



SINCE 2007  
**18<sup>th</sup>**  
FOODMESSE  
in NIIGATA

*The 18th Major International General Food Trade Fair*

# FOOD MESSE

in NIIGATA, 2026

Period : Wednesday, November 11- Friday, November 13, 2026

Venue : Toki Messe Niigata Convention Center [Exhibition Hall]

Concurrent  
Events

The 13th Sixth-Order Industrialization  
Fair, Niigata, 2026

The 11th Sixth-Order Industrialization  
Grand Prize Contest

(Hosted by Japan Food Journal Co., Ltd.)

Application  
Deadline  
**Friday,  
August 28**

Please  
register  
soon!

\*Due to high demand,  
a waiting list was  
required last year.

Organizer : FOOD MESSE in NIIGATA Executive Council  
Managed by : Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.;  
and World Forum on Food and Flowers Organizing Committee

Food Messe  Search   
<https://foodmesse.jp>



# The largest food trade fair on the Sea of Japan coast, From All Over Japan to Niigata and From Niigata to A Major International General Food Trade Fair Creating New Value from

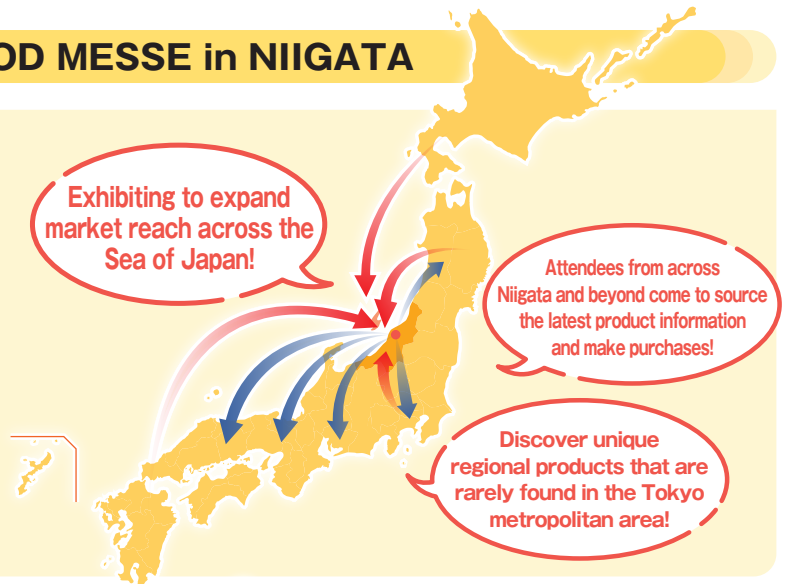
## Event Outline

|                          |  |                                  |  |
|--------------------------|--|----------------------------------|--|
| <b>Name</b>              | ● The 18th Major International General Food Trade Fair "FOOD MESSE in NIIGATA, 2026"   | <b>Main Theme</b>                | ● "In Quest of Better Food"<br>- Creating new value - inspired by both tradition and the latest in trends -                    |
| <b>Concurrent Events</b> | ● The 13th Sixth-Order Industrialization Fair, Niigata, 2026<br>● The 11th Sixth-Order Industrialization Grand Prize Contest | <b>Organizer</b>                 | ● FOOD MESSE in NIIGATA Executive Council  |
| <b>Period</b>            | ● Wednesday, November 11 ~ Friday, November 13, 2026<br>10a.m. - 5p.m. (till 4 p.m. on the final day)                        | <b>Managed by</b>                | ● Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.; and World Forum on Food and Flowers Organizing Committee |
| <b>Venue</b>             | ● Toki Messe Niigata Convention Center (Exhibition Hall)   | <b>Event Scale (planned)</b>     | ● 450 corporate exhibitors expected / 430 booths   |
|                          |  | <b>Target Number of Visitors</b> | ● 13,000   |

## 4 Features of FOOD MESSE in NIIGATA

### 1 A Platform for Expanding Business Opportunities with Niigata as a Hub!

Niigata has nurtured a rich food culture and cutting-edge agriculture, forestry, and fisheries industries; it also serves as a hub for information and logistics on the coast of the Sea of Japan, acting as a commercial base for neighboring areas. Food Messe in Niigata attracts a large number of food buyers from the Tokyo metropolitan area and neighboring prefectures who have a passion for locally sourced products; as such, it serves as a prime opportunity to expand your distribution from Niigata beyond the market of the Sea of Japan to a nationwide scale.



