

# POST EVENT REPORT 2025

# *Africafood* Show

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## Africa's most influential F&B sourcing event

10-12 JUNE 2025

CAPE TOWN INTERNATIONAL  
CONVENTION CENTRE, SOUTH AFRICA  
[www.theafricafoodshow.com](http://www.theafricafoodshow.com)



Co-located with:



Brought to you by:



**The Africa Food Show made its debut in Cape Town from 10 - 12 June 2025, following a successful rebrand from Africa's Big 7. Held at the Cape Town International Convention Centre, the event welcomed close to 9,500 visitors from over 60 countries, firmly cementing its position as a leading pan-African sourcing platform for the food and beverage industry.**

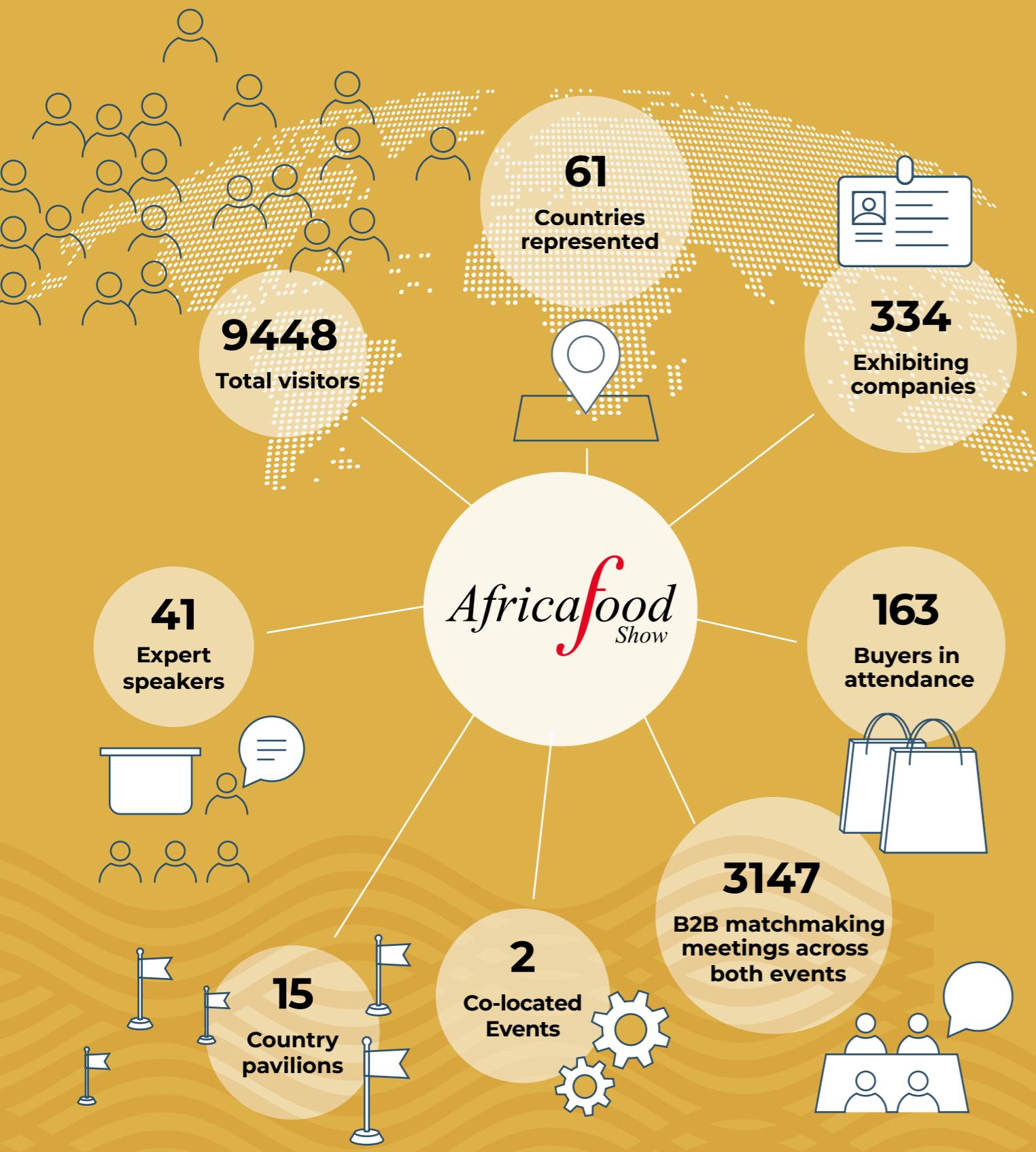
The event was officially opened by the Honourable Ivan Meyer, Western Cape Minister of Agriculture, Economic Development and Tourism, who also delivered the keynote address at the Africa Food Summit. In his remarks, he highlighted the Western Cape's growing role as a key hub for food production and promotion - reinforcing the significance of Cape Town as the new home for the event.

