



**Now extra fresh.
The 25th SÜFFA!**



**Trade fair for the meat industry
18–20 September 2021 | Messe Stuttgart**



Impressions of SÜFFA 2018



8,436 visitors from **26** countries

68%
of trade visitors came
from the butcher's trade

77% of trade visitors have firm
investment intentions or are
possibly planning to invest

74%
of visitors want to come
back to SÜFFA

83%
of trade visitors
rate SÜFFA as good
to very good

267 exhibitors

84%
of trade visitors are involved in the
purchasing and procurement decisions
of their company

93% of trade visitors believe
that the importance
of SÜFFA will increase or
remain the same in future

Facts & Figures about SÜFFA 2018

25 times SÜFFA - a winning recipe!

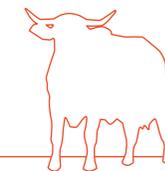
Postponed is not abandoned! Let us celebrate in 2021 instead: SÜFFA will be staged for the 25th time! Since 1984, 6,577 exhibitors have made use of the opportunity to inspire a total of 294,748 trade visitors from the butcher's trade. SÜFFA has long become the most important meeting point for the meat industry.

Over 8,400 visitors - including both young and experienced, self-confident and craft-oriented trade visitors - came to SÜFFA 2018 to obtain information about the latest products and trends on the market. Positive discussions were held and purchase intentions were highlighted with the competent decision-makers who are keen to invest.

Become an exhibitor at the 25th SÜFFA in 2021 - the trade fair that covers the entire spectrum for craft butchers. Make sure you get the choicest cuts from the trade!

Main interests of trade visitors:

- Working and operating technology (46 %)
- Food safety and hygiene (32 %)
- Shop facilities and furnishings (30 %)
- Raw materials and semi-finished products for production (29 %)
- Sales promotion and advertising (24 %)
- Food and beverages (24 %)

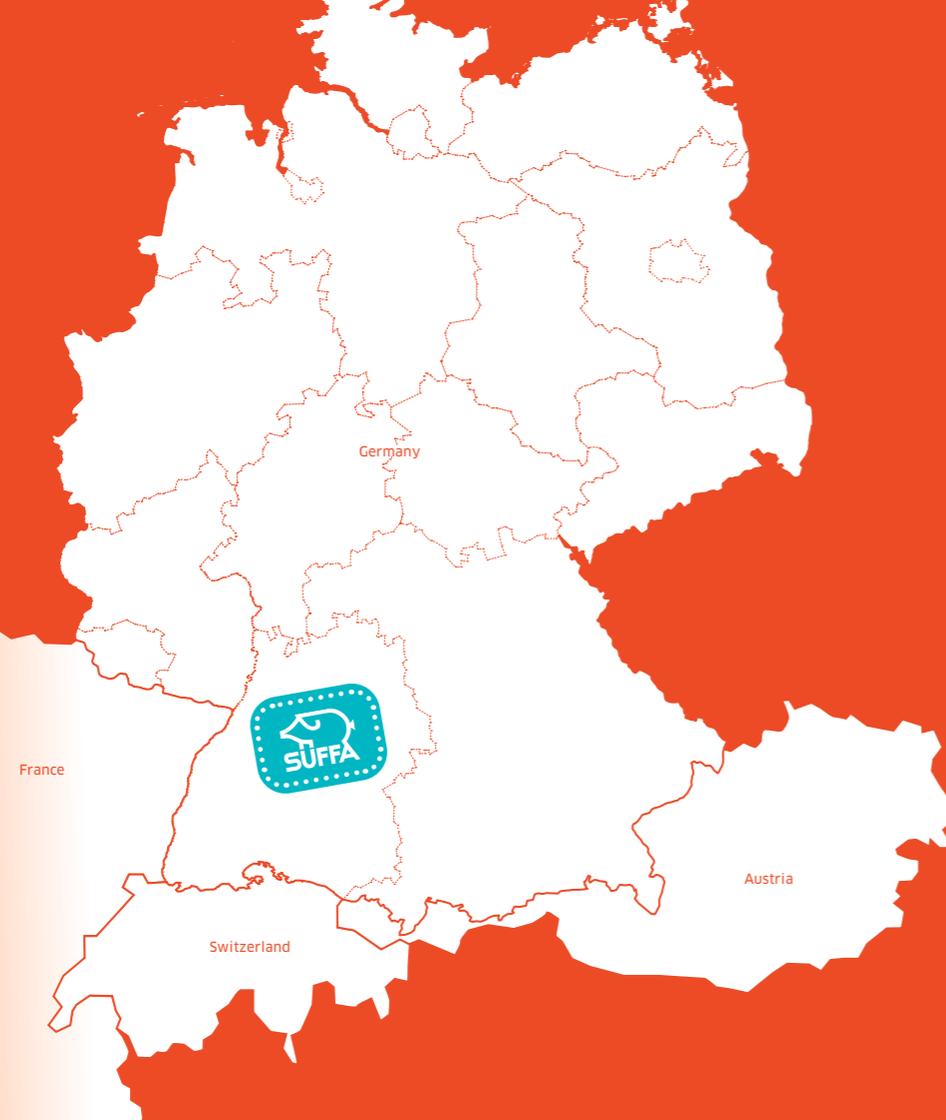


A banquet of attractions – treat yourself to the best bit!

