

AFRICA **FOOD**

SHOW — CAPE TOWN

10 – 12 June 2026 | CTICC, South Africa

Africa's most influential F&B sourcing event

Meet African buyers,
close deals and
build your brand

Co-located with:



Organized by:

dmg events



350+

LOCAL & INTERNATIONAL
EXHIBITORS

8000+

F & B PROFESSIONALS IN
ATTENDANCE

30+

COUNTRIES

www.theafricafoodshow.com

22 Years of connecting Africa's food & beverage industry



After a remarkable 21-year journey, **Africa's Big 7** was rebranded as the **Africa Food Show in 2025**, ushering in a fresh chapter for the continent's most established food and beverage sourcing exhibition.

In 2025, the inaugural edition of the Africa Food Show welcomed nearly **350 global exhibitors**, reinforcing its position as a vital meeting point for the industry.

Returning to the **Cape Town International Convention Centre from 10–12 June 2026**, the Africa Food Show continues to build on its strong legacy as the go-to platform for retail-ready products, bringing together global and regional suppliers, buyers, and decision-makers under one roof.

While Africa's Big 7 no longer exists, its spirit and global reach live on through the Africa Food Show – offering expanded opportunities for exhibitors to connect with top trade buyers and industry influencers across Africa and beyond.

ORGANIZED BY:

dmg events





Co-located with the Hotel & Hospitality Expo Africa

The Africa Food Show 2026 will once again be co-located with the Hotel & Hospitality Expo Africa. This powerful combination brings together two leading events under one roof, creating a comprehensive platform for industry professionals across the food, beverage, and hospitality sectors.

By co-locating these events, we offer exhibitors an expanded reach, increased networking opportunities, and the chance to explore new business avenues. This strategic move reflects the growing interdependence of the food and beverage and hospitality industries, providing a unique platform to showcase products and services to a wider audience.

www.thehotelshowafrica.com



"The food industry is constantly evolving, and staying relevant requires strategic connections. The Africa Food Show 2025 at the CTICC in Cape Town brings together key players across the supply chain, from ingredient suppliers to B2C offerings, all in one place. We're excited to see Africa's food industry thrive through shared knowledge and new relationships at this inaugural event!"

Nicole Lau, Product Management Director of Crown Food Group



Tapping Into Africa's expanding F&B sector

The value of Africa's food and beverage market is estimated at US\$ 346.23 billion in 2024, with forecasts indicating it could grow to US\$ 567.31 billion by 2032.

Africa's food and beverage market is experiencing rapid growth, driven by population expansion, economic development, and urbanization. The region is shifting from raw material exports to building a competitive food processing industry, supported by advances in technology and global trade integration.

OVERVIEW OF THE AFRICAN F&B MARKET:



Growing Food Demand:

Africa's rapidly expanding population, rising incomes, and increasing urbanization are driving up demand across a wide range of food categories — including meat, dairy, grains, snacks, and convenience foods. As food consumption rises, so does the need for consistent supply and diversified offerings.



Evolving Tastes:

A young, aspirational, and globally connected population is shaping new consumption trends. Exposure to international cuisines and changing lifestyles are boosting demand for both traditional staples and newer, global food varieties — making Africa a dynamic and diverse consumer market.



Modern Retail Growth:

The expansion of supermarket and hypermarket chains across the continent is reshaping the way consumers shop. More people are shifting from informal markets and small stores to organized retail formats that offer greater variety, improved hygiene standards, and convenience — accelerating packaged food and beverage sales.



Growth of Online F&B Retail:

Digital adoption, especially in urban centers like Nairobi, Lagos, Johannesburg, and Cairo, is transforming how food is bought and delivered. E-commerce platforms, mobile payments, and online grocery and delivery services are gaining traction, offering busy consumers a fast and accessible alternative to traditional retail.



Rising Demand for Premium Alcohol:

Africa's growing middle class is fueling a shift from local brews to branded, higher-quality beers, wines, and spirits. This consumer group is becoming more brand-conscious and quality-focused — showing a willingness to pay a premium for products that offer a more refined or aspirational experience.



Shift to Plant-Based Proteins:

Health awareness, affordability, and sustainability concerns are increasing interest in plant-based and alternative proteins. Urban consumers are exploring options like legumes, soy, and even insect-based proteins as nutritious and accessible alternatives to traditional animal-based diets.

Source: <https://www.verifiedmarketresearch.com/product/africa-food-and-beverage-market/>

Engage with Africa's leading food & hospitality buyers

Africa Food Show brings together decision-makers, innovators, procurement professionals, and startups – creating a powerful platform for F&B brands to showcase new products, build brand visibility, and drive business growth.

WHO YOU CAN MEET



CEOs, Managing Directors, Owners and Directors



Chief Operations Managers



Buyers & Heads of Procurement



Wholesalers, Distributors, Importers & Exporters



Chefs



Entrepreneurs



Food Safety & Quality Assurance Specialists

GET IN FRONT OF DECISION-MAKERS FROM THESE SECTORS



- Food & Beverage Retailers & Wholesalers
- Food & Beverage Importers & Distributors
- Restaurants
- Hotel Groups & Hospitality
- Health & Nutrition
- Culinary Schools & Educational Institutions
- Food Science & Research Institutions
- International Trade Representatives
- Government Stakeholders

Approximately **70%** of our attendees are key decision-makers, ensuring that your participation directly impacts your business growth.