Over three days, the Africa Food Show attracted representatives from major industry players including Shoprite, Pick n Pay, Woolworths, Food Lovers Market, Spar, Air Chefs, Giant Hyper, Massmart and many more. Their presence contributed to high-quality interactions across the exhibition floor, supplier meetings, and summit sessions.

Co-located with the Hotel & Hospitality Expo Africa, the dual event offering created valuable crossover opportunities, with a steady stream of relevant buyers and decision-makers from the broader hospitality, food service, and retail sectors. The combined platform successfully delivered on its promise of connecting suppliers with the continent's most influential food and hospitality stakeholders.



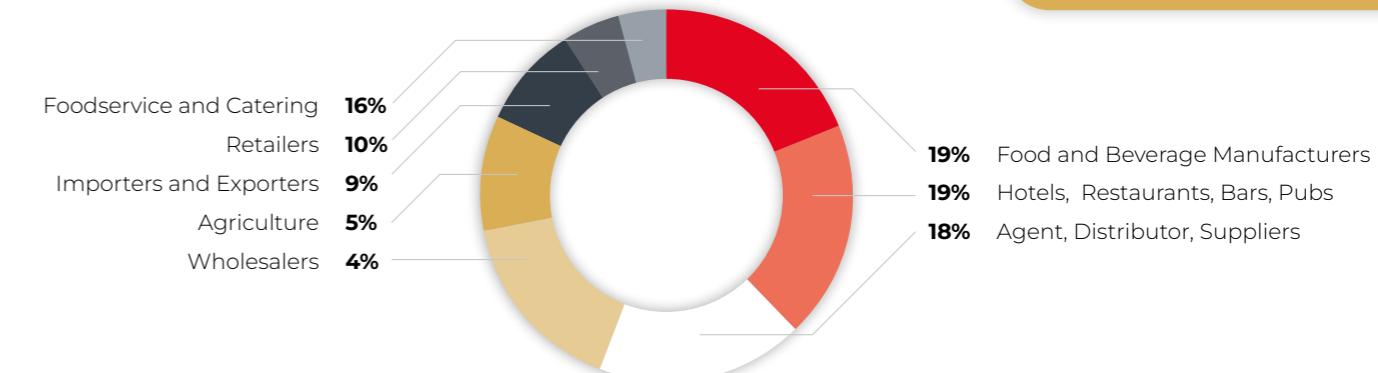
## 2025 Show Stats



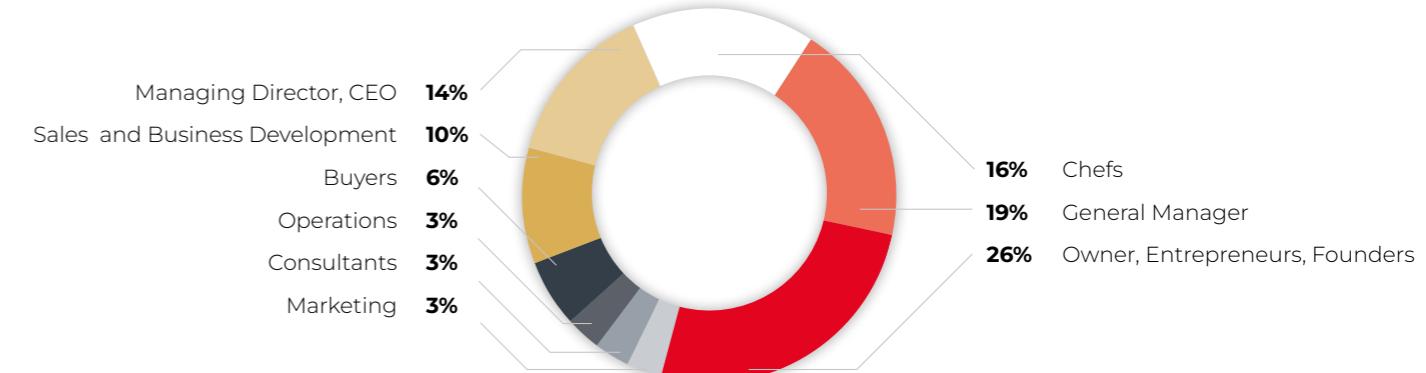
“The event was well organised, had strong attendance, was larger than anticipated, and drew a greater international presence than expected.” Yolanda Wanliss, Dairy Exchange

## Visitor Profile

Welcoming visitors from the following industry sectors



From buyers to directors:  
Who you connected with



Top visiting companies:



“The expo was excellent, I enjoyed the experience from other countries” Khaya Mgedisi, V & A Waterfront

## Countries Represented



## Exhibitor Profile

### Product Sectors



Retail ready food



Beverages



Technology Solutions



Baking



Catering & Bulk



New Trends

**334**

Total exhibitors at Africa Food Show

**446**

Exhibitors across Africa Food Show & Hotel and Hospitality Expo Africa

**30**

Exhibiting countries

## Top Exhibiting Companies



"We have exhibited for the first time this year, and it was massive eye opener! The quality of leads and prospects we have received is very good. If we have spent 3 months with 3 x the budget we have spent on the show, we wouldn't be able to gather this many leads in such a short span of time." Erkam Cihan Caglak, Market Anatolia

