



32-ND INTERNATIONAL FOOD EXHIBITION

# Peterfood

November 14-16, 2023, St.Petersburg



Peterfood is the shortest way  
to the shelves of 100 retail chains

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# Peterfood

The largest food exhibition in Northwestern Russia since 1991



Every year the exhibition is attended by:

300

**Exhibitors**  
manufacturers  
and suppliers from Russia  
and other countries

450

**Buyers**  
and Category Managers  
of federal and regional  
retail chains

7000

**Attendance**  
buyers and specialists of retail,  
HoReCa, wholesale  
and distribution

90

**Food market**  
expert speakers  
in procurement and sales

5000

**Negotiations**  
at exhibitors' stands  
on supplying products  
to store shelves

9000

**New products**  
and brands of all  
food categories

## Thematic Sections:



Foods



Raw Materials  
and Ingredients



Alcohol



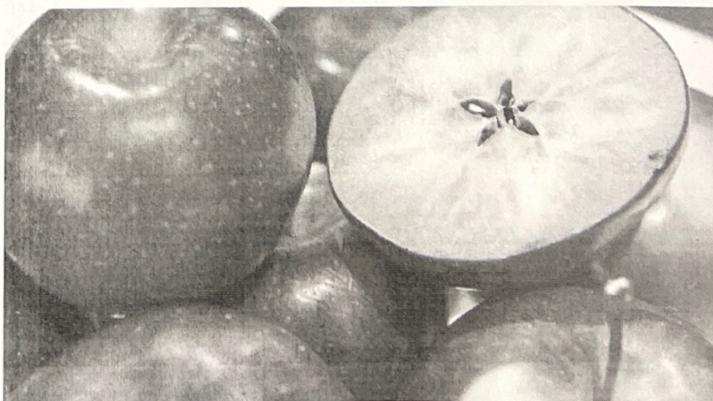
Farm Products, Eco, Bio,  
Healthy Lifestyle



Packing and Printing



Technology, Services,  
Innovations

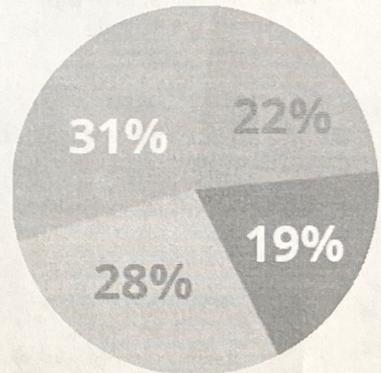


## The Maximum Effect of Each Contact

More than 7 000 industry professionals from all federal districts of Russia are going to find new partners, expand the range of products and conclude profitable trade deals in St. Petersburg.

### Geography of Visitors:

- ✓ Northwest Region **45%**
- ✓ Central District **27%**
- ✓ South, Volga region and North Caucasus **13%**
- ✓ Ural, Siberia and Russian Far East **12%**
- ✓ Other countries **3%**



- Owner/CEO/  
Commercial Director
- Manager/Engineer/  
Technologist/Specialist
- Purchasing Manager//Bayer
- Sales Manager



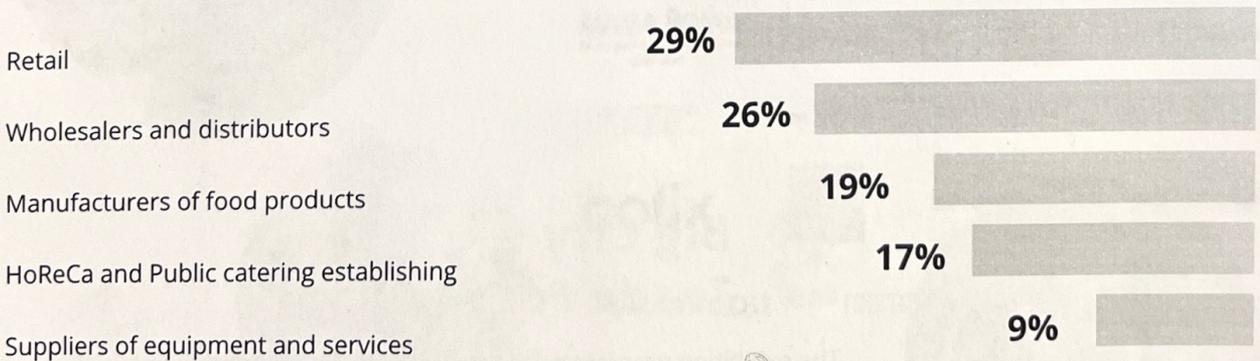
### Purpose of the Visit:



- 39%** New assortment, purchases
- 28%** Meetings with business partners and customers
- 22%** The search for distributors and contractors
- 11%** Getting information about new products and market trends



### Business Profile:



## The Most Wholesale Exhibition in Russia

A comprehensive wholesale program ensures maximum coverage of target buyers at the stands



### 1 Active Chains Participation

This is the only program in Russia where representatives of the retail chains in your category are brought to the stand. Buyers will see your assortment and evaluate it..

