

Exhibitors Celebrate Productive Anniversary Edition of Foodexpo

March 19, 2024

The 10th edition of Foodexpo in 20 years was a successful and fitting celebration of the fair, with exhibitors delighted by the many fruitful meetings and conversations over the three days. Satisfaction is high, and a defining feature of the fair was the significant enthusiasm of the visitors to be inspired and learn new things. Foodexpo took place at MCH Messecenter Herning from March 17 to 19, 2024.



Foodexpo 2024 Brings Together the Food Industry for Three Days Focused on All Things Culinary. Photo: MCH/Tony Brøchner.

21,553 people attended Foodexpo from Sunday to Tuesday, and in the many halls, thousands of professionals from the food industry could gain insights into all aspects of their sector, network, watch prestigious competitions, and, most importantly, make business deals and form new partnerships. According to Niels Jensen, CEO of MLDK (“Mærkevareleverandørerne”), the 10th-anniversary edition of the trade fair hit all the right notes.

"There is a high level of satisfaction with the fair among our members, who report a high quality among the many visitors and an overall good atmosphere. It has truly been a fitting anniversary edition, where the fair's constant focus on innovation was clearly evident - for example, in its emphasis on sustainability. Moreover, the exhibitors put a lot of effort into it with their impressive and inspiring booths," notes Niels Jensen.

He also highlighted that exhibitors across the board had strong teams that could engage with the many visitors and were always ready for conversation.

Exhibitor: A Super, Super, Super Fair

Among the more than 460 exhibitors contributing to the abundance of food and beverage-related activities at Foodexpo was Arla Pro, which experienced three fantastic days at the fair.

"It has truly been a super, super, super fair, and we've met so many professional buyers and decision-makers. We've had countless good and constructive dialogues with end-users at all levels - from small summer businesses that are only open for four months to large chains, and it's just been fantastic. I also noticed the visitors' keen interest in learning new things and hearing about our latest products," says Martin Rosbech, Key Account Manager at Arla Pro.

Multivac is also very satisfied with the fair, having brought a robot to the event with great success.

"We are very happy and satisfied after three days with a good flow of visitors and where we've met many different types of customers with just as many different needs. Innovation sparks interest, and our robot undoubtedly drew many visitors to our stand - overall, there was a lot of action in our area, creating an attractive synergy among the exhibitors," says Martin Petersen, CEO of Multivac.

Finally, Varimixer also expressed joy over the fair, noting that they got what they came for.

"The fair has lived up to our expectations, and everything went smoothly and as planned. The turnout was great, the atmosphere was good, and we got some excellent leads, so we're happy. As a manufacturer, we exhibit to showcase our products in person, and the results this time have certainly been satisfactory," emphasizes Peter Frederiksen, Sales and Marketing Director at Varimixer.

MCH Director: A Very Special Fair

The many positive comments naturally please Georg Sørensen, CEO of MCH A/S:

"I want to extend a big thank you to both exhibitors, partners, and visiting professionals for contributing to making our anniversary edition of Foodexpo something truly special. Together, you created a lively and extraordinary fair with impressive stands, exciting competitions, and a host of activities. Heartfelt thanks for your efforts and support - I already look forward to Foodexpo 2026," says Georg Sørensen.

He also notes the exhibitors' comments about the visitors' keen interest in finding inspiration - something that underscores the need for and importance of fairs as meeting places with a focus on both commerce and the exchange of experience and knowledge.

Denmark's Best Chocolate Truffle

Just like on the first two days of this year's Foodexpo, the final day also featured prestigious competitions. This included one of the fair's most celebrated events, Denmark's Best Chocolate Truffle, won by Nyemans Bageri in Aabenraa.

Additionally, the Nordic Chef and Waiter competition took place, where Nils Flatmark from Norway and Andreas Kobs Laursen from Denmark won the Chef and Waiter titles, respectively. The winner of the Nordic Green Chef competition, which took place on Monday evening, was Emil Persson from Sweden.

Foodexpo took place at MCH Messecenter Herning from March 17 to 19, 2024, and attracted 21,553 visitors. The next edition of the fair will be held from March 22 to 24, 2026. Read more at foodexpo.dk.

The fair is developed in close collaboration with the 13 industry associations and organizations BFS - Brancheforeningen for Storkøkkenudstyr, BKC - Brancheforeningen for Kaffe- og Convenienceløsninger, BKD - Bager- og Konditormestre i Danmark, Danmarks Fiskehandlere, De Samvirkende Købmænd, DSM - Danske Slagtermestre, Foreningen Kantine og Køkken, Fødevareklubben, HORESTA, Kost og Ernæringsforbundet, LBI - Leverandørforeningen for bagerimaskiner og inventar, MLDK - Mærkevareleverandørerne, and Nærbutikkernes Landsforening.

Competition Winners at Foodexpo 2024

Sunday, March 17

Chef of the Year - Bjarke Jeppesen, Treetop Restauranten, Vejle

Waiter of the Year - Andreas Kobs Laursen, Treetop Restauranten, Vejle

Best Pastry Chef in Denmark - Josephine Kirstein Hansen, Andersen Bakery, Copenhagen

Mocktail Champion of Denmark - Manuel Lică from bartendercopenhagen.com

Best Salami in Artificial Casings - French White Mold Salami - Slagter Matthiasen, Nørre Aaby

Best Salami in Natural Casings - Sicilian Salami - Slagter Munch, Skagen

Best Liver Pâté in Denmark - Luxury Liver Pâté - Slagter Matthiasen, Nørre Aaby

Best Meatballs in Denmark - Pan-Fried Meatballs with Apples, Bacon, and Thyme - Pølsemageriet, Silkeborg

Best Sausage for Grilling in Denmark - Wild Garlic Sausage with Garlic - Slagter Christiansen, Fanø

Monday, March 18

Best Baker in Denmark - Ludvig Tence, Andersen Bakery, Copenhagen

Cocktail Champion of Denmark - Kimberly Høegsberg, Y's Café & Cocktailbar, Copenhagen

Student Competitions - Chef Students Magnus Lund Hansen and Magnus Kokkendoff Ravnbo, Kold College, Odense, and Waiter Students Jacob Urth and Kasper Andersen, Colledge360, Silkeborg

Best Smoked Cheese Salad in Denmark - Cheese No. 5, Smoked Cheese Salad, Jama Ost, Risskov

Best Garlic-Flavored Cream Cheese in Denmark - Cheese No. 5, Garlic Cheese, JUTA, Horsens

Best Non-Garlic-Flavored Cream Cheese in Denmark - Cheese No. 3, Fresh Cheese with Onions and Herbs, Jama Ost, Risskov

Nordic Green Chef - Emil Persson, Sweden

Nordic Commis Green Chef - Ida Brixhall, Sweden

Tuesday, March 19

Best Chocolate Truffle in Denmark - Nyemans Bageri, Aabenraa

Nordic Chef and Waiter - Nils Flatmark, Norway (Chef), and Andreas Kobs Laursen, Denmark (Waiter)

Nordic Chef Junior - Melina Wang Brekke, Norway