



# GENUSSWELTEN

*For connoisseurs & gourmets*



**18-20  
OCT 24**

**MAK Wien**

1010 Vienna



# SPECIALTIES IN AUTUMN

From October 18 to 20, 2024, the GENUSSWELTEN, the exhibition for connoisseurs and gourmets, will attract visitors with a variety of culinary specialties and exquisite delights from Austria and around the world at the MAK - Museum of Applied Arts. Visitors can look forward to delicacies from a wide variety of countries - and of course taste and buy them too. GENUSSWELTEN also provides information on the origin and producers of the various culinary pleasures on offer, including distillates & spirits, wine & beer, tea & spices and much more. And as a very special extra, special tasting events invite visitors to explore the culinary world even further and discover new and perhaps previously undiscovered delicacies - and then take them home with them.



## THE EXHIBITION

GENUSSWELTEN presents culinary delights from first-hand suppliers for connoisseurs and gourmets.

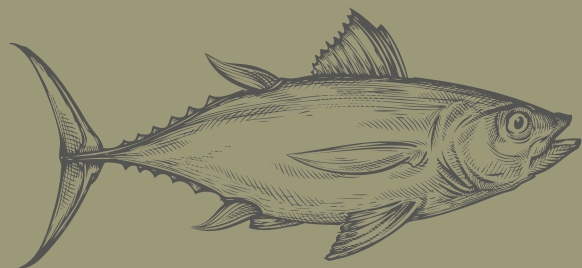
The exhibition is dedicated to a wide variety of specialties related to the enjoyment and experience of culinary delights.

Every year, the focus is on different topics that take visitors on special journeys and offer them new sensory experiences in a cozy atmosphere.

We look forward to our event with various delicacies from near and far.



18.–20.  
OCTOBER  
2024



For the third time, the *GENUSSWELTEN* is taking place on 1,400 m<sup>2</sup> for around 90 exhibitors at the MAK in Vienna. The fair presents regional and international specialties from the world of enjoyment.

#### TICKETS

1-Day-Ticket EUR 12,–

1-Day-Ticket reduced EUR 10,– \*

2-Day-Ticket EUR 20,00,–

Reduced admission for seniors, pupils and students.

Free entry for children up to 15 years.



#### LOCATION

MAK – Museum for Applied Arts

Stubenring 5 · 1010 Vienna

Entrance via Weiskirchnerstraße 3

#### OPENING HOURS

Friday, 18.10.2024 | 06 p.m. – 10 p.m.

Saturday, 19.10.2024 | 11 a.m. – 07 p.m.

Sunday, 20.10.2024 | 11 a.m. – 06 p.m.

**B2B only!**

Visitors

Visitors



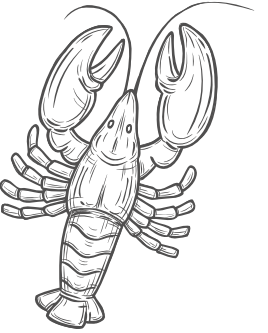
ENTRANCE *GENUSSWELTEN*  
BUILDING WEISKIRCHNERSTRASSE



# SPECIALTIES & DELICACIES



*Eating is a  
need, enjoying  
is an art.*



## DELICACIES

Since the 16th century, the term „delicacies“ - derived from the French word for fineness, softness - has been used to describe exquisite, fine, delicate foods and drinks that delight the senses with their very special taste. And since tastes are known to differ, every culture and every country has its very own culinary specialties - Austria, for example, has its Tafelspitz (boiled beef) and Spain its Serrano ham.

## GOURMET FOOD

Careful selection of raw materials and processing are the be-all and end-all of delicatessen. Of course, the effort involved does not go unnoticed and can also be tasted:

GENUSSWELTEN invites visitors with high standards and refined eating habits to particularly high-quality and exquisite enjoyment.







## DRINKS & SPIRITS



*No pleasure is  
temporary, because  
the impression it  
leaves behind is lasting.*

### DISTILLATES

The distillation of herbal products follows a centuries-old tradition and has hardly changed in its basic features to this day.

GENUSSWELTEN takes you into the unique world of spirits - from Austrian schnaps to gin and rum, there is something for every taste. Visit our daily tasting events and let the experts take you on a journey through the world of high-proof spirits.

