

# Peterfood

**16–18 November,  
2021, St. Petersburg, Expoforum**

The shortest way to the shelves  
of 50 Northern-Western retail chains

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# THE LARGEST FOOD EXHIBITION OF THE NORTH-WEST

Held annually since 1991

## Statistics of 2020

- ✓ 8000 professional visitors
- ✓ 300 delegates of the Forum «Trade in the Big City»
- ✓ 250+ exhibitors from 20 countries
- ✓ More than 200 buyers from 50 retail chains and 200 wholesale distributors and HoReCa
- ✓ 166 winners of manufacturers contest
- ✓ Over 900 participants of the Open Seminars



## Advantages of the region

- ✓ St. Petersburg is the 2nd largest city in Russia. With highest share of retail trade in Russia (more than 80%, this is indicator on average European level).
- ✓ In addition, important advantage of the region for potential exhibitors is the largest container terminal in Russia – the Sea Port-Hub of St. Petersburg.

## EXHIBITION MISSION – THE SHORTEST WAY FOR SUPPLIERS TO THE SHELVES OF 50 RETAIL CHAINS IN NORTH-WEST REGION

«Peterfood» is the only Russian exhibition of food products that provides exhibitors contacts with buyers directly at their booths. .

## EXHIBITION GOAL

The main goal of the exhibition is to ensure and maximize the number of agreements on supplies between food producers and purchasers of the region.

The exhibition is supported by:



For 9 years the exhibition «Peterfood» has been supported by the international retail chain «METRO Cash & Carry» and stands at priority for the Government of St. Petersburg.



AUCHAN IS A REGULAR PARTICIPANT OF THE ACTIVE CHAIN SALES PROGRAM





NEGOTIATIONS WITH RETAIL BUYERS ON THE BOOTH



REGIONAL DELEGATES ON THE PETERFOOD OPENING CEREMONY



COOKING MASTER-CLASSES BY TV-CELEBRITIES

## EXHIBITION PARTICIPANTS

Every year more than 200 companies of 10+ countries take part in the Peterfood

Thematic exhibition sections:



Meat and meat products.  
Meat gastronomy



Bird. Egg



Fish  
and seafood



Confectionery products.  
Snacks, nuts, dried fruits



Milk products.  
Cheeses



Grocery  
(cereals, pasta, spices)



Tea. Coffee. Cocoa



Frozen food.  
Semifinished products



Oil and fat group



Juices. Water.  
Soft drinks



Vegetables. Fruit



Preservation. Sauces



Alcoholic beverages



Healthy eating.  
Baby food



Ready meals.  
Salads



Tobacco



Salon of attendant equipment.  
Peterfood Tech

# The exhibition business program gives THE BEST INSTRUMENTS FOR ENTERING NORTH-WEST RETAIL CHAINS



**Meet the buyers of 50 retail chains and 100 regional wholesalers and favorably present them your product right on your booth.** Program «Active Chain Sales Program»™



**Receive confirmation of the high quality of your products.** Competitions «Chains' Choice», «Our Brand», «Innovative Product»



**Agree on the delivery of your products** to 70 retail and HoReCa chains in the Chains' Wholesale Centre™



**Turn your business contacts into friendships.** At theater buffet for retail chain buyers, exhibitors and delegates of the Forum «Trade of the Big City»



**Receive strategic information for supply to retail chains for 2021.** Food Forum «Trade in the Big City», Exhibition and Conference «Non- Commercial Purchases in Retail chains»



**Receive tools for working with retailers.** Open workshops and seminars, as well as a special course on working with retail chains for visitors to the food market specialists from the «Stars of Russian Consulting»™



NEGOTIATIONS WITH AUCHAN BUYER ON THE BOOTH



SPEAKERS OF THE FORUM



SAINT-PETERSBURG FORUM «TRADE OF THE BIG CITY»





VISIT OF MAGNIT TO EXHIBITORS' STANDS WITHIN THE FRAMEWORK OF THE PROGRAM "ACTIVE CHAIN SALES"



BUYERS OF RING RETAIL COMPANY TO EXHIBITORS' STANDS WITHIN THE FRAMEWORK OF THE PROGRAM "ACTIVE CHAIN SALES"



NEGOTIATIONS ON THE BOOTHS OF EXHIBITORS WITHIN THE FRAMEWORK OF THE PROGRAM "ACTIVE CHAIN SALES"

## «ACTIVE CHAIN SALES» PROGRAM

Buyers of 50 retail chains and 100 large wholesalers will take turns to visit your stand at the exhibition

It is the only format of negotiations in Russia, where buyers would see, taste and check your products, as good and detailed, as if they visited your company. What is impossible in ordinary life, is possible at «Peterfood» exhibition!

See the list of retail chain on the site [peterfood.ru/en](http://peterfood.ru/en)



# CHAINS WHOLESALE CENTER™ NORTH-WEST

Discuss specific actions for contracting with purchasers of retail chains interested in your assortment.

In two days you can hold from 40 to 60 negotiations with more than 100 buyers from 50 retail chains.