### 2 With a Track Record Spanning 17 Fairs, This 3-Day Event is Unmissable for the Culinary Market along the Coast of the Sea of Japan!

First held in 2007, this year marks the 18th anniversary of the Food Messe in Niigata. As a platform for food industry businesses to expand their sales channels, the event has grown in scale year after year and has become the largest food-related trade show on the Sea of Japan coast. Every year, by the time the application deadline arrives, all booths are fully booked or on a waiting list, making this trade show the event of choice for those seeking business opportunities—"From All Over Japan to Niigata and From Niigata to All Over Japan"

Despite the COVID-19 pandemic, we responded to calls to hold the event by implementing thorough infection prevention measures and providing business opportunities that had been lost.



### 3 Affordable Booth Fees and Networking Opportunities to Help You Expand Your Market Reach!

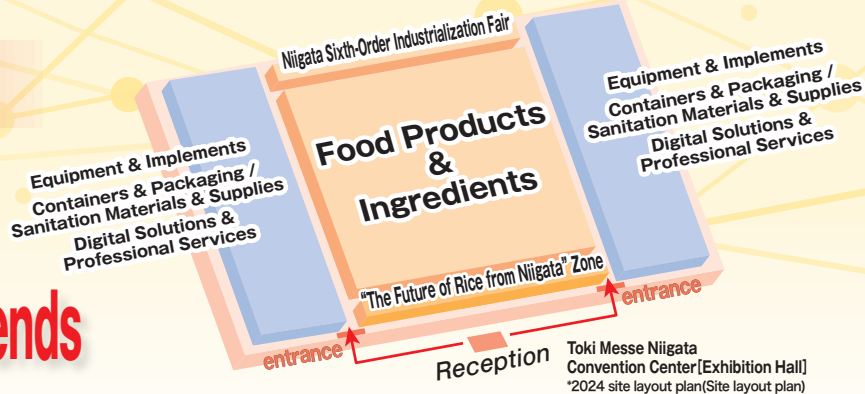
At Food Messe in Niigata, the exhibition fee for food products/ingredients booths is just 95,000 yen (excl. tax), which, when compared to trade shows in the Tokyo metropolitan area, is a much more accessible challenge for first-timers, with more and more exhibitors returning each year. Furthermore, a very large key feature is that exhibitors can network between themselves, leading to opportunities for collaborations, OEM partnerships, and sales channel introductions.



now in its 18th year!

the Nation

Regional Brands to the Latest Trends



## 4 From Food Products to Ingredients, Gather the Latest Information Regarding Everything about Food!

### Food Products & Ingredients

Buyers attending the event are looking for regional brand products—including agriculture, livestock, and fishery products rich in local character and their processed goods—as well as products that meet growing demands for health, convenience, and time-saving solutions. (From the 2025 Visitor Survey)

- Fresh Food (Agriculture, Livestock, and Fishery Products)
- Processed Agricultural, Livestock, and Fishery Products
- Prepared Foods & Bento
- Seasonings and Condiments
- Frozen Foods
- Confectionery, Bakery Products, and Ingredients
- Alcoholic Beverages
- Beverages
- Care Food (Nursing and Senior Care Food)
- Emergency and Disaster Preparedness Foods and more

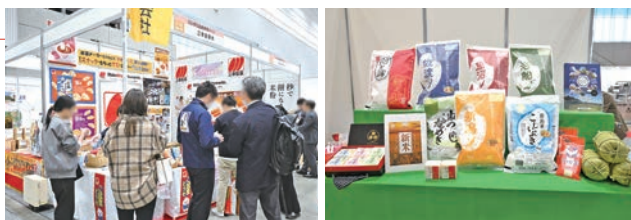


### "Future of Niigata Rice" Zone

Focusing on expanding the uses of rice!

From Niigata, the Land of Rice, we're showcasing new possibilities for rice.

