Gateway to the world: Krombacher International presents itself at Anuga 2025

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Krombach/Germany, September 24th, 2025: From October 4 to 8, the international food and beverage industry will meet at Anuga in Cologne - the world's leading trade fair for the food industry. The Krombacher Group will also be represented by its foreign subsidiary Krombacher International. The focus will be on the international core portfolio of Krombacher Pils and the Bavarian speciality Starnberger Hell. The brand belongs to Starnberger Brauerei, a strategic partner of Krombacher Brauerei.

"Anuga is a gateway to the world for us. Although Germany is a large market, it accounts for less than five per cent of global beer consumption. That's why we use the trade fair to get to know new partners and strengthen existing relationships," explains Dirk Nuber, Head of Marketing Krombacher International. "Our aim is to further establish Krombacher and Starnberger internationally and to grow into new markets together with strong partners".

In addition to its proven beer portfolio, the company is bringing the trendy "Beer & Food Pairing" trend to the Anuga stand. Together with one of the world's best pizza masters Sasà Martucci, a Krombacher customer from the Naples region, Krombacher International will be demonstrating the perfect combination of pizza and beer.

Market leader in Germany - challenger internationally

While Krombacher has been the market leader in Germany for over 25 years, Krombacher International is working to further establish the brand worldwide. The focus is on naturalness and authenticity. "Our partners keep telling us: Please send us the original. And that's exactly what we do. We bring Krombacher beers from the Krombach Valley to the world," explains Dirk Nuber.

Krombacher International prioritises long-term relationships. Krombacher's international business, which has been growing steadily for years, is based on strong partners, reliability and the highest product quality. Whether in Europe, Asia or America, at major festivals, in urban catering establishments or on supermarket shelves, Krombacher relies on its greatest strength worldwide: natural, authentic encounters and shared experiences.

Visitors will find Krombacher International and Starnberger at Anuga 2025 in Cologne in Hall 07.1, Stand E011.

About Krombacher

Family-run and with a deep respect for nature, Germany’s #1 premium beer brand has been producing its superior beers exclusively in the green Krombach valley, Central Germany, since 1803. Combining the original methods of traditional brewing craft with state-of-the art technology, the brewery only uses the finest natural ingredients to deliver high-class beers. For the precious water, Krombacher beers benefit from the local Felsquellwasser® found in 48 wells within 3 km of the brewery. The special water is naturally soft and low in mineral content, providing the beer with its unique, recognisably refreshing and crisp taste. Being Germany’s Top 1 beer brand and one of the most modern beverage suppliers in Europe, the Krombacher beers are now available in more than 50 export markets around the world. In addition to the flagship Krombacher Pils, the ever-expanding portfolio of authentic Krombacher products provides consumers with a broad variety of alcoholic and non-alcoholic beverages to choose from.

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