

A chef with tattoos and a black beaded bracelet is plating a dish. They are using metal tweezers to place a fresh pea shoot with its tendrils onto a stack of ingredients. The stack includes shredded white vegetables, green herbs, and red tomatoes, all on a dark plate. The background is a blurred kitchen setting.

UMAMI

The number one meeting place
for the **food and beverage** industry

16 - 18 February 2027, Norway

HISTORY

Close to **70 years** of trade fairs for the Food and Beverage **industry**

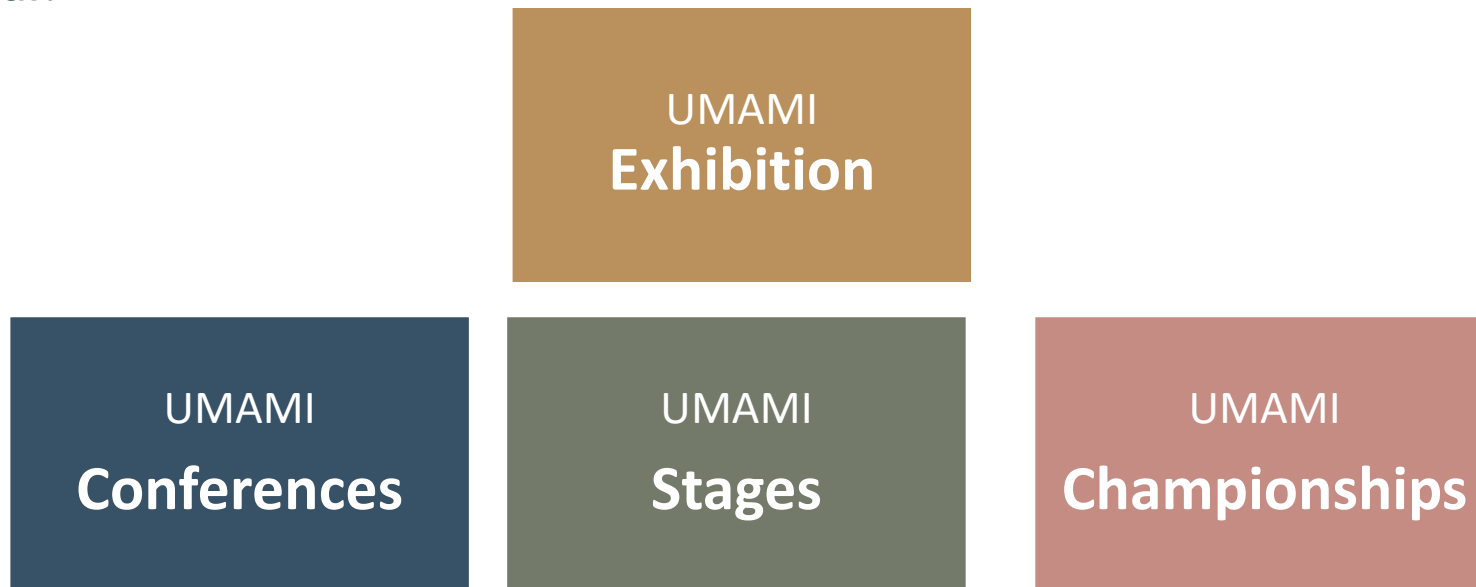
1958 was the year of the first major food and beverage industry trade fair at NOVA Spektrum, and it has since been held every second or third year.

NOVA Spektrum hosts some of the largest events in Norway, as UMAMI Arena and Nor-Shipping.

NOVA Spektrum has developed and organized both national and international trade fairs, congresses, and events for more than 100 years.

