Sellva

FMCG and retail trade fairs in Europe 2027

The trade fairs and conferences where food and drink brands meet European retail buyers in 2027: dates, cities and who each one is for. Checked against the organisers' sites on 22 October 2026.

January 2027

13–14 Jan 2027 buyers preview 12 Jan	**Marca by BolognaFiere** KEY EVENT IT · Bologna · BolognaFiere	Private label Private-label producers and retail buyers	The place to meet Italian retailers if you make private label. Book meetings before you go.
15–24 Jan 2027	**Grüne Woche** DE · Berlin · Messe Berlin	Food & drink Mainly consumers, plus trade visitors	A big food show that is mostly open to the public. Useful to test products with German consumers, not to meet buyers.
21–25 Jan 2027	**Sirha Lyon** FR · Lyon · Eurexpo	Foodservice Foodservice professionals and buyers	For brands selling to restaurants and caterers, not supermarkets. Every two years.
31 Jan – 3 Feb 2027	**ISM Cologne** KEY EVENT DE · Cologne · Koelnmesse	Confectionery & snacks Sweets and snacks makers, retail buyers	The key fair for confectionery and snack brands. Retail buyers from across Europe attend.

February 2027

3–5 Feb 2027	**Fruit Logistica** DE · Berlin · Messe Berlin	Fresh produce Fresh produce trade	For fresh fruit and vegetable suppliers.
9–10 Feb 2027	**CGF Sustainable Retail Summit** FR · Paris · Maison de la Chimie	Conference Senior retail and manufacturer executives	A conference for leaders, not a selling fair. Good for network and sustainability topics.
15–17 Feb 2027	**Wine Paris** FR · Paris · Paris Expo Porte de Versailles	Drinks Wine and spirits trade	For wine and spirits brands.
16–18 Feb 2027	**EuroCIS** DE · Düsseldorf · Messe Düsseldorf	Retail tech Retail, wholesale and IT (trade only)	Retail technology. Useful to see what retailers invest in, not to sell products.
16–19 Feb 2027	**BIOFACH** KEY EVENT DE · Nuremberg · NürnbergMesse	Organic Organic producers and retail buyers	The main fair for organic brands. Organic and supermarket buyers attend.

March 2027

2 Mar 2027	**LZ Private Label Day** DE · Frankfurt am Main · re:mynd	Conference German food retail and suppliers	Lebensmittel Zeitung's conference on private label in German retail.
7–9 Mar 2027	**ProWein** DE · Düsseldorf · Messe Düsseldorf	Drinks Wine and spirits trade (trade only)	For wine and spirits brands meeting importers and retail buyers.
10 Mar 2027	**GDI European Trend Day** CH · Rüschlikon · GDI Gottlieb Duttweiler Institute	Conference Retail and consumer-goods management	A one-day trends conference near Zurich. Good for networking with Swiss retail management.

12–16 Mar 2027	**INTERNORGA** DE · Hamburg · Hamburg Messe	Foodservice Out-of-home and foodservice trade	For brands selling to restaurants, hotels and catering.
18–21 Mar 2027	**Cosmoprof Worldwide Bologna** IT · Bologna · BolognaFiere	Beauty & personal care Beauty brands, distributors and retail buyers	The main fair for beauty and personal-care brands.

April 2027

11–14 Apr 2027	**Vinitaly** IT · Verona · Veronafiere	Drinks Wine trade (with a consumer side event)	Italy's big wine fair. For wine brands meeting importers and retail buyers.
15 Apr 2027	**LZ Health Day** DE · Cologne	Conference Food retail, drugstores, health brands	For brands in health, supplements and better-for-you categories.

May 2027

4–6 May 2027	**Cibus** KEY EVENT IT · Parma · Fiere di Parma	Food & drink Italian food producers, international buyers	Italy's big food fair in 2027, with a buyers programme. Every two years, alternating with TuttoFood.
10–11 May 2027	**GASTRO CIRCUS** AT · Vienna	Foodservice Austrian hospitality and foodservice trade	A new B2B event for the out-of-home channel in Austria, from the organiser of Alles für den Gast.
10–12 May 2027	**World Retail Congress** IT · Milan · Marriott Hotel	Conference Retail CEOs and executives	A retail leaders' conference. For CEOs who want to hear where retail is going.
12 May 2027	**SCORE! Swiss Conference for Retail & E-Commerce** CH · Zurich-Oerlikon · StageOne	Conference Retailers, manufacturers, brands	A Swiss conference on retail and e-commerce. Good for meeting Swiss retail people.
18–20 May 2027	**Vitafoods Europe** ES · Barcelona · Fira Gran Via	Health & supplements Nutraceutical and functional food trade	For supplement and functional-food brands.
25–26 May 2027	**PLMA World of Private Label** KEY EVENT NL · Amsterdam · RAI	Private label Private-label buyers from retail and wholesale (trade only)	The largest private-label fair in Europe. Essential if you make or want to make retailer brands.

