WORLD TRADE CENTER® MIAMI

Americas FOOD & BEVERAGE SHOW

Post Show Report 2026

SEPTEMBER 14-16, 2026

MIAMI BEACH CONVENTION CENTER



Where the World Comes to Taste, Trade and Connect.

For thirty years, the **Americas Food & Beverage Show & Conference** has brought the hemisphere's food and beverage trade together in Miami. The 30th anniversary edition, produced by World Trade Center Miami, was one of the most international in the show's history.

More than 11,700 attended on-site, up from 10,000 in 2025. They represented **115 countries** and territories. On the show floor, **990 exhibiting companies** and **22 country pavilions** showcased products from across the Americas and beyond.

Beyond the numbers, this edition delivered what AF&B has always been built for: real business. buyers, importers, distributors, manufacturers and service providers met face to face **to source products, open new markets and strengthen partnerships** across the Americas and beyond.

AF&B stands out for its blend of business focus and an approachable, energetic atmosphere where relationships form quickly and deals move forward.

The 31st edition returns to the Miami Beach Convention Center **September 27–29, 2027.**



Americas FOOD & BEVERAGE SHOW & CONFERENCE

2026 Show Floor Plan





Three decades after starting with nearly a hundred exhibitors, AF&B remains the platform connecting the world's food and beverage industry to the Americas.

AF&B is growing faster than ever.

- **From show to marketplace**. AF&B has tripled in size, with more countries, more buyers, and more business every year.
- AF&B is an **industry-only, business-to-business** event. As the show grows, that commitment doesn't change.

11,700+
Buyers & industry Professionals

115+
Countries

990+
Exhibitors

22
Country Pavilions



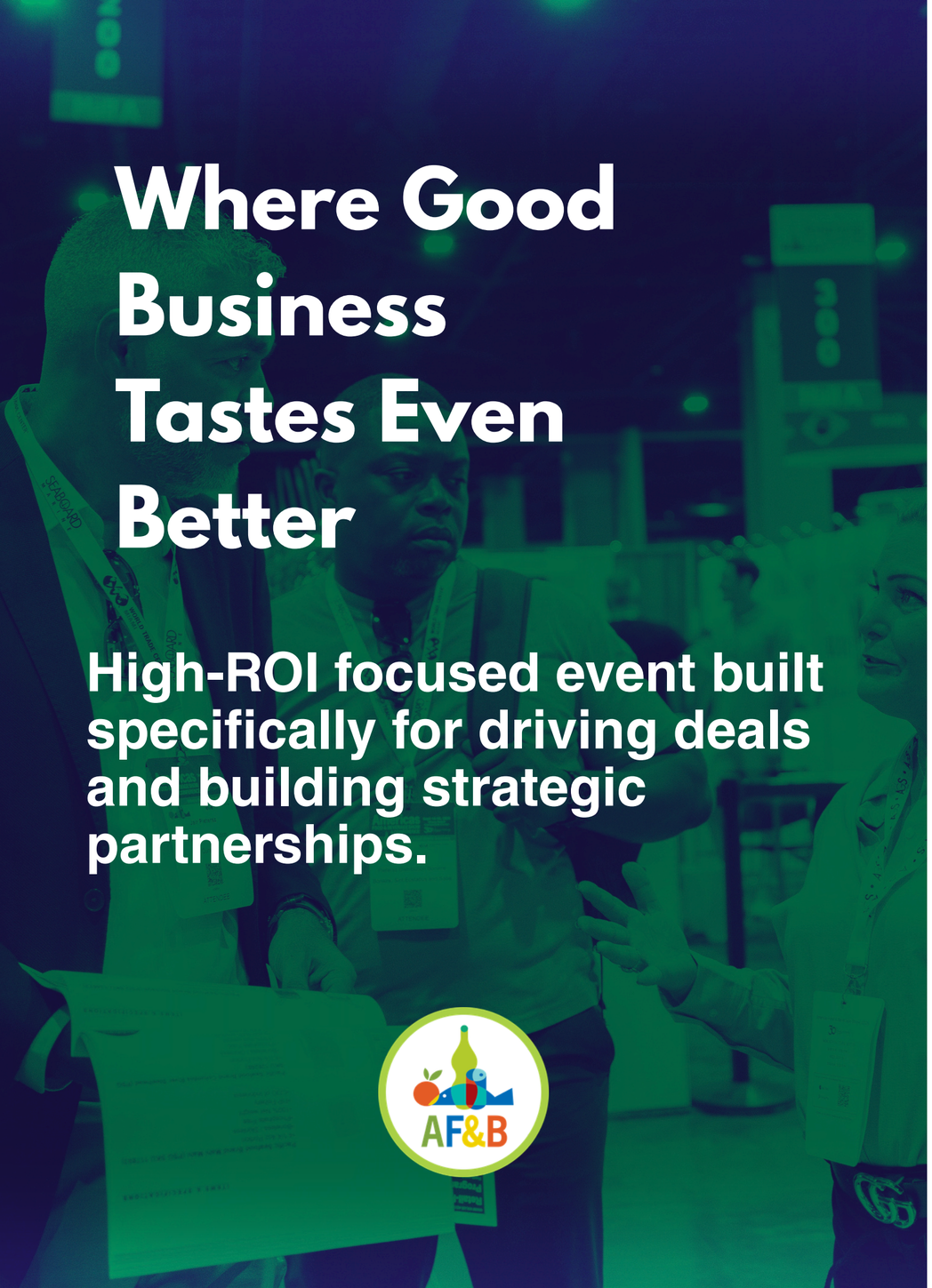
The right suppliers. The right buyers.