### WINE & BEER

In addition to the well-known distillates, a selection of wines and beers is of course also a must, as Austria is a country of brewers and winemakers. Whether light or dark, red or white, tart or malty, dry or sweet, Austrian winegrowers and breweries present the entire range of flavors at GENUSSWELTEN.





## TEA & SPICES

### FROM THE TEA PLANT TO THE TASTY CUP OF TEA

Tea is one of the oldest drinks in the world and its history can be traced back to ancient China. Due to its digestibility, subtle flavors and health benefits, tea is the second most consumed beverage in the world after water.

Depending on your opinion, drinking tea is almost a science in itself. Whether black, green or white tea, there is something for almost every taste. But not all teas are the same tea - even if it is colloquially referred to as such. This versatile drink is not only suitable for drinking for pure enjoyment, tea also has many health-promoting properties.

At *GENUSSWELTEN* you can find out all about tea and the art of tea tasting.

### LEARN MORE ABOUT YOUR FAVORITE SPICE

What would life be without pepper, salt and herbs?

Spices are among the oldest commodities known to man. In ancient times spices were worth more than gold, and in the Middle Ages they were so coveted that they were as important in trade as oil is today. The most expensive spice is saffron, followed by vanilla and cardamom.

The fact that spices not only taste good, but also have a positive effect on health Hildegard von Bingen already made it known in the as early as the 12th century.

Colorful and refined spices and herbs accentuate and improve the taste of every dish and enhance the flavor of every dish, making every dish a pure culinary delight. They are not only delicious, but also contain a multitude of health-promoting ingredients.

Our exhibition visitors receive a unique insight into the extensive world of flavors and flavor enhancers.







# SIX REASONS

FOR PARTICIPATION AT THE *GENUSSWELTEN*

## 1. TARGET GROUP

We connect you with your target audience in the right place at the right time. Use the trade fair for direct sales, to present your new products, to intensify the loyalty of existing customers and to attract new customers.

## 2. POP-UP-EXHIBITION STAND

With our complete exhibition stand, you only have to worry about what you do best: selling your products. We take care of the rest.

## 3. DATE AND TIME

The *GENUSSWELTEN* will take place on 19 and 20 October 2024. So you can present your offers at exactly the right time: before Christmas. During this time, the Genusswelten offer a good opportunity for visitors to buy their first presents for loved ones.

## 4. LOCATION

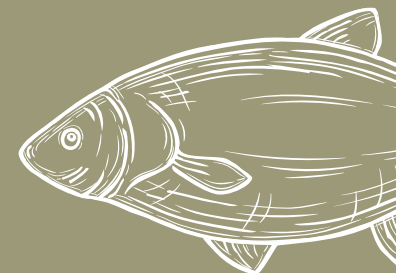
The MAK - Museum of Applied Arts combines tradition and modernity in the heart of Vienna. A wide range of catering and entertainment options in the immediate vicinity provides an ideal setting for this event. The MAK Vienna impresses with its excellent accessibility and car parking facilities in the immediate vicinity.

## 5. INNOVATIVE TRADE FAIR FORMAT

A new trade fair concept presents itself in Vienna with the *GENUSSWELTEN*. This is where taste enthusiasts, connoisseurs, trade visitors, the curious, those interested in art and culture, those with an affinity for Asia, foodies and the health and lifestyle conscious meet.

## 6. NETWORKING

The *GENUSSWELTEN* offer an ideal platform for making contacts in the industry that may prove valuable in the future. In a good atmosphere, you can expand and maintain your network.



# TASTING- EVENTS



## PRESENTATIONS AND COOKING SHOWS

The program offers an interactive and educational experience for all visitors. It covers a variety of topics, including innovative cooking techniques, creative baking and preparation of simple dishes. The program is particularly popular with visitors.

The stage creates a dynamic platform for sharing culinary knowledge, fostering creativity and deepening the passion for cooking and baking.

## SHOW COOKING

During show cooking, participants embark on a journey into the world of spices. There will be some gustatory surprises and helpful tips on preparation. New combinations and possible uses will broaden the participants' culinary horizons.

## TASTING

At the various tasting events, delicacy lovers can take part in a wide variety of tastings - from the art of professional tea tasting to wine, beer and spirits tastings, where connoisseurs can also learn all about the preparation and production of a wide range of beverages.

For example, similar to distillate or wine tastings, traditional tea tastings start with a mild intensity and gradually increase in intensity over the course of the ceremony.