June 2027

15–16 Jun 2027	**Free From Functional Food Expo** ES · Barcelona	Free-from & functional Free-from and functional food trade (trade only)	For gluten-free, free-from and functional brands meeting retail buyers.
22 Jun 2027	**LZ Supermarkt Stars** DE · Frankfurt · Palmengarten	Awards & networking German grocery retail	German grocery retail's awards evening. Networking, not selling.

September 2027

26–28 Sep 2027	**Natexpo** KEY EVENT FR · Paris · Paris Expo Porte de Versailles	Organic Organic specialist and supermarket buyers (trade only)	The French organic and natural products fair. Useful to reach French organic buyers.

October 2027			
9–13 Oct 2027	**Anuga** KEY EVENT DE · Cologne · Koelnmesse	Food & drink Global food trade and retail buyers	The biggest food fair of 2027, every two years. Buyers from retailers worldwide; plan meetings weeks ahead.
November 2027			
13–16 Nov 2027	**Igeho** CH · Basel · Messe Basel	Foodservice Swiss hospitality and foodservice	Switzerland's hospitality fair, every two years. For the out-of-home channel.
22–23 Nov 2027	**Tech for Retail** FR · Paris · Paris Expo Porte de Versailles (Hall 7.2)	Retail tech Retail decision-makers and tech suppliers	Retail technology and innovation. Mostly retailers and tech vendors, few FMCG brands. Dates announced by the organiser; check the site.

Dates not announced yet

NRF Retail's Big Show Europe	FR · Paris	Retail & tech	2027 dates not announced yet · Last edition: 15–17 Sep 2026
CGF Global Summit	AT · Vienna (2026)	CEO conference	2027 dates not announced yet · Last edition: 23–26 Jun 2026
POI European Summit	NL · Amsterdam (2026)	Trade promotion & RGM conference	2027 dates not announced yet · Last edition: 11–13 May 2026
GS1 Switzerland Retail & Shopper Forum	CH · Zurich	Conference	2027 dates not announced yet · Last edition: 12 Mar 2026
HANDELSVERBAND.swiss Summit	CH · Switzerland	Retail conference	2027 dates not announced yet · Last edition: 3 Sep 2026
Tag des Handels	AT · Gmunden	Retail conference	2027 dates not announced yet · Last edition: 8–9 Oct 2026
Tag der Markenwirtschaft	DE · Berlin	Brand-industry conference	2027 dates not announced yet · Last edition: 8 Oct 2026
Deutscher Handelskongress	DE · Berlin	Retail conference	2027 dates not announced yet · Last edition: 18–19 Nov 2026
Alles für den Gast	AT · Salzburg	Foodservice	2027 dates not announced yet · Last edition: 7–10 Nov 2026

Not in 2027: SIAL Paris and Alimentaria (next in 2028), TuttoFood (May 2028), ZAGG (2028), Intergastra (Feb 2028), EuroShop (2029).

Prepare your fair

1. Decide what the fair is for: new listings, meeting existing buyers, or seeing the market.
2. List the 10–20 buyers you want to meet and book meetings 4–6 weeks ahead.
3. For each buyer, prepare one page: current listings, last year's sales, agreed terms and open points.
4. Bring one clear offer per buyer: what you want them to list or promote, and why it helps their category.
5. Know your numbers: margin per product, minimum order and lead times.
6. Have samples, price lists and product data sheets ready in the buyer's language.
7. After each meeting, write down what was agreed and the next step the same day.
8. Send a follow-up within 48 hours, with what you promised.
9. Put every new lead and promise in one place, not in a notebook.
10. Two weeks later, check what moved, and plan the next contact.

Dates checked on the organisers' websites on 22 October 2026. Always confirm on the official site before booking. Sellva is not affiliated with these events.
sellva.com/en/resources/events/