# Expo Highlights



## INTERNATIONAL PAVILLIONS

The Africa Food Show 2025 hosted a strong lineup of international pavilions, reflecting the event's expanding global footprint. Country showcases included India, Jordan, Pakistan, Germany, Saudi Arabia, China, Turkey, the Netherlands, Singapore, Russia, Brazil, Poland, Indonesia, and South Korea. These pavilions brought together a wide range of food and beverage products, enabling buyers to connect with global suppliers and explore international sourcing opportunities.

## GAME OF CHEFS

Emerging young hotel chefs went head-to-head with established culinary figures in a competitive three-day event. Attendees experienced South African culinary excellence through live demonstrations by some of the country's top chefs and restaurants. These chefs shared the stories behind their signature dishes, offering insight into their cooking methods and inspirations.

**Winner:** Game of Chefs 2025 – Team Reuben's led by the esteemed Chef Reuben Riffel



## NATIONAL BURGER CHALLENGE

Local chefs and home cooks demonstrated their talent by crafting distinctive burger creations, each reflecting their unique style. The competition culminated in the awarding of a cash prize and the title of National Burger Challenge Champion 2025.

**National Burger Challenge Champion 2025:** Lemar Desamparado



## GLOBAL PIZZA CHALLENGE

Since its start in 2009, the Global Pizza Challenge has grown into the world's largest pizza competition, where national winners come together to compete internationally. The event invited passionate, independent pizza

makers to present their creations at culinary exhibitions and venues worldwide.

**Global Pizza Challenge Champions for 2025:** Frank Thumani & Rita Anyigbah



## PRODUCT AND LAUNCH DEMOS

During the event, a series of demos and product launches took place directly at exhibitors' booths, providing attendees with hands-on experiences and firsthand insights.