Delicacies such as cheese, baked goods, ham and sausages can also be sampled and enjoyed at the tasting events.



PRICE from

**EUR 25,-**

The price includes admission to the exhibition on the day of the event.



# EXHIBITION VENUE

## EXHIBITION HALL ON THE GROUND FLOOR

The exhibition hall on the ground floor of the MAK is an impressive space that is regularly used for events and exhibitions. The space itself is large and airy, with high ceilings and large windows that let in plenty of natural light. The hall offers a flexible and adaptable interior design. The exhibition space is large enough to showcase a wide range of products and also offers visitors an architecturally unique experience.

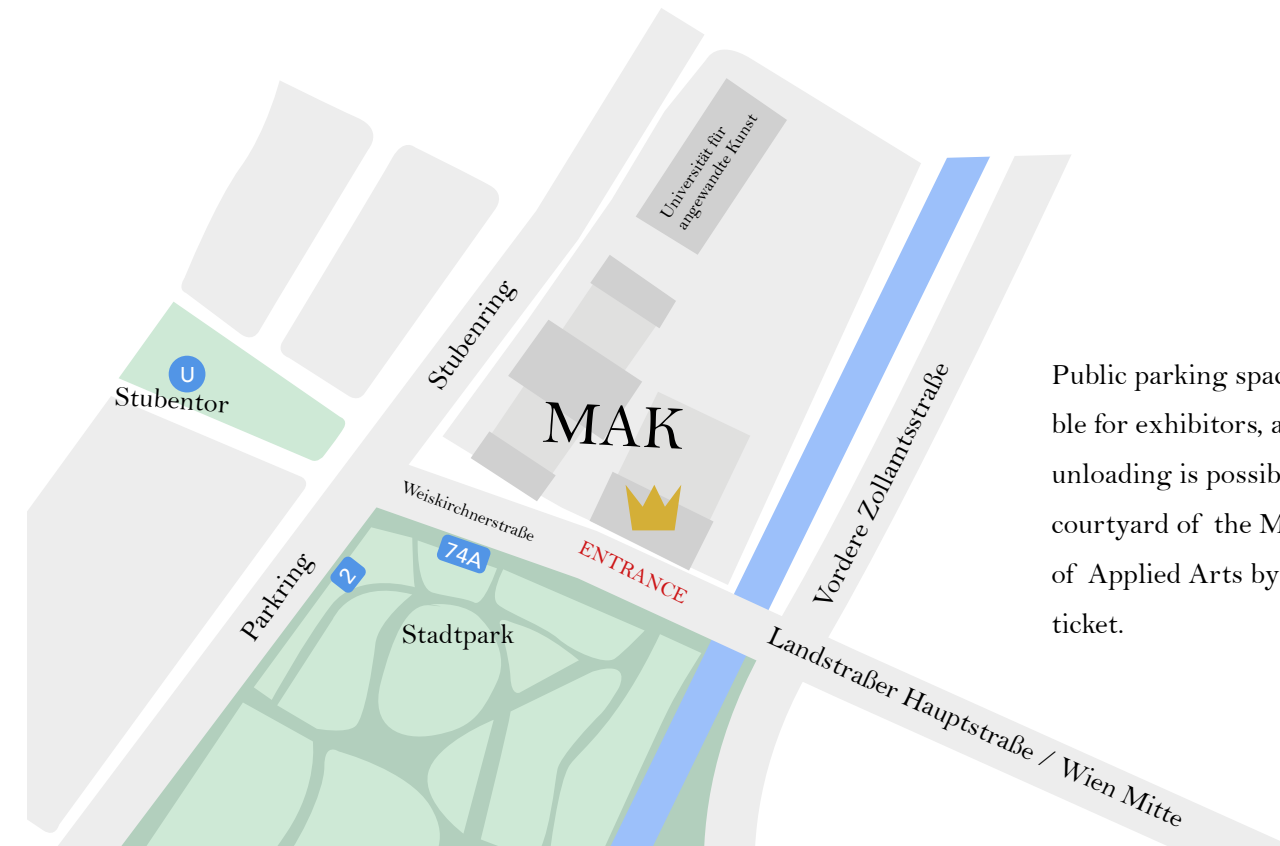


The exhibition hall on the ground floor consists of a spacious central hall with an impressive glass skylight and an outer gallery. Built in 1908, it still impresses today with its simple and elegant architecture.

