

Anuga 2025: Westfleisch presents innovations, sustainability and future prospects

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Cologne, October 4, 2025. From October 4 to 8, the international food industry will gather in Cologne for Anuga – the most important platform for Westfleisch to engage in face-to-face discussions with partners from Germany, Europe, and around the world. Exports are a particular focus: Westfleisch supplies over 40 countries and relies on long-term, trusting partnerships. “Personal exchanges at the trade fair are indispensable for us in order to deepen existing relationships and open up new markets,” explains Hubert Kelliger, Group Sales Manager at Westfleisch SCE.

The meat industry is undergoing a profound transformation: consolidation measures, takeovers and dynamic market changes are shaping the sector. In this environment Westfleisch is not only sustaining but has even reinforced its position among the industry leaders. “We combine reliability, quality, and innovative strength – and that is precisely what makes us strong in an agile market,” explains Kelliger.

Higher standards of animal welfare and market trends

Westfleisch is also setting clear trends in its home market. The expansion of higher standards of animal welfare is a key issue for the future. Even today, a large proportion of the company's products come from higher standards of animal welfare – well above the industry average. In this way, the company is responding not only to growing demand from retailers, but also to increasing consumer awareness.

Innovations and investments

Westfleisch is using the trade fair to showcase its innovative strength and product diversity. Its subsidiaries are providing important impetus:

Press Release

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- WestfalenLand is addressing the issue of food waste by investing in innovative packaging solutions. An example of this is the resource-saving skin-on-tray packaging, which saves material and ensures a longer shelf life for the product. The company offers customized solutions tailored to its customers.
- Gustoland is presenting its sausage specialties and supports Westfleisch's trade fair appearance with a team of competent experts.
- IceHouse is bringing high-quality frozen and convenience products for national and international markets to Cologne.
- Westfood is positioning itself at the international trade fair as a business-to-business supplier for large-scale consumers with a focus on system catering, cash & carry markets, and the food processing industry. The product range is tailored to the different needs of its customers in the meat, sausage, and convenience sectors.

With a solid market position, clear strategies for the future, and a strong international network, the company will demonstrate at Anuga 2025 that Westfleisch is a reliable partner – in Germany and worldwide.

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