Attendee Profile

- **11%** Retail
- **40%** Import/Export & Distribution
- **20%** Food Service
- **11.4%** Manufacturing
- **9%** Service Provider
- **8.6%** Other

Top Regions Where Buyers Supply To:

- **63%** USA & Canada
- **34%** LATAM
- **28%** Caribbean
- **10%** Europe/MidEast



Where Good Business Tastes Even Better

High-ROI focused event built specifically for driving deals and building strategic partnerships.

76.4% of Attendees Have a Buying Influence

53% hold senior roles.

- Owners and founders (28%), general managers, the C-suite, and presidents together make up more than half of attendees.

International attendees are the most decision-ready.

- **89%** of Latin American attendees and **91%** of Caribbean attendees **make or influence buying decisions.**

Key Decision-maker Roles by Top Sectors

Retail

Executive Leadership/Owner **25%**
Purchasing **37%**

Import/Export & Distribution

Executive Leadership/Owner **31%**
Purchasing **20%**

Food Service

Executive Leadership/Owner **35%**
Purchasing **48%**



Taste the Opportunity.

- **89%** of exhibitors expect increased sales from the Show
- **77%** expect sales in new international markets

AF&B

Where Deals Are Made and Relationships Begin.

172 VIP Buyers

Qualified buyers from around the world, with pre-arranged B2B meetings designed for strategic partnerships.

$2.0 billion

- Reported in purchase intent.
- Nearly one-third of buyers (30%) plan purchases above $100,000.
- 16% plan to exceed $500,000.

Results exhibitors came for and found:

- Expect export sales average **$386,000**
- **65%** Reported Generating sales leads
- **62%** Reported they met key distributors
- **44%** Reported Sourcing international buyers

30 Years.
990 Exhibitors.
51 Countries & Territories.
One Marketplace

Exhibitors

- 73% plan to return in 2027
- 51% of exhibitors reported increased brand awareness as a top objective met

The world's food & beverage suppliers, in one show in Miami.

Exhibitors from **51** countries. **43%** of them are from outside the US.



TOP INTERNATIONAL SOURCES:



22 COUNTRY & REGIONAL PAVILIONS

Africa · Belize · Brazil · Canada · China · Colombia AmCham · ProColombia · Dominican Republic · Guatemala · India · Japan · Kenya · Mexico · Netherlands · Panama · Peru · South Korea · Spain · Taste of the States/USA · Thailand · Türkiye · Uzbekistan



Followed across the hemisphere.

