – experts share their knowledge.
• Munich Whisk(e)y Market
  The world of fine whisk(e)y (28./29.11.2020)

PRODUCTS CATEGORIES

• Spreads
• Confectionery & bakery products
• Delicacies & health foods
• Fish, meat & sausage products
• Beverages & spirits
• Spices, herbs, oil & vinegar
• Coffee & tea
• Dairy products & eggs
• Fruit & vegetables

We are happy to help:
T +49 89 189 149 132
food-life@ghm.de
www.food-life.de/anmelden

A POWERFUL DUO

FOOD & LIFE traditionally takes place alongside Heim+Handwerk – Hall B3 of Southern Germany’s largest fair for living & furnishing with its kitchen concepts and kitchen gadgets forms the perfect link to your culinary offerings.
**BE THERE FROM 25.-29.11.2020 AND BENEFIT EVEN MORE:**

+ Free online ticket vouchers for your customers, whether B2C or B2B
+ 365 days, 24/7: Digital presence on our online marketplace (www.marktplatz.food-life.de)
+ Attractive packages and services for your individual trade fair presentation
+ Profitable synergies with Heim+Handwerk – Southern Germany’s largest fair for living & furnishing, which takes place in parallel
+ Strong media presence of FOOD & LIFE through strong partners

**WE’RE THERE FOR YOU**

**Claudia Weidner**
Project Manager
T +49 89 189 149 130
weidner@ghm.de

**Igor Hoso**
Project Coordinator
T +49 89 189 149 132
hoso@ghm.de

**GET YOUR INDIVIDUAL PROPOSAL AS EXHIBITOR, PARTNER OR SPONSOR!** Learn more and register now: www.food-life.de