

Foodexpo celebrates its anniversary with exciting news

The new areas Outdoor and The Market Square are among the highlights when the tenth edition of Foodexpo takes place in MCH Messecenter Herning 17-19. March 2024. And among the exhibitors, anticipation is already high ahead of next year's edition of the largest food fair in the Northern countries.



In March 2024, Foodexpo will once again gather the entire food industry in MCH Messecenter Herning. Photo: MCH/Lars Møller.

The menu is taking shape

In addition to hundreds of exhibitors and an extensive activity program, next year's anniversary edition of Foodexpo will also present the new areas Outdoor and The Market Square. The focus for Outdoor will be on outdoor life and dining, whereas The Market Square will focus on trends within the retail industry. Other news include a fashion show with workwear - all initiatives have been well received in the industry:

- We are happy about the great support from both new and well-known exhibitors and partners, and we are looking forward to bringing the entire food industry together again here in Herning.

In addition, we greatly appreciate the support for our new, digital exhibitor platform, MCH365, and the fair's new areas, says Project Manager at MCH A/S, Carina Høgsted Kirkegaard, who adds that Foodexpo will be celebrating its "10 fairs in 20 years" anniversary at next year's edition of the fair.

Exhibitor: Gathering at Foodexpo is one of our highlights

Especially among the exhibitors, the expectations are high - finally the industry will get to meet again at the largest food fair in the Northern countries, and that is something to look forward to.

- Foodexpo is one of our absolute highlights. I love the fact that the fair embraces both large, established companies and smaller enterprises, says Sophie Kirkegaard, Shop- and Event Manager at Andersen Winery.

The winery, located in Mols Bjerger in Denmark, has just been certified organic and produces sparkling wines based on local ingredients, including fruits and berries. The company has exhibited at Foodexpo more times and sees great possibilities to present products and both nurture and establish new relationships.

- Our aim is that to collect a lot of important business cards and have good dialogues with restaurants, who will hopefully include our wines on the menu. But we are also looking for smaller Bed & Breakfasts, inns and hotels that can see the idea in having one or more of our bottles on the menu. In addition, we look forward to being inspired and to meeting existing partners, so we can update them on what we are currently working on, says Sophie Kirkegaard, who states that Foodexpo will be the first place, Andersen Winery presents their new, organic products.

Foodexpo embraces all aspects of the food industry

The anniversary edition of Foodexpo consists of no less than ten large halls and deals with all aspects of the food industry - from gastronomy and specialties to wine and spirits, from furniture and interior to professional kitchen equipment, from coffee machines and work wear to software, IT and payment systems. In addition, the climate and sustainability are central to the fair, which also offers an entire hall dedicated to climate, sustainability, organic and plant-based foods.

The new Outdoor area takes a closer look at how outdoor areas can be used and how experiences are created both in nature and under the open sky - here the focus will be on everything from meditation to tea ceremonies. The Market Square is created in collaboration with the fair's close collaborators in the retail industry and offers an event and exhibition area with exhibitors, workshops, and a lecture stage.

The workwear fashion show consists of two daily catwalks where the clothes are presented in a glamorous setting. There will also be a catwalk display of the clothes and shoes from various exhibitors.

The tenth edition of Foodexpo, will also offer several places to eat, workshop areas, lectures and debates and not least a large number of professional competitions - including the highly prestigious Chef of the Year and Waiter of the Year.

Foodexpo takes place in MCH Messecenter Herning 17.-19. March 2024.

Ticket registration is open now at uk.foodexpo.dk

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