Gathered in Miami.

AF&B's reach extends well beyond three days on the show floor, putting exhibitors in front of decision-makers across the hemisphere before, during and after the show.

Digital Impact

- **1.17M+** impressions (Instagram + LinkedIn + Facebook) ***2.5x vs. 2025***
- **33K+** accounts reached (Instagram + LinkedIn + Facebook) ***+8% vs. 2025***
- **15K+** interactions (Instagram + LinkedIn + Facebook)
- **28K+** followers (Instagram + LinkedIn + Facebook + X) ***+12% vs. 2025***
- **50k+** Newsletter Subscribers

The audience is hemispheric

- Beyond Miami: Mexico City, São Paulo, Buenos Aires and Santo Domingo rank among the top 10 metros by follower count, alongside New York, Los Angeles, and Chicago.

Get seen on the floor and across the feed

- Exhibitors are our best content! AF&B Exhibitors are highlighted and star in 4 of our top 5 Instagram Reels.
- More than half of our views came from people who don't follow us yet: ***new eyes on your brand.***

Reach the decision-makers before they reach the floor

- Half of our LinkedIn visitors are in sales and business development- the people who buy and partner.

Data collected from June 25, 2026 to Sept. 22, 2026



The world is watching. And coming to Miami.

Mexico, Brazil, India, and Colombia led international traffic to the website, together making up nearly 40% of all visitors from outside the U.S.

Global Reach Online

They find us first. Then they find you.

72,000 visitors. 184 countries and territories. One marketplace.

From search to show floor

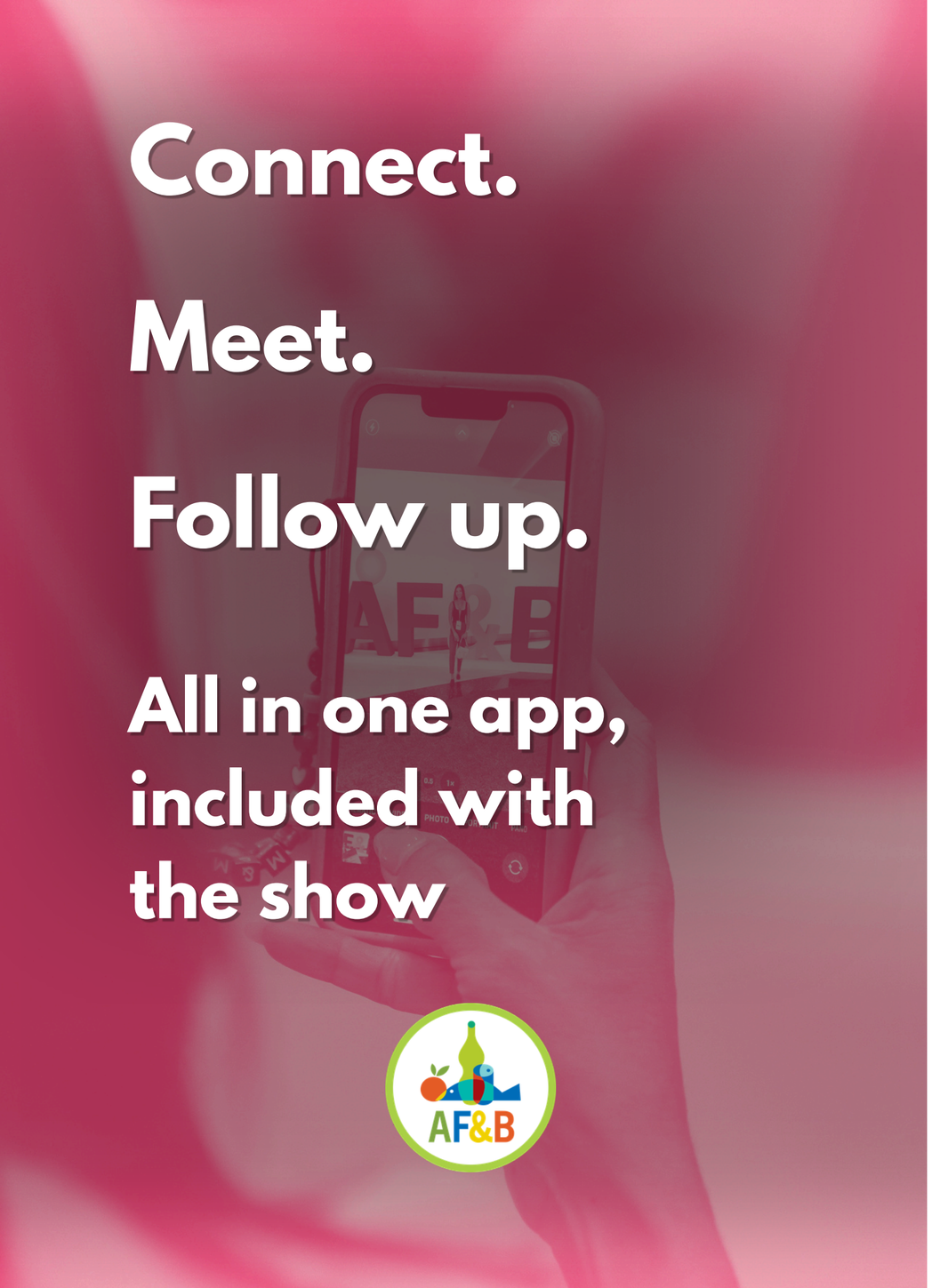
- Organic search was the top traffic source with 57,000 sessions. People are actively searching for the show.
- **98%** were new. The show is reaching new prospects, not just past participants.
- Latin American visitors were the most engaged
- Direct traffic was 32,000 sessions