The Gateway to the Nordic market

UMAMI is the **B2B arena** where the **future is explored**, **new solutions** are showcased, **inspiration is shared**, and **valuable relationships** and **business** are born in meeting with first movers – **The Professional!**



FACTS & FIGURES UMAMI Arena 2025



UMAMI ARENA CHAMPIONSHIPS

Inspiration, Creativity and impressive Craftsmanship

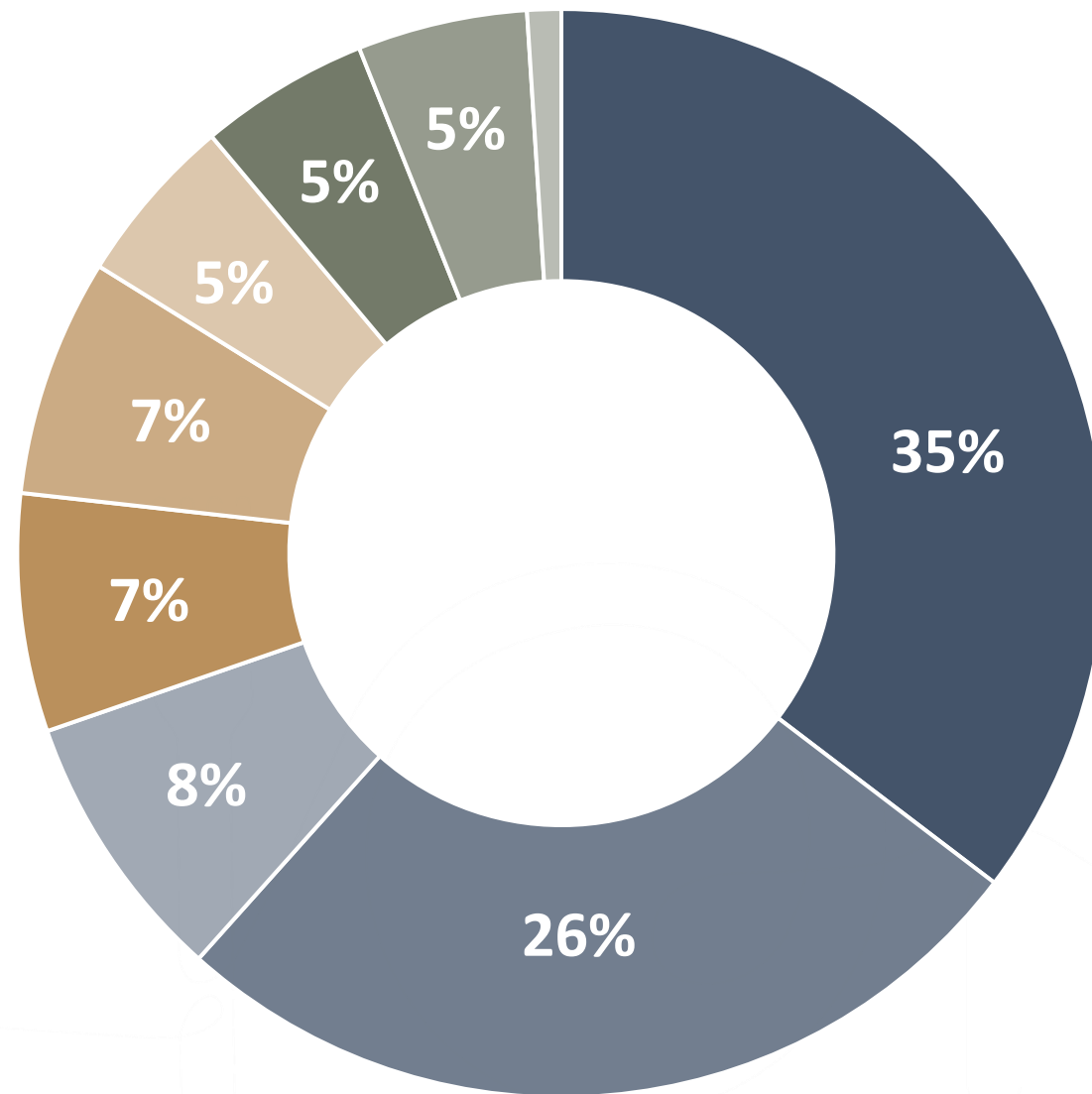


Partners

Norwegian Chefs Association (NKL), Opplysningskontoret for frukt og grønt, Federation of Norwegian Bakers and Confectioners, Pizza Champion Cup Norway, Vladimir Pak, Norsk Bartender Forening, Norsk Kaffeinformasjon.