## ACCESSIBILITY

The MAK - Museum of Applied Arts is located in the center of Vienna, close to the historic sights of the city center. The location is easily accessible by public transportation.

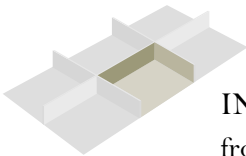
The U3 station Stubentor and the station Stubentor (Parkring) station on streetcar line 2 are in the immediate vicinity. Landstraßer Hauptstraße/ Wien Mitte with the U3, U4 and S-Bahn connections.



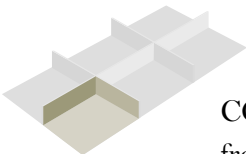
Public parking spaces are available for exhibitors, and loading and unloading is possible directly in the courtyard of the MAK - Museum of Applied Arts by using a parking ticket.



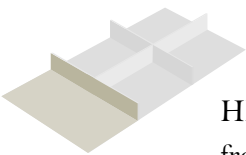
# PRICES & SIZES



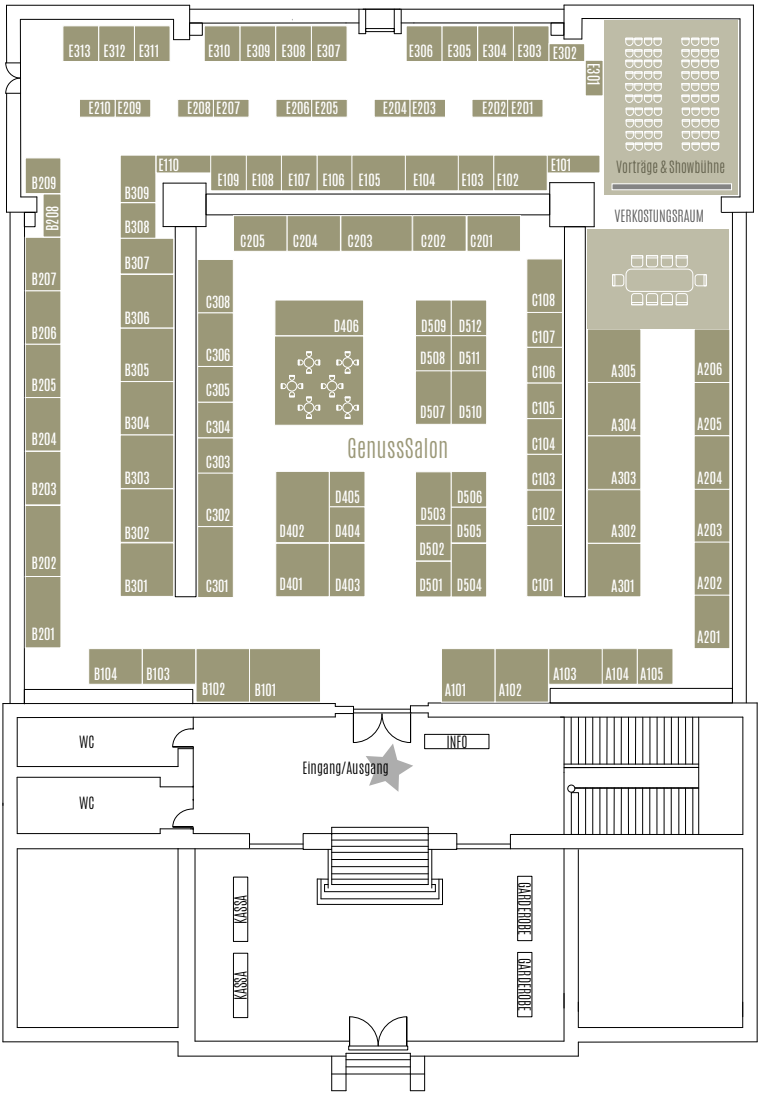
INROW BOOTH  
from EUR 136,-/m<sup>2</sup>



CORNER BOOTH  
from EUR 149,-/m<sup>2</sup>



HEAD BOOTH  
from EUR 153,-/m<sup>2</sup>



The booth costs include the exhibition space with side walls and rear wall but without furniture.

The premises will be locked at the end of the fair.