## CHEFS COLLECTIVE DEMOS

The Chefs Collective made a debut at the Africa Food Show, celebrating the best of South Africa's culinary scene. Attendees had the opportunity to watch some of the country's most renowned chefs in action on the demo stage, where they shared their skills, stories, and signature dishes. Featuring top local restaurants and industry icons, this exciting feature offered a unique glimpse into the trends and talents shaping the future of food in South Africa.

## B2B MATCHMAKING

The Africa Food Show featured a Hosted Buyer Programme and B2B Matchmaking platform designed for decision-makers with purchasing authority. The initiative connected buyers with vetted local and international exhibitors through pre-scheduled, targeted meetings aligned to specific sourcing needs.

## NETWORKING FUNCTION

Exhibitors and guests gathered at Time Out Market in the V & A Waterfront for networking outside the main event. The relaxed setting encouraged open conversations, helped strengthen partnerships, and provided space for buyers and suppliers to connect beyond the show floor.





## Thank you to our Summit Sponsors



The Africa Food Summit opened on Tuesday, 10 June 2025, with a programme shaped around market readiness, policy clarity, and unlocking industry opportunity. Chairperson Miles Kubheka, Founder of the Wakanda Food Accelerator, welcomed attendees and set the tone for a day of practical insight and forward-thinking discussion.

This was followed by an engaging keynote address from Honourable Ivan Meyer, Western Cape Minister of Agriculture, Economic Development and Tourism, who spoke about the province's growing importance as a hub for food production and innovation.

A highlight from Day One was the panel discussion "What New Ingredients and Flavour Trends Are Driving Innovation?", presented by Cape Food Ingredients. The session attracted strong interest from both brand owners and product developers, offering valuable perspectives on how R&D teams can align with evolving consumer expectations around wellness, sustainability, and provenance.

Day Two opened with a focused fireside chat on the rising influence of private brands in the face of growing economic pressure. With NIQ projecting private label sales in South Africa to exceed R100 billion within the next year, the discussion explored how retailers are innovating to deliver value and earn consumer trust. Speakers highlighted how private brands are outperforming national labels by responding quickly to demand for affordability, wellness, and transparency.

Over the two-day summit, 23 sessions were delivered by 50 industry leaders – offering food and beverage professionals actionable insights and strategies to navigate a fast-changing landscape and drive future growth.



## Some of the Products on Show



# Marketing Campaign Highlights

## EMAILS

 40+ email campaigns sent reaching over 290 000+ recipients in the food and beverage industry.

## PUBLIC RELATIONS

 The dedicated PR team ran a 9 month campaign.

## SMS & WHATSAPP

 5 000+ SMS invitations were sent to key food and beverage professionals.

## ASSOCIATION AND MEDIA PARTNERS

 5 food and beverage association partners and 19 media partners participated in the event.

## SOCIAL MEDIA

 71 983 Organic LinkedIn impressions  
366 497 Sponsored LinkedIn impressions

## EVENT WEBSITE

 Our event website is mobile friendly and viewed by over 205 000 people across the event cycle.

## EXHIBITOR MARKETING SUPPORT

 We provided exhibitors with free tailored marketing packages which they used to invite their clients and amplify the campaign.

## TELEMARKETING

 6 000+ professionals were invited by our telemarketers and assisted with their registrations.

## OUTDOOR MARKETING

 Billboard advertising across 27 prime locations in Cape Town and Johannesburg generated up to 270,000 impressions, boosting citywide visibility for the event.

## BROADCAST MEDIA

 140 radio slots across CapeTalk and KFM amplified awareness and drove regional reach in the lead-up to the event

## PAID DIGITAL MARKETING

 An aggressive paid digital campaign across Google, Meta and LinkedIn secured over 5 million impressions

# Results

## WATCH OUR EVENT HIGHLIGHTS:

### DAY 1



### DAY 2



## RADIO COVERAGE:



# Thank you to our sponsors and partners

## Sponsors:



## Partners:



## Official Media Partner:



## Knowledge Partner:



## Media Partners:



# Africafood Show

**10 - 12 June 2026**

CTICC, Cape Town  
South Africa

# Secure your space for **2026**

**DON'T MISS OUT ON THIS EXCITING OPPORTUNITY.  
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