Kitchen partner: Electrolux Professional

VISITORS 2025



FEEDBACK

VISITOR



93%

were very well or well
satisfied with the fair



93%

thinks it is the most important
meetingplace for the industry



74%

are decision makers

EXHIBITOR



93%

were very well or well
satisfied with the fair



89%

were satisfied with the
quality of the visitors



70%

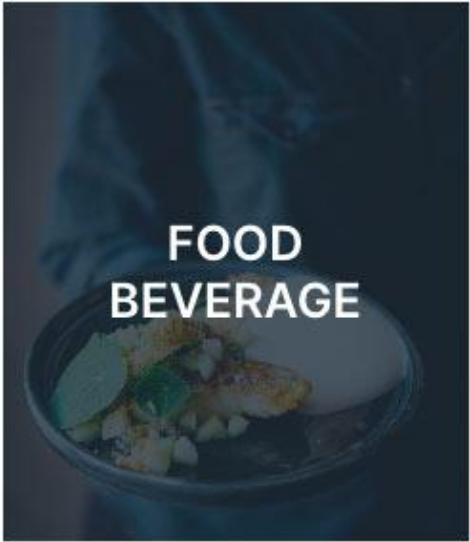
have received or expect
orders in connection to the fair



97%

will participate or is considering
participating at the next trade fair

EXHIBITORS PRODUCT CATEGORIES at UMAMI Arena 2027



FOOD
BEVERAGE



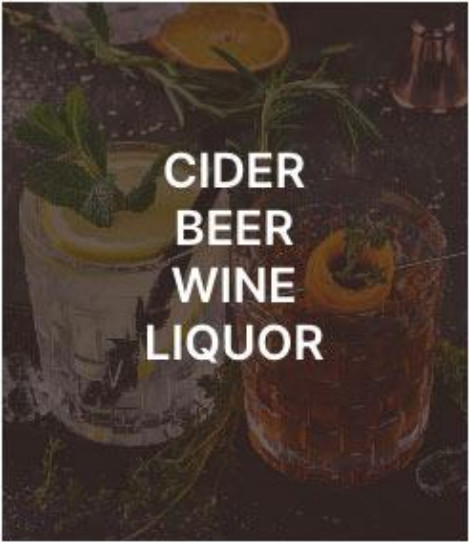
MACHINES
EQUIPMENT
HYGIENE



INTERIOR
CONCEPTS

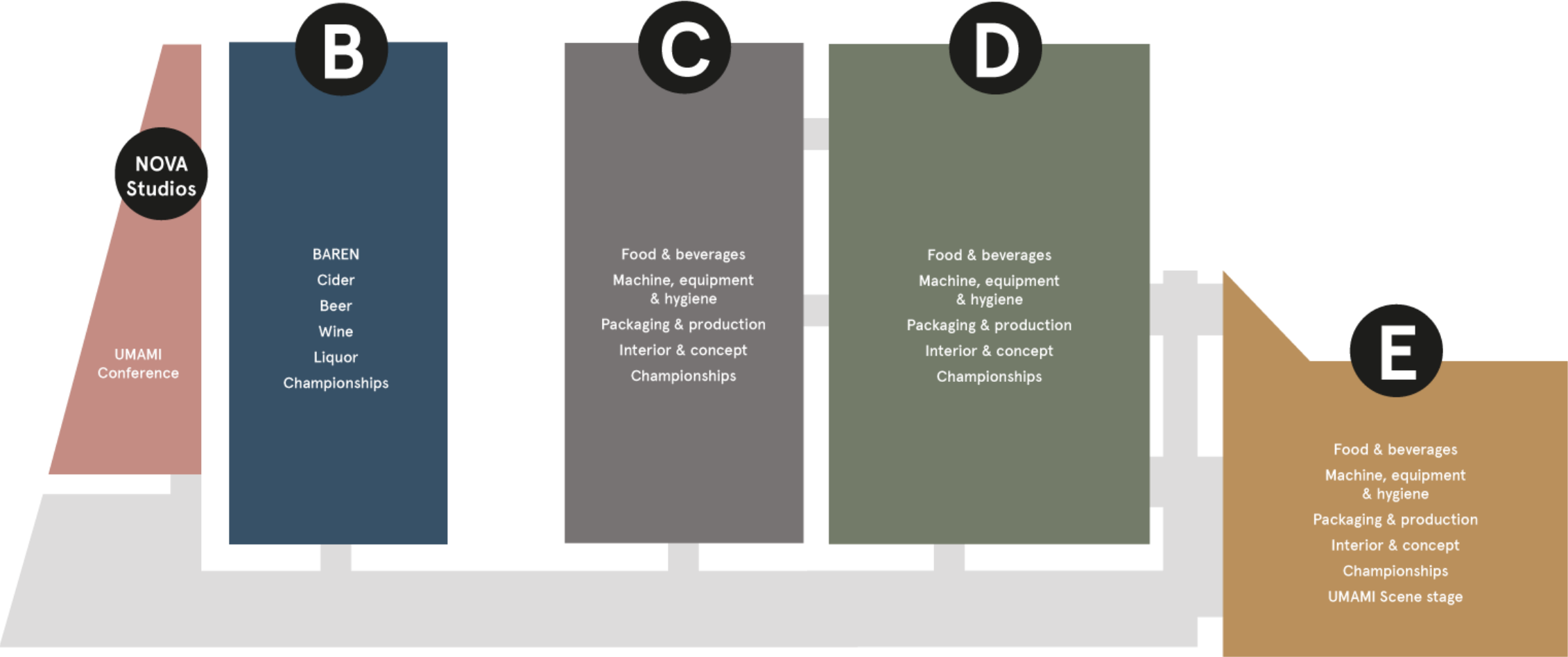


PACKAGING
PRODUCTION



CIDER
BEER
WINE
LIQUOR

FLOORPLAN UMAMI ARENA 2027



NATIONAL PAVILION

Opportunities don't happen. You create them!

The National Pavilion host each participant nation's representation during UMAMI Arena.

National Pavilion makes each exhibitor more **visible and effective**.

The National pavilion can be tailored and build by our Designers with own Project Management at NOVA Spektrum.

Example of tailored made National Pavilion.....





«BAREN» AND WINE STREET

Your Gateway to the Nordic Market

Located within “BAREN”, specialized hall for alcoholic beverages,
