

Voluntary Report – Voluntary - Public Distribution

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Report Name: The 2024 Food Expo in Denmark

Country: Denmark

Post: The Hague

Report Category: Food Service - Hotel Restaurant Institutional, Trade Show Evaluation, Special Certification - Organic/Kosher/Halal, SP1 - Expand International Marketing Opportunities, Wine

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Report Highlights:

The Food Expo trade show is one of the leading trade events in the Nordic region and the only show in Denmark focusing on food products and (alcoholic) beverages. The 2024 edition took place on March 17 – 19, 2024 and was visited by an estimated 23,000 visitors, including sommeliers, chefs, restaurant and bar owners, and students from hotel management schools. Over a third of the estimated 500 exhibitors showcased non-food products, the remaining focusing on gastronomy, organic and sustainably produced products, alcoholic beverages, food retail, and HRI foodservice.

General and Background Information:

With a population of close to six million, Denmark is a small consumer market. At the same time, it has one of the highest per-capita GDPs in the world, an estimated \$69,000. In addition, Denmark depends on imported food and beverages, creating opportunities for U.S. exporters. Price however is important for Danish consumers - who are always on the lookout for value for money. At an estimated ten percent, the Danes have one of the lowest spendings on food and beverages as a percentage of total dispensable income.

In 2023, U.S. exports of agriculture and related products to Denmark totaled \$374 million, making it the 51st largest export market for the United States. Exports were dominated of wood pellets (\$135.1 million), seafood products (\$94.4 million), wine (\$33.5 million), and tree nuts (\$21.5 million). U.S. exports of Consumer-Oriented products to Denmark were valued at \$87.8 million.

Food Expo:

The [Food Expo](#) trade show is one of the leading trade events in the Nordic region and the only trade show in Denmark focusing on food products and (alcoholic) beverages. The 2024 edition took place on March 17 – 19, 2024 and was visited by an estimated 23,000 visitors.

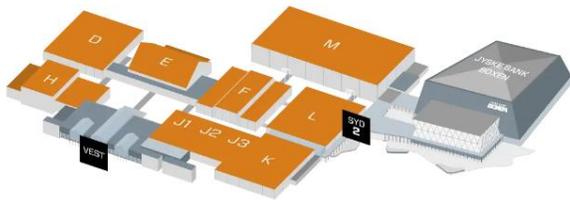
Picture 1: Messecenter Herning



Source: <https://www.mch.dk/om-os/lokationer/mch-messecenter-herning>

The show, organized by Denmark based [Messecenter Herning](#) (MCH), targets the Danish HRI foodservice industry, including, sommeliers, chefs, restaurant and bar owners, and students from hotel management schools. Only two percent are visitors from abroad, mainly from other Nordic countries. Most of the attendees seem to visit the show in the morning and early afternoon since many of them are needed in their restaurant, café, or bar, when it opens in the late afternoon.

Picture 2. Food Expo Covers Ten Halls



Hall Overview

The fair takes place in 10 vibrant and engaging halls, as showcased in the overview.

The specific floor plans for each hall will be updated every week

- > Hall D
- > Hall E
- > Hall F
- > Hall H
- > Hall J
- > Hall K
- > Hall L
- > Hall M

Source: <https://uk.foodexpo.dk/exhibition/areas-and-halls>

The 2024 edition of Food Expo attracted almost 500 exhibitors. Over a third of them showcased non-food products, including machinery, equipment, interior fixtures, and design elements, concentrated in halls E, J1-3, K, and L. Halls F, D, H, K, and M however were dedicated to respectively food retail, gastronomy, organic and sustainably produced products, alcoholic beverages, and HRI foodservice.

The majority of the booths were positioned in a playful way, see below pictures, creating a marketplace and an informal setting.

Pictures 3 and 4: Halls H and K



Source: FAS/The Hague

Food Expo has existed since 2004 and is held every other year. In many ways this show can be compared to other regional HRI foodservice shows like [UMAMI](#) in Norway, [GastroNord](#) in Sweden, [Horecava](#) in the Netherlands, and [Horeca Expo](#) in Belgium.

