

news +++ Christmasworld
3 to 7 February 2023

christmasworld

Christmas Delights: New culinary ideas & gifts for the festive season now in Foyer 4.0

Frankfurt am Main, November 2022. In the mood for a sweet or a sour treat for the festive season? With the Christmas Delights product group in the foyer of Hall 4.0, Christmasworld offers seasonal delicacies and drinks for all occasions of the year. The focus is above all on original delights that are a pleasure to give as gifts or to enjoy oneself. For optimal assortment shaping, these fast-moving and take-away items offer high sales potential for the trade. Also popular are the finest handicrafts "Made in Germany", which are marked with the special interest "German Christmas Crafts".



Fancy some special treats? The Christmas Delights product group at Christmasworld in Foyer 4.0 shows in the new Christmas market ambience with wooden huts how retailers can make culinary offers tasty at the POS. Photo: Messe Frankfurt Exhibition GmbH/Pietro Sutera

Chocolate, biscuits, sweets, tea and liqueurs not only sweeten the Christmas season, but also make wonderful gifts all year round. Christmasworld presents what's new here with Christmas Delights in a separate area in an impressive Christmas market atmosphere. For the first time, 2deziign will be responsible for the design of the wooden huts, thus ensuring an effective presentation. A total of ten exhibitors invite visitors to discover and try their products. These include Chocolate Company Specials, Concorde Süßwaren & Gebäck, Costoluto, Dr. Jaglas, Freude am Genuss, Naschlabor, Peters, Puffs Brause, Schusters Spezialitäten and Wajos.

Peters and Wajos will be there for the first time. Among other things, Wajos will be showing Christmas gin and Advent calendars. And with the app-controlled Advent calendars from Peters, the Christmas countdown will be even more innovative in the

future. This means that trade buyers can look forward to a wide selection in the gourmet and food sector.

Special Interest "German Christmas Crafts" points the way to the finest handicrafts "Made in Germany" in Halls 4.1 and 5.1

There is also a strong demand across all forms of trade for the finest handicrafts "Made in Germany" - such as high-quality, handmade candle arches, incense burners, nutcrackers, porcelain figurines and glass baubles. Interested trade fair visitors will quickly find the right business partner via the [special interest marker "German Christmas Crafts"](#). So far, 23 well-known exhibitors have registered and can be found mainly in Hall 4.1, but also in Hall 5.1. They include Christian Ulbricht, Glasbläserei Thüringer Weihnacht, Kleinkunst aus dem Erzgebirge Müller, Weihnachtsland, Ratags Holzdesign Heipro and Richard Wenzel.



The finest handmade crafts from Germany remain in demand internationally and are marked "German Christmas Crafts". Photo: Messe Frankfurt Exhibition GmbH/Pietro Sutura

The Special Interest Logo appears in the exhibitor and product search at www.christmasworld.messefrankfurt.com, within the "Christmasworld Navigator" smartphone app, in the official fair catalogue, at the "Compass" information stands on the exhibition grounds and as a signet on the stand.

Christmasworld presents the entire range of seasonal decorations in Frankfurt's exhibition halls 4.0, 4.1, 5.0, 5.1, 6.0 and 6.1. From hand-blown Christmas tree baubles to large-scale light displays for shopping centres and city centres - everything is within easy reach for visitors. The "Christmas & Seasonal Decoration" global sourcing offer can be found in Hall 10.0 - bundled with the global sourcing offers of Ambiente.

From February 2023, Christmasworld will be held at the Frankfurt exhibition centre at the same time as the leading international consumer-goods fairs Ambiente and Creativeworld.

Ambiente/Christmasworld: 3 to 7 February 2023
Creativeworld: 4 to 7 February 2023

Information for journalists:

For further information, please visit: christmasworld.messefrankfurt.com.

Press releases & images:

<http://christmasworld.messefrankfurt.com/press>

On social media:

www.facebook.com/christmasworld/

www.instagram.com/christmasworld.frankfurt/

www.linkedin.com/company/christmasworldfrankfurt

<https://twitter.com/ChristmasworldF>

Hashtags:

#christmasworld23 #welcomehome #christmasbusiness

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Information about Christmasworld

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres..
christmasworld.messefrankfurt.com

Welcome Home

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order

and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

nmedia.hub - the order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com