

news +++ Christmasworld - Seasonal Decoration at its best
28 January to 1 February 2022

christmasworld

Christmas Delights sweeten the trade fair experience with original culinary gift ideas

Frankfurt am Main, November 2021. Chocolate, biscuits, sweets, tea, and liqueurs not only sweeten the holiday season, but also make wonderful gifts all year round and are becoming increasingly original. What's new here will be presented at Christmasworld from 28 January to 1 February 2022 with Christmas Delights in a separate area in an atmospheric Christmas market setting.

The Christmas Delights product area offers new gift ideas that appeal to all the senses. It showcases seasonal delicacies and drinks that are in high demand as attractive take-away items for the whole year. These exhibitors present themselves in Hall 12.0 in wooden huts and invite visitors to discover and try their products. Among the exhibitors are Bayernwald Früchteverwertung, Freude am Genuss, RCB Vertriebs und Marketinggesellschaft, Royal Nature, Salon Spezerei Ana Ortega, and Schusters Spezialitäten.

"Culinary gifts perfectly enrich our festive decorating offer, because they are not only a nice gift for friends and family at Christmas time. Trade buyers get a bundle of fresh impulses for their product ranges here", says Eva Olbrich, Director, Christmasworld, Messe Frankfurt Exhibition GmbH. The culinary range has recently been very well received, as it offers additional sales potential across all forms of trade.



The Christmas Delights product area in the special area in Hall 12 offers an original selection of sweet gifts. Photo: Messe Frankfurt Exhibition GmbH / Pietro Sutera

Christmasworld - Seasonal Decoration at its best

International trade fair for seasonal and festive decoration

The next Christmasworld will take place from 28 January to 1 February 2022.

Information for journalists:

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

Press information and photographic material:

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

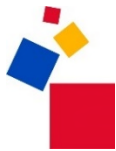
Links to websites:

www.facebook.com/christmasworld/

www.instagram.com/christmasworld.frankfurt/

www.linkedin.com/company/christmasworldfrankfurt

<https://twitter.com/ChristmasworldF>



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Christmasworld: Seasonal Decoration at its best

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. In 2020, it welcomed 1,063 exhibitors from 47 countries and 42,834 visitors from 128 countries (FKM-verified figures).

The Nextrade digital marketplace

The Nextrade digital order and data management system for suppliers and retailers in the consumer goods sector extends the trade fair and enables orders to be placed at any time of day or night, 365 days a year:

www.nextrade.market

Conzoom Solutions - the platform for the trade

The knowledge platform Conzoom Solutions offers the consumer goods trade a wide range of services such as studies, trend presentations, workshops or instructions for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector and compiles information for the trade in a bundled form. www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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