Description and Purpose of the Activity:

By visiting this show, FAS/The Hague wanted to learn, first-hand, the ins and outs of this market segment and whether it would be economical for U.S. food and agriculture exporters to visit and/or exhibit at the show.

Observations:

Herning has an airport which is located about four miles northeast of the city. Herning Central Station has a great train connection (about three hours) to capital Copenhagen. From Central Station, the Messecenter can be best reached by taxi or train -- the train station is called Herning Messecenter.

The total floorspace of Messecenter Herning totals 14,000 square meters and about half of this floorspace was dedicated to the show. FAS/The Hague observed, when entering the show, that it was not very busy. When talking to the exhibitors, however, reports were that they were quite pleased with the quality of the visitors, a mix of buyers, restauranters, and wine & beer connoisseurs. Many concluded that it was preferable for them to exhibit at a show that is not too busy, compared to some of the larger and less focused food shows in Europe (e.g., [Anuga](#) and [SIAL](#)) that tend to be very busy.

On the margins of the show, Messecenter Herning organized a busy program. On all three days and at different locations there were seminars, panel discussions, cooking demonstrations, workshops, etc. <https://uk.foodexpo.dk/exhibition/activities/activities>.

Picture 5: Presentation on the Demand of Plant Based Products



Source: FAS/The Hague

Picture 6: Danish Organic Seal



During the show, Post met with the industry association [Organic Denmark](#). The per capita consumption of organic products in Denmark is almost \$500 per year, among the highest in the world. The Danes spend about 12 percent of their spending on food on organic products. Full-service supermarkets and discount formats dominate the distribution of organic products.

While inflation is putting pressure on the sale of organic foods, loyal consumers still want to prioritize organic products and the values behind that choice. Once consumers have made the choice to buy organic, they stick to it. Danes put a lot of trust on the Danish organic seal. More information can be found in the FAS [Report on EU Organic Market](#).

Post also met with [Horesta Denmark](#), the umbrella organization for the Danish hospitality industry. Horesta Denmark was also involved in the organization of the show - in particular with the chef demonstrations and chef competitions taking place during the show in Hall E. While at the show, FAS/The Hague also met with exhibitor the company [Christiansen & Partners](#), which is the Danish importer of some classic American products, including [Herr's](#) crisps and products from [Pretzel Pete](#).

[The Garden Marketing](#), the [international representative of the Raisin Administrative Committee in the Nordics](#), was the only U.S. exhibitor at Food Expo. Their booth was located in Hall F Food Retail. Most U.S. raisins are sold in consumer packages at supermarkets shelves, both branded and private labeled. U.S. raisins are also, albeit it to a lesser extent, used as an ingredient.

Picture 7: Tweet on FAS/The Hague's Presence



Source: <https://twitter.com/faseurope/status/1772298150637670734?s=46>

Picture 8: Hall K Alcoholic Beverages



Source: FAS/The Hague

Several exhibitors in Hall K Alcoholic Beverages carried U.S. spirits and wines. Denmark is the only country in the Nordic region where all alcoholic beverages can be sold via regular supermarkets. Not only wines from California but also those from Washington, Oregon, New York, and Virginia are sold on the Danish market. Denmark has the highest per capita consumption of American wines outside the United States. Current consumer trends include growing demand for beverages with lower alcohol percentages, in environmentally friendly packaging, and with innovative and funky labels. Post also noticed the popularity of natural and organic wines. Overall, spirits and wines from the United States have an excellent reputation and were widely displayed at the show.

Expected Results and Outcome:

We expected to and did develop a better understanding of the show and whether it would be worthwhile for U.S. companies to attend and exhibit. While participants reported positively on the business prospects realized at the show, the show is very much geared to the Danish market. Post was surprised by the relatively small number of non-Danish, Scandinavian participants.

Recommendation:

For U.S. agricultural exporters that are interested in expanding business in Denmark, FAS/The Hague believes it could be beneficial to attend this show. Should a U.S. exporter wish to exhibit at the show, please reach out to FAS/The Hague via email at agthehague@usda.gov.

Attachments:

No Attachments.