Seven countries account for almost half (49%) of all international visitors to the website.

Top International Visitors:

- 15% Mexico
- 11% Brazil
- 6.5% India & Colombia
- 4% Canada
- 3.5% Spain
- 3% Türkiye

Data from June - Sept 22, 2026



The show closes. The marketplace stays open.

Every exhibitor and attendee gets the AF&B show app and lead generation at no extra cost. It's the tool to find and connect with the right buyers and exhibitors, request and schedule meetings, capture leads on the floor, and keep the conversation going for up to nine months after the show closes.

Buyer intent

- **8,826** exhibitors and bookmarks: buyers came with a list, and exhibitors were on it.
- Buyers planned their visit before they walked in.

Networking

- **36,000+** connections made. The marketplace doesn't stop at the booth.
- **67%**. Exhibitors were actively capturing leads on the floor.



Insight on the conference floor.

Flavor on Center Stage.

Discovery on the Beverage Stage.

Launchpad for new products.

Business everywhere.

From the **Conference Program** and **Center Stage** to the **Beverage Stage** and **New Products Showcase**, every AF&B feature is built to multiply visibility beyond the booth, part of the show's commitment to delivering measurable results for every exhibitor who invests in the marketplace.

New Products Showcase

Featured online before the show and displayed at the show, it is buyers' roadmap to what's new and puts your latest launches in front of decision-makers before they even reach your booth.

Conference Program

Three days of expert-led sessions in English and Spanish give speaking partners a platform to position their brand as the trusted authority on market access, trade compliance, finance and growth, in front of the exporters, importers and decision-makers who need that expertise most.

Conference program: topics covered

- Trade policy and regulatory compliance
- Finance, risk and growth resources
- Market access and expansion
- Marketing and digital reach
- Logistics and infrastructure
- Industry and leadership



The world on stage, and the industry in the audience

Center Stage

A showcase in front of a captive audience of industry professionals and a worldwide audience through live streaming on YouTube, turning a cooking demonstration into a high-visibility brand moment that keeps working long after the show closes.