– **Wine Street** offers a unique platform for showcasing wine to a highly targeted audience of buyers and decision-makers from the hospitality and licensed trade sectors.

Why Exhibit at Wine Street?

- Unique Exposure in a Regulated Market
- Alcohol marketing is strictly regulated in Norway and across the Nordics. UMAMI Arena offers the opportunity to showcase your brand, build awareness, and connect with industry professionals and key stakeholders.
- Direct Access to Decision-Makers
- You will reach exactly the right audience – handpicked professionals from restaurants, hotels, bars, and nightlife venues. All visitors are employed by a licensed business, guaranteeing valuable connections and high-quality leads.



How to succeed in the Norwegian and Nordic market?

We make it easier for international exhibitors

UMAMI Arena has entered a collaboration with **Trade and Distribution** – a specialist in logistics and market access. In partnership with Trade and Distribution AS (**TAD**) we will:

- Assistance with the temporary import of products to be showcased at UMAMI Arena
- Practical support with logistics, customs clearance, and goods handling, to guidance on Norwegian regulations and consumer preferences
- Market Status Report 2025 gives you the facts, insights, and strategies to succeed with key findings from Retail (DVH), Foodservice (HoReCa), and Convenience (KBS).

Overview of growth drivers, challenges, and macro trends:

https://umamiarena.no/import-partner_en/

