

FOOD Philippines

AT 
anuga

4 - 8 OCTOBER 2025
Koelnmesse, Cologne, Germany

Fine Food Hall, Hall 1.2 | M010-N011





FOODPhilippines is the banner program that promotes the country as a source of quality food products and ingredients in physical and/or digital trade shows and business-to-business platforms in priority markets around the world. FOODPhilippines positions the country as an exporter of healthy, organic, natural, and specialty food products and services.

Expanding EU Market Share at Anuga 2025



The Philippines takes the global stage with high-quality food products in the lucrative halal, healthy, natural, and organic segments at Anuga 2025 at Koelnmesse in Cologne, Germany, from October 4-8, 2025.

The Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry (DTI), leads a delegation of top Filipino food manufacturers and exporters, all poised to cater to the growing demand for new and innovative food products and strengthen the country's foothold in the European Union (EU) food market.

The Philippine Pavilion at Anuga 2025 is located at Hall 1.2 Fine Food Hall M01-N011, and carries the country's banner program FOODPhilippines.

As the export promotion arm of the DTI, CITEM ensures that the country presents a strong, unified brand through FOODPhilippines, as it continues to champion all local SMEs and Philippine food, culture, and tradition at the global stage.

The Philippines has long been a source of premium agricultural products like coconut, mango, pineapple, and tuna. Combining tradition and innovation to suit international palates, Anuga 2025 attendees can explore a diverse range of these products, including milkfish, sauteed shrimp paste (bagoong), dried fish, calamansi and coconut concentrates, fruit preserves, and unique snacks like the rare Pili nut from the Bicol region, along with banana chips and puffed corn nuts (chichacorn).

These offerings are developed with a strong focus on Halal-certified and organic products to cater to the ethical and dietary preferences of a broad consumer base in Europe. Demonstrating their competitiveness, several exhibitors have already achieved highly recognized international certifications, such as those from the British Retail Consortium (BRC), one of the world's most accepted food safety standards.

The Philippine participation is part of CITEM's strategic efforts to promote the country as a key sourcing destination for high-quality food, beverages, and ingredients for key regional markets across the globe. The delegation to the 2023 event generated over \$22.92 million in sales. This strong performance, combined with ongoing trade incentives through the Generalized Scheme of Preferences plus (GSP+), supports the diverse range of premium preparations of fruits, meat, seafood, and vegetables including coconut, pineapple, and tuna, all of which are available for discovery at Anuga 2025.

The Anuga 2025 Philippine participation is staged with the support of DTI's Philippine Trade and Investment Center in Berlin, the European Chamber of Commerce of the Philippines (ECCP), the Philippine Exporters Confederation, Inc. (PHILEXPORT), and DTI Region 5. A total of 17 exhibitors are showcasing their products and services at the Philippine Pavilion at Anuga 2025. Know more about them and see how they can make a difference in your business growth and success.





MEET OUR EXHIBITORS





NANOINOVATION INC. X ANJO FARMS

Anjo Farms is a world-class processor of the Bonouan Bangus, found in Dagupan City, north of the Philippines. The products capture the premium and distinct taste that comes from inhabiting brackish waters, while adhering to international food safety standards. Anjo Farms partners with Nanoinnovation Inc. to make their seafood and other natural products sourced from sustainable environments available to global markets.

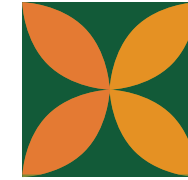
PRODUCTS:

Processed frozen milkfish | Sauteed shrimp paste (Bagoong) (Sweet, Spicy, Classic) | Coconut products | Frozen Calamansi Puree

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FITRITE, INC.



The Philippine-made products of Fitrite, Inc. reflect traditional Filipino taste and are innovated to meet EU standards through evolving product development and food processing technology. The company offers toll packing and grinding services suitable for private labeling needs of the global market.

PRODUCTS:

Juices | Bagoong (Shrimp paste) | Preserves

New Products

*Fish Crackers | Juice Extracts | Concentrated Juices | Condiments:
patismansi, patismansi chili, sauces for fish ball/sweet chili sauce*

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Fitrite, Inc.



GSL PREMIUM FOOD EXPORT CORP



Philippine banana chips manufacturer-exporter GSL Premium Food Export Corp is committed to continuous product improvement to achieve the highest level of quality at par with global standards. From raw material selection and production, to service and distribution, GSL uses modern processing and marketing methods, through cutting-edge technology and machinery to make delicious, all-natural snacks accessible across the globe.