Center Stage participants

- Cafe Nairobi
- A Taste of Spain (three sessions)
- Ferymar
- Irimaki Japanese Infusion, Chef Tomas Irimaki
- Uruguay Beef, Cook It With Tim
- Chef Marianna Montanaro
- Fogo de Chão
- Colombia cooking demonstration, Chef Mr. Douglas
- Executive Chef Scott Brown
- BakeMark
- Bridging Culinary Cultures: Asian Cuisine
- Satin Ice
- CaoChocolates

Beverage Demo Stage

Provides brands a show-and-taste spotlight to introduce new spirits, wines, beers, teas and functional drinks directly to the buyers and distributors looking for what's trending next.

Beverage Stage participants

- Timmermans (Lambic beer)
- Ron Barceló
- Casa Farive Prosecco di Valdobbiadene Superiore
- Royal Dutch Beer
- National Rums of Jamaica, Monymusk Plantation Rum
- Singha
- El Dorado Rum
- Moringa Man tea
- Cuello's Distillery Limited
- Chicha Limeña and VitaLina FlaxTea
- Tweaker Energy Drink / FizzPop
- Pisco Capel
- Finca el Pehuén B&V Wines
- Caribbean International Brewery Company Limited
- Liquore Strega
- Wines, Spirits & Macadamia Milk

Beverage Stage alone featured **12 international markets**, including Belgium, the Dominican Republic, Italy, the Netherlands, Jamaica, Thailand, Guyana, Peru, Chile, Argentina and the Caribbean, plus Africa.



Seen around the world

16 partners.
1.5 million+ combined audience.
400+ websites.
70+ countries.
One show.

120+ press and media registered, including Telemundo, Univision, CNBC and iHeartMedia.

Key Media Partners

Your booth is in Miami. Your audience is worldwide.

Audiences in Retail, Foodservice, Import, Export, Trade, Manufacturing, Tech, as well as Multicultural & Community

abasto – Reaching the Hispanic Retailer
Deli Business
Food & Beverage Technology Review
Fat to Fit – The healthy mag
La Guía Keto en español
CIOCoverage – Driven For Technology Leaders
Agricult Outlook
Food Business Outlook
The American Exporter
Food & Beverage Business
Association of AFI – Since 1906 – Food Industries
Alive on South Beach
FoodBev Media
北美經濟導報 North American Economic Herald
Today's Grocer
TwentyWest Media

A show you visit.

A marketplace where you do business.

Attendees

- 86% plan to return in 2027

> The Americas Food & Beverage Show isn't just an exhibition—it's the ultimate bridge connecting global trade to the Western Hemisphere. The deals done and relationships forged on this floor are what truly grease the wheels of international business. If you're serious about moving product, making real moves, and dominating the market, this is the one room you can't afford to miss! — *Wanda Fernandez, All-Ways Forwarding*

> "The Americas Food and Beverage Show connected us with serious buyers from across Latin America and the Caribbean in just a few days. The quality of the contacts and the caliber of the attendees made it one of the most productive events on our calendar, and we are already following up on real opportunities. We will absolutely be back. - *Sergio Vassallo, SwissPac USA*

> "The Americas Food & Beverage Show has consistently provided a unique opportunity to connect with food and beverage brands from across the United States and around the world. As someone who has attended and exhibited at the show for many years, I value the opportunity to discover new products, build relationships and connect with entrepreneurs and industry professionals who are working to bring innovative brands to market. It remains an important gathering for the food and beverage industry and a show I always look forward to attending." — *JC Colón, President & CEO, Savvy Palate Food & Beverage Brokers*

> The Americas Food & Beverage Show was an incredible opportunity for us to connect with both new prospects and existing partners under one roof. The energy, diversity of attendees, and quality of conversations exceeded our expectations. It's clear that this event continues to be the premier hub for building meaningful relationships and growing business across the region. — *David Pozo, CFO, Seabreeze Forwarding Inc.*

View Highlights from the 2026 Edition

English Recap

Spanish Recap

Day in the Life AFB Exhibitor

Scan to view photo gallery

Save The Date

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SEPT 27-29 2027

MIAMI BEACH CONVENTION CENTER

Where the World Meets the Americas



AF&B Website

2027 Show Floor Plan