- Rice
- Pre-packaged Rice
- Cooked Rice
- Frozen Cooked Rice
- Packaged Mochi
- Rice Crackers (Senbei)
- Rice Flour
- Rice Flour Products
- Sake (Japanese Rice Wine)
- Rice Polishing Machines
- Flour Milling Machines
- Rice Cookers
- Rice Bags
- Packaging Machines and more



### Niigata 6th Industrialization Fair

The only exhibition in Japan specializing in Value-added agriculture products, Buyers are increasingly focused on unique, high-value-added products that emphasize quality and craftsmanship, even in small-batch production.

- Processed Agricultural, Livestock, and Fishery Products
- Frozen Processed Foods
- Seasonings and Condiments
- Alcoholic Beverages
- Beverages
- Confectionery

### Local Governments, Chambers of Commerce, and Trade Associations

31 organizations and 116 businesses exhibited in 2025! These organizations coordinate local producers to exhibit collectively, providing a powerful platform to promote regional brands and develop new sales channels.



- Processed foods using regional specialties
- Unique agricultural products native to the region
- Regional brand agriculture, livestock, and fishery products and their processed goods
- Processed foods created through regional collaboration and more

### Embassies, International Companies, and Importers

The ideal platform for tapping into the Sea of Japan market from Niigata—a strategic hub that has long been an overlooked "blind spot" for many. This is a premier opportunity to build brand awareness and promote international products to a fresh audience.



- Processed Agricultural, Livestock, and Fishery Products
- Frozen Processed Foods
- Confectionery
- Seasonings and Condiments
- Alcohol and more

Solutions to industry-wide challenges—including labor shortages, productivity enhancement, labor-saving, automation, food loss reduction, and environmental impact mitigation—are rapidly increasing!

### Equipment & Tools

Exhibitors in this sector are on the rise, providing solutions to labor shortages across the entire food industry—from production and manufacturing to distribution and retail.

- Processing Machinery
- Quality Control Equipment
- Refrigeration & Freezing Equipment
- Retail & Foodservice Equipment
- Kitchenware and more

### Packaging & Hygiene Supplies

We are seeing a major expansion in eco-friendly packaging! This is an ideal opportunity to showcase your original products, including those made from natural materials, molded pulp, and paper-based solutions.

- Prepared Food & Bento Containers / Packaging Materials
- Beverage Containers / Packaging Materials
- Tableware & Dining Accessories
- Labels & Stickers
- Wrapping
- Hygiene & Sanitation Products
- Sanitation Materials & Supplies and more

### etc. Digital Solutions & Professional Services

Showcasing a wide range of products and services, from IT systems that drive Digital Transformation (DX) to specialized sales promotion support.

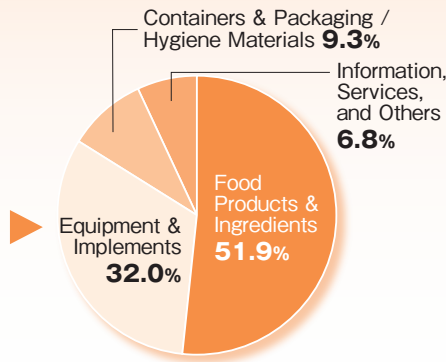
- IT & Information Systems
- Store & Kitchen Design and Construction
- Sales Promotion & Display
- Management Consulting
- Academic-Industrial Research for Food Science and more

# FOOD MESSE in NIIGATA *Four* Characteristics of Exhibitors

## — 2025 Exhibitor Feedback & Analytics —

### 1 From Core Food Ingredients to Equipment and Packaging—a Comprehensive Range of Exhibits!

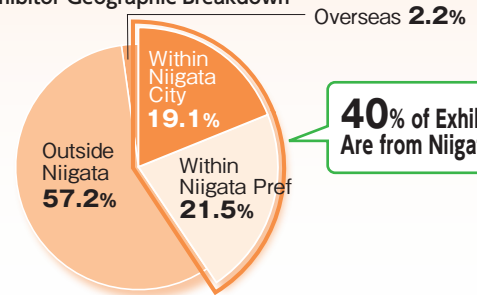
| Category                                   | No. of exhibitors |
|--|-------------------|
| Food Products & Ingredients                | 212               |
| Equipment & Implements                     | 131               |
| Containers & Packaging / Hygiene Materials | 38                |
| Information, Services, and Others          | 28                |
| Total                                      | 409               |