**The service fee is EUR 65,-**

Includes AKM fee, WLAN access, on-site support, exhibitor passes, advertising measures incl. entry in the trade fair magazine and on [www.genusswelten.at](http://www.genusswelten.at).

## POWER CONNECTION INCLUDING CONSUMPTION

- 2,2 KW (EUR 55,-)
- 4,0 KW (EUR 105,-)

## ADDITIONAL BOOTH EQUIPMENT FOR RENTAL

- Tables, various sizes
- Chairs
- Lecterns
- High tables and bar stools

Further stand equipment available on request.

## PRICE EXAMPLES

INROW BOOTH 4 m<sup>2</sup>  
B 200 cm x T 200 cm  
Price from EUR 544,-

INROW BOOTH 6 m<sup>2</sup>  
B 300 cm x T 200 cm  
Price from EUR 816,-

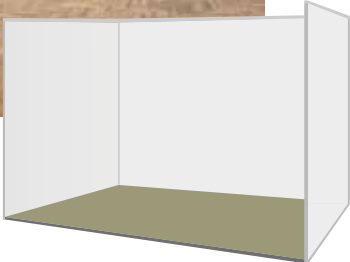
All prices exclude 20 % VAT and service charge.  
The terms of payment can be found in our General Terms and Terms and Conditions.



© MAK/Mona Heiß



© MAK/Georg Mayer





# YOUR ADVERTI- SING



# TRADE FAIR PUBLIC RELATIONS



## ADVERTISING OPPORTUNITIES FOR EXHIBITORS & SPONSORS

- Trade fair magazin
- Voucher booklet
- Campaigns, sponsorship on advertising posters and in transport media
- Banner spaces in the location
- Ticket branding
- Social media advertising
- Brochure stands

These are just some of the numerous advertising options that you can utilise before, during and after the trade fair. We would also be happy to put together a customised advertising package for you.

Please feel free to contact us at: [sales@genusswelten.at](mailto:sales@genusswelten.at)

## OUR ADVERTISEMENTS PRIOR THE TRADE FAIR

We advertise our exhibitors not only during the trade fair, but also in advance via various online and offline channels.

- Posters in Vienna and the surrounding area
- Flyer distribution
- Media cooperations with magazines
- Advertisements in monthly and weekly magazines
- Social media advertising
- Co-advertising via all partner channels





## MAK – MUSEUM OF APPLIED ARTS

The Museum of Applied Arts in Vienna, also known as the MAK, is a museum dedicated to the promotion of design, crafts, architecture and applied arts. It is located in the first district of Vienna near the Stadtpark and has been an important institution for Austrian art since its foundation in 1863.

The MAK Vienna collection comprises more than 200,000 objects from different eras, including furniture, glass, ceramics, jewellery and textiles. It reflects Austrian art history and design and offers a comprehensive insight into the development of applied art from antiquity to the present day.

In addition to the exhibitions, the MAK has a library and an archive that can be used for research purposes. The library contains more than 200,000 volumes and specialises in art, design and architecture. The Museum of Applied Arts in Vienna is not only an important venue for the Austrian art scene, but also for the international art world.

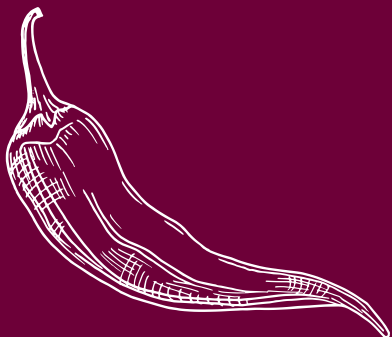


## HISTORIC CITY OF VIENNA



As the capital of Austria, Vienna was voted the world's most liveable city by Mercer for the tenth time in a row due to its very high quality of life and is one of the most popular trade fair cities in the world. You simply cannot escape the charm of this city, which offers a wide variety of cultural and leisure activities. As a metropolis, Vienna is a cosmopolitan city and an important location for companies from Austria and abroad.

Around 1.9 million people live directly in the city - the Greater Vienna even has around 2.8 million inhabitants. A visit to a trade fair in Vienna is an ideal opportunity to explore the beautiful city on the Danube afterwards, where countless cosy restaurants, bars and coffee houses are waiting to be discovered.



**18-20  
OCT 24**

## CONTACT

Please contact us for bookings and any questions:

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[www.genusswelten.at](http://www.genusswelten.at)



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