### 2 Chains Wholesale Centre

A unique business negotiation format where suppliers and buyers negotiate the supply of products in one day. Conduct 50 talks with chains and start delivering in the next 2 months.



### 3 Big City Trade Forum

The exhibition program gives the best tools for entering chains and includes step-by-step preparation for working with retailers. More than 15 formats and 60 FMCG market experts will present ready-made solutions for development and expansion into new markets.

More than 100+ major retailers from all over Russia and the CIS renew the range at Peterfood every year.

Federal and regional



Horeca and Alcomarkets



and other 70 retail and HoReCa chains

## Active Chains Participation

Guaranteed contact with retail buyers and wholesalers at the stands



### 1 MAXIMUM COVERAGE

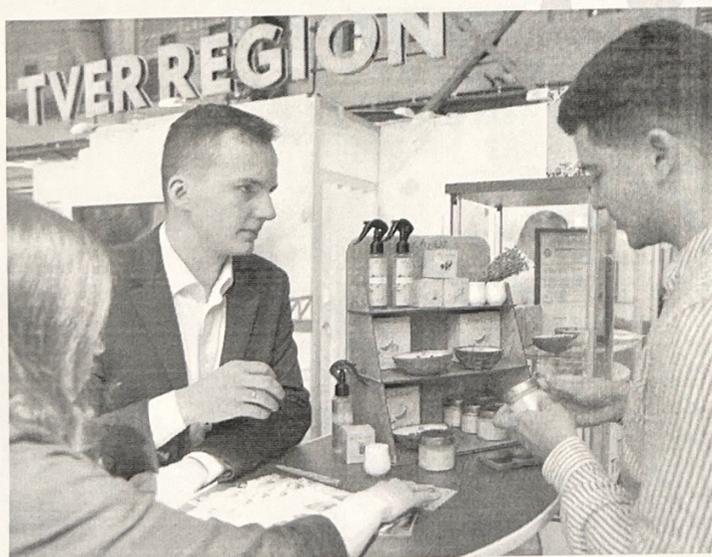
All your key clients will gather in one place - for three days your stand will be visited by more than 7 000 specialists in wholesale and retail trade

### 2 TARGET NEGOTIATIONS

Present the benefits of working with your company and use the advantages of personal acquaintance with buyers

### 3 QUICK RESULT

According to statistics, the participants sign from 2 to 7 contracts with chains within three months after the exhibition



## Chains Wholesale Centre

The format of business negotiations, where suppliers can personally make a presentation to buyers and negotiate the supply of their products to networks in Russia and the CIS in three days.

1

### NEW CLIENTS

Conclude 2 to 7 new contracts with regional, federal and foreign retail chains and Horeca in 3 days

2

### PERSONAL CONTACT WITH BUYERS

Conduct up to 50 talks and meet buyers of your category

3

### FEEDBACK

Get feedback from buyers on the product and use their comments to strengthen your offer.

4

### QUICK PRODUCT INTRODUCTION

Start the supply to retailers in the next 2 months



## Big City Trade Forum

Open business program for wholesale and retail trade professionals



### For Retail

- Category management
- Merchandising of retail outlets
- Market analytics
- Restaurant promotion
- Digitalization of retail
- Pricing management
- Consumer demand trends

### For suppliers

- Effective negotiation techniques
- Lean manufacturing
- Working marketing tools
- Trends and technologies in packaging
- Brand positioning
- Sales automation
- Creation and development of distribution



Get strategic information on the key areas of food trade for 2024.



## Competitions for Manufacturers

«Innovative Product», «Choice of wholesalers», «Our Brand»

The oldest contests of FMCG products and goods in Russia

Contest medals and diplomas are a serious advantage over competitors in negotiations with retail chains; they increase consumer confidence when choosing goods in a store.



Your Products are Waiting for the Awards!



You can fill out an application form  
on the exhibition website - [www.peterfood.ru](http://www.peterfood.ru)



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