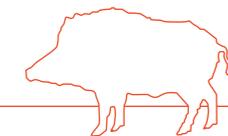
Artisan butchers from the strongest craft regions in Germany and neighbouring countries – they all meet in the heart of the market at SÜFFA, the lively industry event!

With such a wide variety of first-class exhibitors, a balanced mix of exhibition areas, changing special topics relating to trends in the butcher's trade and its broad informative accompanying programme, SÜFFA is not just a trend barometer, it also sets trends in the industry.

Use SÜFFA as one of the best opportunities to present your company to active and dynamic butchers, as well as small and medium-sized companies.



50% of trade visitors come to Stuttgart
from further than 100 kilometres
away (SÜFFA 2018)



Robert Klima, Head of Sales, RÜMA GmbH & Co. KG

Our objectives here were to make more people aware of our company and establish contacts with restaurateurs and butchers. The trade fair exceeded our expectations. We held really excellent discussions and can provide totally positive feedback. This trade fair has earned the attention of its customers well!

Samuel Rüger, Member of the Board of Management, MEGA eG

Overall, SÜFFA 2018 was a good event that was well attended by many knowledgeable and interesting people. We were able to conclude business deals directly at the trade fair, establish new contacts and are hoping for good follow-up business. The trend is towards high-quality meat, and that was noticeable at the trade fair. We are satisfied.

We are satisfied with our participation in the trade fair. The entire business development this year was positive, and this was also noticeable at SÜFFA. The trade again gained new momentum. A new generation is venturing a look into the future with fresh ideas. We were able to establish many contacts, but also met our regular customers.

Olaf Hoffmeister, Area Sales Manager, Handtmann Maschinenvertrieb GmbH & Co. KG

This was our second time in a row at SÜFFA and we couldn't have presented our company any better! The special food truck area was much better designed, a super mixture of empty vehicles and vehicles in operation. Stuttgart is well ahead in terms of logistics and organisation. We had an excellent stand position, first-class communication with the trade fair team and are satisfied with the outcome of the trade fair.

André Korsch, Marketing, ROKA Werk GmbH Zentrale

Today, the customer wants quality and regionality, in turn in the butcher's shop maximum flexibility for growing target groups is required. We see this trend confirmed in the demand. Visitor numbers and feedback assure us that we are on the right path together with our customers. We are very satisfied with how SÜFFA 2018 went.

Uwe Dörner, Sales Manager, KRAMER GmbH

We noticed that an increasing number of our customers are travelling greater distances to SÜFFA. On our stand there were customers from Schleswig-Holstein to Switzerland. It is clear that SÜFFA is the central trade fair for the butcher's trade. We were very busy and are absolutely satisfied.

Sandra Kanne, Marketing, VAN HEES GmbH

83%

of exhibitors at SÜFFA 2018 rated their attendance at the exhibition as more successful than or just as successful as 2017.



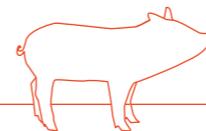
It's the mixture that counts – everything perfectly seasoned!

Good things need time. The strong butcher's trade can find everything its heart desires at SUFFA! Our topic pot in halls 3 and 5 is full to the brim with spicy and well seasoned offers:

- Raw materials and semi-finished products
- Working and operating technology
- Kitchen systems
- Food safety and hygiene
- Business fittings and furnishings
- Sales promotion and advertising
- Food and beverages
- Services
- Changing special topics relating to the butcher's trade

Our juicy Saturday's special:

Perfect for members of the trade. On Saturday the exhibition is open for the specialist public from 13.00 to 20.00 to experience the full range on offer.





Whoop it up! The SÜFFA Specials will whet your appetite.

The accompanying programme will kick up SÜFFA 2021. Make use of the various opportunities to hold discussions with trade visitors and experts.

- BBQ
- Catering
- Trend topic: Game and Hunting
- Delicatessen Pavilion
- Stage for trends and innovations
- Transparent sausage kitchen
- Job exchange for exhibitors and visitors
- Day of Butchers' Wives
- Competitions

Become the top dog!

Do you have ideas which offer new prospects for craftsmen in the meat industry? Do you want to present your innovative product solution or a work solution? We'd love to hear about your suggestions for more SÜFFA Specials. Talk to us!