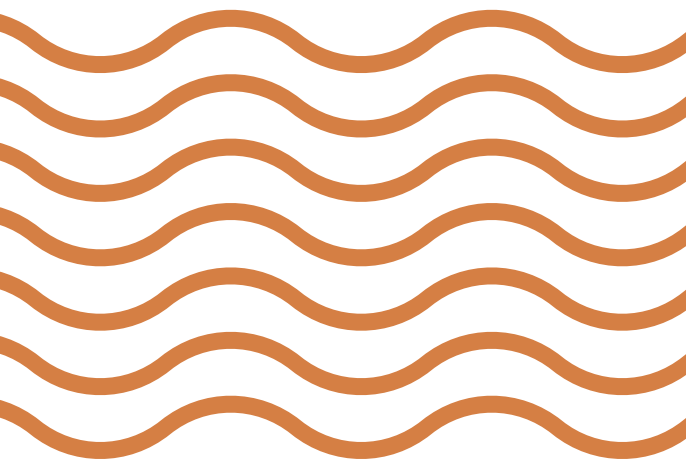
PRODUCTS:

Banana Chips

CONTACT DETAILS

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ILOCOS FOOD PRODUCTS (IFP)



Ilocos Food Products (IFP) is the leading manufacturer and exporter of the Ilocos Chichacorn, a corn snack known for its light yet crunchy texture. IFP's local snack staple can be enjoyed through a variety of sweet and savory flavors, along with other traditional baked goods and gourmet bottled fish products suitable for today's global convenience snack industry.

PRODUCTS:

Chichacorn | Baked products | Fish products: flavored tuyo (dried fish) and tinapa (smoked fish)

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LIONHEART FARMS

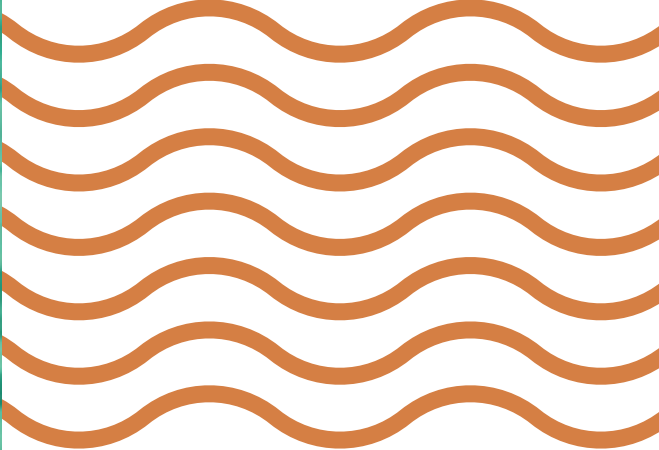
Lionheart Farms provides healthy, sustainable, traceable, and accessible coconut sap-based products, including coconut sugar, syrup, aminos, vinegar, and beverages. These eco-friendly products are produced through innovative and regenerative farming practices that not only provide livelihood but also inspire and uplift communities. The multi-awarded products of Lionheart can be customized to tailor fit the needs of various markets and demands.

PRODUCTS:

Coconut Flower Sap Products: Coconut Flower Nectar Drink Still Original | Coconut Flower Nectar Drink Still Oolong Citrus Grape | Coconut Flower Nectar Drink Carbonated Calamansi | Coconut Flower Nectar Drink Carbonated Refreshing Twist

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MCCORMICK PHILIPPINES, INC.

Product Portfolio



MCCORMICK PHILIPPINES,

A global name in savory seasoning staples, McCormick Philippines, Inc. locally manufactures a wide range of quality products that promote distinct Filipino flavors to enhance meals and make food preparation a welcome convenience in any kitchen. McCormick's product lines are also Halal-certified and open for private labeling solutions.

PRODUCTS:

Concentrated seasonings and flavorings | souring agents (powder): calamansi, lime, tamarind | meal recipe mixes

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MEGA PRIME FOODS INC. (MPFI)

Mega Prime Foods Inc. is among the leading canned sardines manufacturers in the country, with 50 years of bringing excellence and innovation in seafood products. Apart from its flagship Mega Sardines brand, the world's first seafood "superfood" as recognized by the Medical Wellness Association, the company also offers canned fruits and vegetables that are produced with a commitment to sustainability and quality..

PRODUCTS:

Canned seafood, fruits & vegetables

New product: Jimm's Coffee

CONTACT DETAILS

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NGOSIOK MARKETING (SUPER Q)



Ngosiok Marketing has been part of the transformation of the noodle industry in the Philippines. The company has always adapted to market change, continuously evolving its processes and product offerings for improved production efficiency and product quality. Its popular Super Q brand is highly recognizable in both local and international markets, and is in compliance with EU regulations.

PRODUCTS:

Noodles (Bihon | Palabok | Pancit Canton)

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PHENOMENON GROUP, INC.