### 2 409 Exhibitors from 36 Prefectures and Overseas!

#### Capturing National Attention

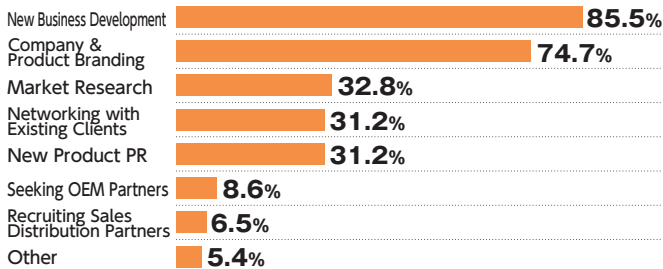
##### Exhibitor Geographic Breakdown



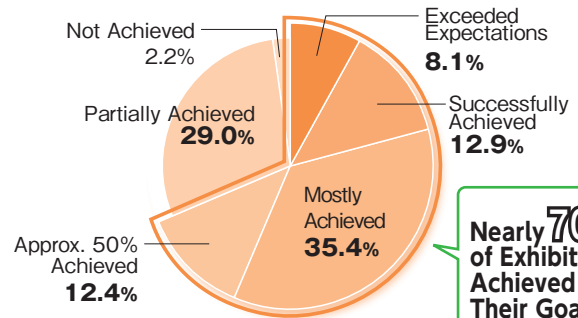
**40% of Exhibitors Are from Niigata!**

### 3 70% of Exhibitors Achieved Their Event Goals!

#### Exhibitor Goals (Multiple answers allowed)



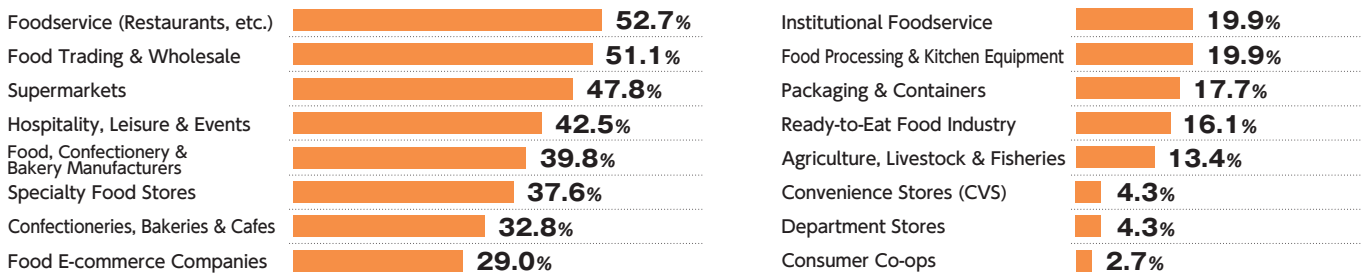
#### Goal Achievement Rate



**Nearly 70% of Exhibitors Achieved Their Goals!**

### 4 Connect With Buyers from a Wide Range of Industries!

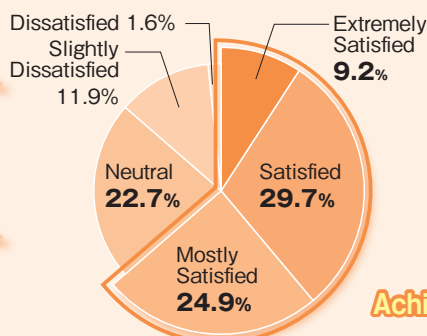
#### Business Meetings by Industry (Multiple answers)



## Exhibitor Feedback

"While the turnout was good, we would appreciate seeing even more visitors not just from Niigata, but from the surrounding prefectures as well." (Food & Ingredients Sector)

"We were able to gather feedback and identify specific pain points across various industries, while also securing a solid number of new leads." (Information & Services Sector)



"Since the event, several customers have already reached out to request formal quotes." (Food & Ingredients Sector)

"Participating allowed us to gain a clear understanding of visitor needs and market demands regarding our exhibited products." (Food & Ingredients Sector)