Hit the buttons!

Do you have special highlights and events in your stand programme such as prominent guests, events or interesting specialist presentations? Let everybody know! Write a message about it to the project team and it will be included in the daily programme and published on the SÜFFA website!





For the finest “truffle noses” – the Delicatessen Pavilion.

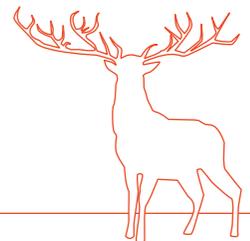
Delicatessen products complement butcher's counters and give every business an individual note. The trend is an extension of the traditional offering to include selected top-quality specialities.

SÜFFA has the right "nose" and combines this interest with the Delicatessen Pavilion. There are inspirations here for additional business or fresh ideas on how to organise catering. The success proved us right: Visitors expressed enormous interest at SÜFFA 2018! Make purposeful use of the opportunity to draw attention to your gourmet products and delicatessen.

You can book your pavilion stand with effect from February 2021. We have prepared various offers and are looking forward to your interest!

The visitors were interested in our products and looked closely at them. This was then reflected in excellent business after the trade fair event. Generally speaking, I see that there is a need for delicatessen among butchers. I will come back to the next SÜFFA.

Johannes Berner,
Owner and Managing Director,
Gourmet Berner GmbH & Co. KG (SÜFFA 2018)





**AN EXTRA
SLICE FOR YOUR
CUSTOMERS!**

May we serve seconds? SÜFFA upps the offer!

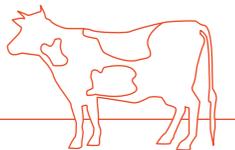
Our media flat rate provides tasty advantages. It is worthwhile because everything is included here! Thanks to the unlimited number of free admission codes, you can invite as many customers as you like - and also attract more customers in future.

And that's not all! SÜFFA offers you many more opportunities to actively take part in the trade fair action! Take part in shaping the accompanying programme - with your lectures and presentations. It's the crunchy topping for your trade fair communication!

Talk to us! We will be pleased to help you. Whether it is stand rental prices, stand construction, advertising media or advertising measures.

Just a few advantages of
the media flat rate:

- extensive advertising materials
- Welcome package
- Web banner und logos
- an attractive accompanying programme
- Distribution of individual press releases



Information

Exhibiting prices per m²

- Row stand: € 147.00
- Corner stand: € 164.00
- End stand: € 171.00
- Island stand: € 177.00

Find the registration documents at www.sueffa.de

Stand construction

Messe Stuttgart offers an all-inclusive service extending from stand set-up to dismantling if you book a complete package or a basic package. Stand construction prices from € 80.00/m² plus VAT and stand area prices.

Professional and promotional supporter

Landesinnungsverband für das Fleischerhandwerk in Baden-Württemberg
Viehhofstraße 5-7, 70188 Stuttgart
Tel. +49 711 467274
www.fleischerbw.de
info@fleischerbw.de

We look forward to seeing you!

Organiser

Landesmesse Stuttgart GmbH
Messepiazza 1
70629 Stuttgart
Tel. +49 711 18560-0
Fax +49 711 18560-2440
www.sueffa.de

Exhibitor Support

Sophie Stähle
Tel. +49 711 18560-2711
sophie.staehle@messe-stuttgart.de

Uta Götze
Tel. +49 711 18560-2540
uta.goetze@messe-stuttgart.de

Messe Service Stand Construction

Holger Wilhelms
Tel. +49 711 18560-2212
holger.wilhelms@messe-stuttgart.de

Opening hours

Saturday, 18 September 2021
13.00-20.00
Sunday - Monday, 19-20 Sept 2021
10.00-18.00

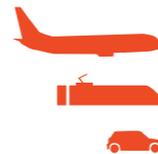


Landesmesse Stuttgart GmbH
No responsibility is accepted for the accuracy of this information. Subject to change. All percentage figures are taken from the survey of exhibitors and visitors in 2018.

The corporate hygiene measures of Messe Stuttgart

Special times require special measures. We take the safety, health and well-being of all people who come to us very seriously. Messe Stuttgart therefore defined a prevention concept including comprehensive hygiene and safety measures. Please find all information about the current situation on our homepage.

Messe Stuttgart with ideal traffic connections



200 metres from Stuttgart Airport

200 metres from the S-Bahn station

"Messe" exit on the national A8 motorway



Safe for People.
Good for the Economy.





Safe for People.
Good for the Economy.



18 - 20 September 2021



FKM certification confirms that the stipulations of the Society for the Voluntary Control of Trade Fair and Exhibition Statistics, FKM, regarding the presented trade fair and exhibition figures were observed and used.



www.sueffa.de