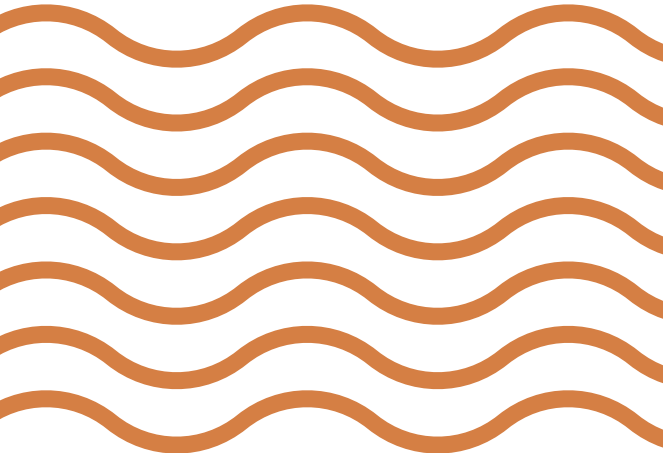
QUERICA elevates the rare Pili nut into premium creations. Rooted in the Bicol province, the company champions Filipino heritage, women-led communities, and world-class flavors. Their offerings are well-suited for the specialty and gifting markets. The small batch production ensures premium flavors are carefully crafted, and that sustainability efforts are employed in pili sourcing and upcycling of shells.

PRODUCTS:

Pili nuts
New Products
QUERICA Community – a new line of heritage-inspired products co-created with women-led cooperatives in Bicol, featuring authentic specialties such as Laing and Sinantolan

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PILICRUSH FOOD ENTERPRISE (PILICRUSH)

The pili nuts used by Pilicrush are handpicked from the wild mountains of the Bicol region in the Philippines. The volcanic soil and tropical climate give the Pili nuts their distinctive taste and crunch. This health snack option is available in a variety of flavors and convenient packaging to satisfy different consumer tastes and settings.

PRODUCTS:

Pili nut products

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PIXCEL TRANSGLOBAL FOODS INC.

Bringing one-stop shopping to global markets for over 40 years, Pixel Transglobal Foods, Inc. offers an array of products that add distinct flavor to meals and authentic treats.

PRODUCTS:
Processed Produce (Frozen Vegetables, Fruits, Root Crops) | Condiments | Confectionery (Ice Cream, Preserves)| Grains (Pasta)

CONTACT DETAILS

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PROFOOD INTERNATIONAL CORPORATION



Profood International Corporation is the largest Philippine-based dried fruit producer and the standard bearer of world-class processed fruit products from the Philippines. It prides itself on making products using real fruits, free from GMOs and artificial flavors, and is suitable for vegans and other communities with specific food traditions.

PRODUCTS:

Main
Dried Fruits | Ready-to-drink juices and nectar | fruit purees, jams, and jellies
New products
Philippine Brand Calamansi Ginger Concentrate | Philippine Brand Calamansi
Ginger Green Tea Concentrate

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Q-PHIL INTERNATIONAL



Q-Phil International Trading is a trusted name in noodle products that have become staples in local celebrations and everyday meal preparations. Accommodating different food traditions,Q-Phil ensures that products offer authentic taste and quality that are easy to make anywhere at any time. Q-Phil also applies innovation to offer products with healthier options highly in demand in global markets.

PRODUCTS:

*Noodles | Grocery Items
New products
Healthy Version of Noodle, Noodle Broth Cubes*

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SANGKUTSA FOOD PRODUCTS INC. (SFPI)

Sangkutsa Food Products Inc.(SFPI) delivers bold, tangy Filipino pickles and salsas made from fresh and authentic local ingredients. SFPI ensures ingredients are locally sourced to spotlight culinary Filipino heritage, while being crafted to excite taste buds for international consumers.

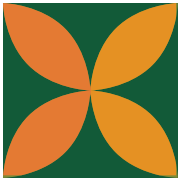
PRODUCTS:
fruit and vegetable preserves

CONTACT DETAILS

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Sangkutsa
FOOD PRODUCTS INC.





SEATRADE CANNING CORPORATION (SCC)



Seatrade Canning Corporation (SCC) has been manufacturing and exporting OEM-pouched and canned tuna from the Philippines since 1991. Its market reach includes the United States, the European Union, and Australia. SCC works with sustainable fishing industries and helps bring social awareness to the environmental state of tuna today.

PRODUCTS:
Canned and pouched tuna

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SEE'S INTERNATIONAL FOOD MFG. CORP.




Established almost three decades ago, See's International Food Manufacturing Corporation is a trusted global advocate for premium Philippine-made food products, particularly renowned for its exceptional banana chips.


PRODUCTS:


Main
• *Banana Chips*

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FOODPhilippines

AT ANUGA

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