**Reflecting Our Goal Achievement Rates, Exhibitor Satisfaction Also Reaches Nearly 70%!**

# FOOD MESSE in NIIGATA *Four* Characteristics of Visitors

## — 2025 Visitor Feedback & Analytics —

**1** Visitors come from all across Japan, not just Niigata!  
12,226 Visitors in 2025!

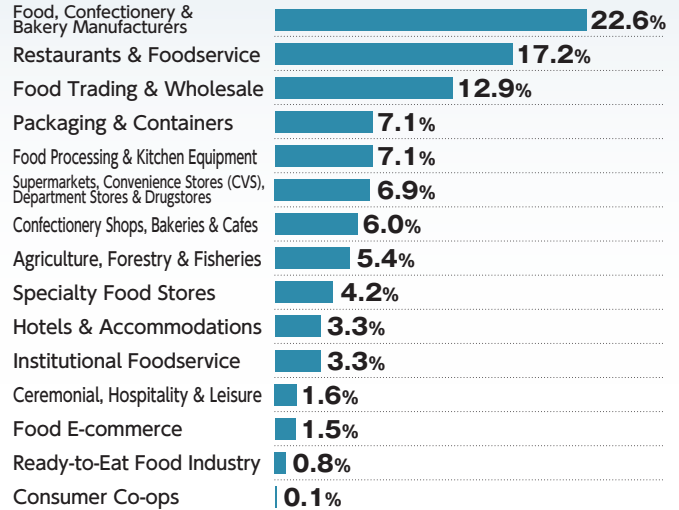
### Visitor Breakdown by Region

|                         |              |   |
|-------------------------|--------------|---|
| Niigata Pref.           | <b>79.2%</b> | —   |
| Hokkaido-Tohoku region  | <b>4.2%</b>  | Hokkaido, Iwate, Akita, Yamagata, Miyagi, Fukushima                     |
| Kanto region            | <b>10.7%</b> | Ibaraki, Tochigi, Gunma, Saitama<br>Chiba, Tokyo, Kanagawa              |
| Ko-shin-hokuriku region | <b>3.3%</b>  | Ishikawa, Nagano, Toyama, Fukui, Yamanashi                              |
| Tokai region            | <b>1.0%</b>  | Shizuoka, Aichi, Gifu, Mie  |
| Kinki region            | <b>1.1%</b>  | Kyoto, Nara, Osaka, Hyogo   |
| Shikoku-Chougoku region | <b>0.4%</b>  | Okayama, Hiroshima, Tottori, Shimane<br>Tokushima, Kagawa, Ehime, Kochi |
| Kyusyu region           | <b>0.1%</b>  | Fukuoka, Nagasaki, Kumamoto, Oita, Kagoshima                            |
| Overseas                | <b>0.1%</b>  | China   |

※ Some of the above data were compiled according to company headquarters addresses.

**2** Attracting Professionals from Across the Industry!

### Visitor Breakdown by Industry



\*Excludes "Other" (Government, Organizations, Students, Press, etc.)

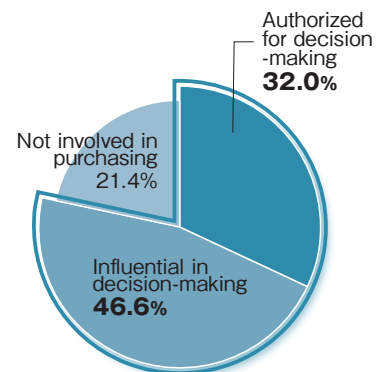
**3** Responsible personnel from multiple departments will be in attendance!

### List of visitors' departments

| Retail & Online Shopping       | Food Trading & Wholesale              | Food Manufacturer                   | Restaurant, Ready-Made Meal & Meal Supply |
|--------------------------------|---------------------------------------|-------------------------------------|---|
| Fresh Foods Department         | Marketing Department                  | Marketing Department                | Purchasing Department                     |
| Daily Foods Department         | Foodservice Account Representative    | Bakery Department                   | Product Department                        |
| Prepared Foods Department      | Merchandising Representative          | Deli Department                     | Product Development Representative        |
| Grocery Department             | International Business Representative | Quality Control Department          | Executive Chef                            |
| Dry Goods                      | Sales Department                      | Manufacturing Department            | Manufacturing Department                  |
| Frozen Foods                   | Daily Foods Department                | Purchasing Department               | Store Development Department              |
| Confectionery Department       | Mass Merchandising Department         | Product Development Department      | Menu Development Department               |
| Beverages & Spirits Department | Sales Promotion Department            | Production Management Department    | Food & Beverage Department                |
| Store Development Department   |                                       | Raw Material Procurement Department | New Business Development Department       |