CHAINS WHOLESALE CENTRE™ ANNUALLY CONDUCTS MORE THAN 4,500 NEGOTIATIONS ON THE SUPPLY TO RETAIL CHAINS



# HOW CHAINS WHOLESALЕ CENTER™ LOOKS



NEGOTIATIONS WITH CHAIN MAGNIT



NEGOTIATIONS WITH CHAIN AUCHAN



NEGOTIATIONS WITH PYATEROCHKA (X5 RETAIL GROUP)



NEGOTIATIONS WITH CHAIN VKUSVILL



EVERY YEAR MORE THAN 50 RETAIL CHAINS PARTICIPATE IN CHAINS WHOLESALЕ CENTER™



# RETAIL CHAINS – REGULAR PARTICIPANTS OF «PETERFOOD» EXHIBITION



and more than 60 retail and HoReCa chains

# CHAINS WHOLESALE CENTER™: HORECA

Chains Wholesale Center™: HoReCa is a new format of business negotiations, hold by food producers and purchasers from hotels, restaurants and cafe chains. This event saves much time and funds for supplier to set a delivery contract, and for purchasers it's a good way to find the most suitable suppliers in just several hours.

First Chains Wholesale Center™: HoReCa was hold on PETERFOOD-2019 and connected buyers from such companies as SUBWAY, Teremok, Bushe, Sushi Wok, Tokyo City, Bahroma, Baskin Robbins with suppliers they were looking for.



NEGOTIATIONS WITH CHAIN SUBWAY



NEGOTIATIONS WITH CHAIN MAMA ROMA





# SALON «PETERFOODTECH» – THE BEST OPPORTUNITY TO ACHIEVE SUCCESS IN MARKET OF NON-COMMERCIAL PURCHASES NORTH-WEST!

Suppliers will present their equipment and services for retail and HoReCa-chains of North-West region within 3 days in the framework of the exposition and will receive strategic information on the development of the non-commercial purchases market of North-West.

Annually PETERFOODTECH collects more than 3000 professionals from the North-West:

- ✓ Buyers of non-commercial range from retail chains
- ✓ HoReCa buyers
- ✓ Manufacturers of food products
- ✓ Distributors
- ✓ Catering services
- ✓ Representatives of logistics and transport companies, Banks, Online stores



# CONTEST FOR MANUFACTURERS OF FOOD

- ✓ «Chains' Choice»
- ✓ «Innovative Product»
- ✓ «Our Brand»

The most authoritative tasting contest of Russian Federation North-Western region since 1991.

Participation in contest will help to promote your products in federal and regional retail chains and increase consumer confidence.



WINNERS AWARDS OF THE COMPETITIONS "OUR BRAND"  
"CHAINS' CHOICE", "INNOVATIVE PRODUCT"



REPRESENTATIVES OF THE VKUSVILL RETAIL TASTE PRODUCTS  
OF PARTICIPANTS AT "CHAINS' CHOICE" CONTEST



WINNERS OF THE COMPETITIONS



# CEO BUFFET

Evening party for retail buyers, exhibitors and delegates of the Forum «Trade in the Big City»

Only at the «Peterfood» exhibition Buffet you can chat in a relaxed atmosphere with 100 buyers of retail chains and turn business acquaintances into friendly relations.



**COMMUNICATING BUYERS OF RETAIL CHAINS AND EXHIBITORS**



**THE BIG BUDDY BAND WELCOMES GUESTS OF THE CEO BUFFET**



**JAZZ EVENING AT THE CEO BUFFET**



**BUFFET FRIENDLY ATMOSPHERE**

# FEEDBACK FROM RETAIL CHAINS



**ДИКСИ**

Просто. Рядом. По-соседски.

We are looking for new products that have not been on the market yet, our goal was achieved - many local manufacturers came to us. The format of the Chains Wholesale Center is very convenient, because in a few hours you can meet with a large number of suppliers

*Tatiana Lebedeva and Natalya Pryakhina, Dixy retail*



Participating in the CWC not for the first time, we pursue one goal - to expand the list of suppliers. These are regional suppliers, which can not always be found quickly. I can say for sure that we have found partners among our suppliers at past CWC

*Olga Novikova, BILLA retail*



Each time we conclude more than 10 contracts with suppliers. Even if you are already working with the retailer, it is worthwhile to come again. The negotiations are getting faster and more effective

*Victor Sidorov, RING retail*



We are grateful for the excellent organization and efficient, convenient format of the Chains Wholesale Center. Negotiations brought excellent results: 30% of them allowed to negotiate real contracts, 10% – get more favorable offers on existing contracts

*Tatyana Antonova, Euroshop retail*



# FEEDBACK FROM EXHIBITION PARTICIPANTS

We have repeatedly participated in the exhibition and in the Chains' Wholesale Centre. This format has confirmed its effectiveness, especially for us. Many of the retailers with which we are currently working have signed contracts with us here. Almost all buyers who participate in the Chains Wholesale Centre come to us, are interested in products, receive samples and leave an opinion about our products.

*Nikita Ovcharov, «NIKA»*



We participate for the first time and we really like it, a lot of interesting people and specialists. There are several really interesting buyers, with whom we will continue negotiations after the exhibition and we think that everything turns out well.

*Julia, «Pokrovsky delicacies»*

The second day of the exhibition was rather brisk. The stand was visited by a number of retailers: from «Magnit» to «X5 Retail». Practically with each buyer there were lively discussions and negotiations. There are a number of distributors with whom agreements will be signed on Monday.

*Lyagaev Alexey, «Orsha Meat-Cannery»*



We are participating in the exhibition for the 9th year already. This is very useful and interesting, because we can meet with companies, retailers and big stores with has interest to us, where we would like to place our products and get from them the information and requirements that they put forward to the supplier. This exhibition is different from others, by providing new interesting contacts.

*Victoria Dittus, «Trading House Zakharovskie Products»*



# REGISTRATION FOR PARTICIPATION

You can fill in the application form  
on the exhibition website –  
[www.peterfood.ru/en/](http://www.peterfood.ru/en/)



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## LOCATION AND DATE

16-18 November 2021 EXPOFORUM  
St. Petersburg, Petersburg Highway, 64/1