Why you should exhibit

ESTABLISH A ROUTE TO MARKET

Build lasting relationships with influential buyers, distributors, and retailers and access a targeted audience through Africa Food Show and Gulfood's extensive network.



DRIVE INNOVATION AND SALES

Showcase groundbreaking innovative products and services to a targeted audience, generating qualified leads and increasing sales.



BUILD YOUR BRAND EQUITY

Increase your brand's visibility and recognition among key industry leaders in Africa, establishing your company as a pioneering force in the continent's rapidly growing markets.



CONNECT WITH DISTRIBUTORS AND AGENTS

Take the opportunity to meet with key distributors and agents, forging partnerships that can expand your market reach and drive business growth.



Who exhibits



Retail-Ready Food

Fats & Oils | Dairy Products
| Meat & Poultry | Pulses
| Grains & Cereals | Food
Processing | Power Brands
| Ready Meals | Food to
Go | Frozen & Chilled
Products | Fish & Seafood
| Fruit & Vegetables |
Grocery Products | Sweets &
Confectionary



Beverages

Dairy | Juice | Energy Drinks
| Cordials & Concentrates |
Water | Soft Drinks | Coffee
| Tea | Health Drinks |
Alcoholic and non-alcoholic
beverages



Technology Solutions

PoS | CRM | IT / Software
Solutions | Logistics |
Kitchen Equipment | Cold
Chain | Packaging Materials
| Stock Tracking | Packing &
Shelving Solutions | Retail
Technology | Storage &
Warehousing | Packaging
Machinery | Refrigeration



Catering and Bulk

Fats and Oils | Bulk
Ingredients | Spices |
Commodity Ingredients



Baking

Dairy | Flour | Bulk |
Desserts | Grains



New Trends

Non-GMO | Plant-based Protein
| Vegan / Health | Wellness |
Free-form | Keto Friendly |
Pet food Ingredients and
Health Ingredients



"I am hugely expectant of what the Africa Food Show will do to shine a spotlight on the innovation happening across African food and beverage, and by extension the communities which work tirelessly to keep us healthy and fed."

Lara Mare, Managing Director & Founder of Rush Nutrition

Features to attract key buyers

Our exciting event features are designed to drive business, inspire innovation, and create a vibrant community.

Participate in our captivating live competitions and attract procurement managers and media attention, positioning you as an industry leader.



GAME OF CHEFS

Take the spotlight by sponsoring the Game of Chefs, a three-day celebration of African culinary arts. Enjoy live demonstrations from top chefs and emerging talents as they showcase their acclaimed techniques and share their culinary philosophies. This sponsorship offers a unique platform to connect with food industry leaders at the Africa Food Show.

GLOBAL PIZZA CHALLENGE

Partner with Africa's biggest pizza competition by sponsoring the 16th Annual Global Pizza Challenge. At the 2026 Africa Food Show, independent pizza chefs will compete in a national cook-off, highlighting the creativity and craftsmanship that have made this competition a success. Sponsorship offers a valuable opportunity to connect with the South African market and expand your brand's reach beyond.





NATIONAL BURGER CHALLENGE

Elevate your brand with the National Burger Challenge. As a key sponsor, you'll support local culinary talent as they compete for the title of National Burger Champion. Engage with a passionate audience and showcase your brand's commitment to culinary excellence. With a cash prize and celebrity chef judging, this event is a unique opportunity to make a lasting impression.

CHEFS COLLECTIVE

Watch some of the country's most renowned chefs in action as they take to the demo stage, sharing their skills, stories, and signature dishes. From top local restaurants to industry icons, this is your chance to discover what's shaping the future of food in South Africa.



"This event opens up crucial doors into the South African market, as well as into neighbouring countries."

Brandt Coetzee, Dune Foods, Africa's Big 7 Exhibitor



A targeted marketing campaign leveraging our vast network to connect you with key buyers

Benefit from a meticulously executed marketing strategy designed to drive maximum visibility and ROI for your business.



Targeted email campaigns reaching over **290,000** industry professionals



Year round social media presence generating over **100,000** impressions.



Our event website is mobile friendly and viewed by over **500,000** people across the event cycle.



Free tailored marketing packages through our various channels for exhibitors, reaching African buyers.



Powerful network of over **20** food and beverage associations and **40** media partners



Digital advertising and PR with a potential reach of over 1.5 million people and an advertising value equivalent to **ZAR 17.7 million.**

As we prepare for this transformative event in Cape Town, we are excited to offer a platform where industry leaders, entrepreneurs, and suppliers can converge, inspire one another, and embody the spirit of innovation and creativity that the Africa Food Show aims to infuse into the food and beverage sector

Arthur Ramoroka, Nutrition Centre of Excellence Manager, Tiger Brands



Thank you to our 2025 sponsors and partners

Sponsors:



Partners:



Official Media Partner:



Official Airline Partner:



Knowledge Partner:



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**DON'T MISS OUT ON THIS EXCITING OPPORTUNITY.
BOOK YOUR SPACE TODAY! CONTACT:**

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www.theafricafoodshow.com