**4** Opportunities to directly contact key decision-makers!

### About product purchasing



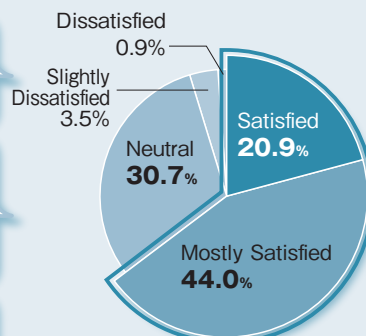
**Nearly 80% of Visitors Have Purchasing Authority!**

### Visitor Feedback

"I am looking forward to seeing more exhibits featuring Niigata's local marine products, processed seafood, and specialty goods from the coastal regions." (Food Manufacturer)

"It was a wonderful experience to learn about the passion of producers from both inside and outside the prefecture. Hearing the stories behind their product development offered a deeper perspective that you just can't get from standard purchasing or simple tastings." (Other)

"Being able to compare the technologies and materials of local companies while experiencing the high level of regional technical expertise firsthand made this a truly valuable opportunity." (Manufacturing)



**65% Overall Visitor Satisfaction!**

"It's great to see so many local Niigata companies exhibiting, and I really appreciate the ability to discover products from other regions as well." (Food Trading & Wholesale)

"With so many packaging and materials companies participating from both inside and outside the prefecture, I find this to be an excellent venue for discovering new products and expanding business horizons." (Packaging & Containers)

"The '6th Industrialization Awards' were very intriguing. Products that leverage unique regional characteristics provide excellent inspiration, and I hope this initiative continues in the future." (Food, Confectionery & Bakery Manufacturer)

## Official Timeline

Application period

### If you are considering participation ...

A briefing session will be available to make this event better known to those interested in participation. So please join the briefing.

### Briefing/Seminars for prospective exhibitors

Schedule : 1:00 p.m. - Doors open / 1:30 p.m. - Session begins  
Venue : Toki Messe Niigata Convention Center  
Conference rooms 306 & 307  
\*The session will also be webcast.

Free to attend!

- Features of FOOD MESSE in NIIGATA
- Benefits and expected effects of participation
- Exhibition Essentials and how to exhibit
- Services available for exhibitors
- Preparations to make your participation a success (seminar)



Register here

Wed, Jun. 3

Application period

### If you have decided to exhibit ...

#### 1 Application

After confirming the "Exhibition Regulations" on the back of the Exhibition Application Form, fill out the form and send it to the Executive Secretariat by e-mail or fax.

Fri, Aug. 28 Application deadline

\*Applications, changes, or cancellations made after the submission deadline will be subject to a handling fee as stipulated in the Exhibitor Guidelines. Furthermore, please note that no additions, changes, or cancellations will be accepted once the designated final cut-off period has passed.

Fri, Sep. 11

#### 2 Exhibitor Briefing \*Available Online Only

Time: Scheduled for 1:00 p.m.  
The briefing will include the announcement of booth locations, essential details regarding exhibitor guidelines and applications, and a seminar on maximizing your exhibition results.

All exhibitors are required to review the Exhibitor Briefing Video and the Complete Set of Exhibition Materials sent via email to ensure all preparations are in order.

Mid-Sep. Distribution of invitations ("Visitor Guide") to exhibitors

Period to prepare for participation

Period to prepare for participation

3 Distributing invitations ("Visitor Guide") to customers and campaign to attract visitors

4 Preparing and submitting required documents

Wed, Oct. 7 Deadline for submission of application documents

\*Applications, changes, and cancellations of submission documents are subject to separately specified fees as outlined in the exhibitor guidelines. Additionally, any additions, changes, or cancellations made after a certain period will not be accepted.

Tue, Nov. 10 5 Delivery of materials and booth preparation

Wed, Nov. 11 - Fri, Nov. 13 FOOD MESSE in NIIGATA, 2026 and Sixth-Order Industrialization Fair, Niigata, 2026 in session

Fri, Nov. 13 6 Dismantling and removal

\*Descriptions 1 to 6 above refer to exhibitors' activities.

**FOOD MESSE in NIIGATA, 2026**  
Executive Secretariat  
(c/o Japan Food Journal Co., Ltd.)

Japan Food Journal Business Support Headquarters,  
Urban-net Irifune Bldg. 4F, 3-2-10, Irifune, Chuo-ku, Tokyo 104-0042  
Phone: +81-(0)3-3537-1077 (Inquiries accepted: 9:30a.m.-5:30p.m. on weekdays)  
Fax: +81-(0)3-3537-1088 E-mail: fmn-office@foodmesse.jp <https://foodmesse.jp>

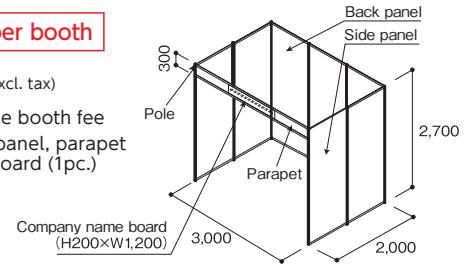
## Exhibition Fee System

### Special booths for food product/ingredient exhibitors

3m×2m(6sqm) per booth

JPY95,000 (excl. tax)

- Items included in the booth fee
  - ① Back panel, side panel, parapet
  - ② Company name board (1pc.)

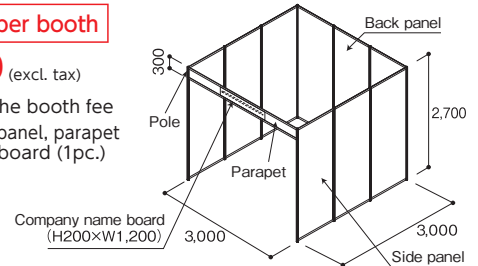


### Regular booths

3m×3m(9sqm) per booth

JPY135,000 (excl. tax)

- Items included in the booth fee
  - ① Back panel, side panel, parapet
  - ② Company name board (1pc.)



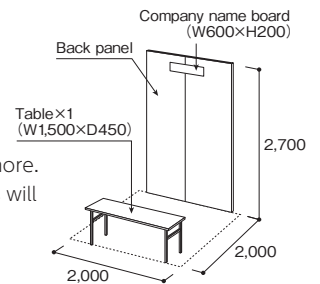
### Special booths for Sixth-Order Industrialization Fair

2m×2m(4sqm) per booth

JPY50,000 (excl. tax)

A booth fee of JPY55,000 (excl. tax) will apply to exhibitors who are participating for the fourth time or more.  
\*The number of previous participations will be counted starting from 2025.

- Items included in the booth fee
  - ① Back panel
  - ② Table for exhibits
  - ③ Company name board (1pc.)



■ Equipment not included above can be rented for a fee. Applications will be accepted after the exhibitor briefing session via the rental equipment application form. For details on available equipment, please contact the secretariat.

#### Examples of rental items

- Table : JPY1,000 (excl. tax)
  - Pipe chair : JPY500 (excl. tax)
  - Fluorescent light (40W) : JPY3,500 (excl. tax)
  - Electric charge : JPY8,000 (excl. tax) per 1kW
  - 100V double outlet : JPY4,000 (excl. tax) up to 1.5kW
- \*Charges shown here are subject to change.

■ Booth decorations are also available to increase appeal to buyers. For details, please contact the Secretariat

### Option only for single-/double-booth participation

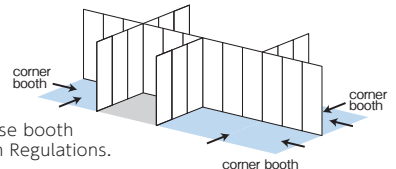
#### Two-side-open booths (corner booths) are available

Charges : JPY30,000 (excl. tax) \*Availability limited

• Eligible applicants: Exhibitors with one or two booths in the "Regular Booth" or "Food & Ingredients Booth" sections.

■ If you apply for this offer, you may be able to use a two-side-open booth (corner booth).

■ Please note that corner booths are subject to availability and requests cannot be guaranteed.



\*The organizer will determine these booth locations based on the Exhibition Regulations.