



UMAMI arena

The number one arena in the Nordics
for the **food and beverage industry**

16–18 February 2027, Norway

Welcome to the hall for alcoholic beverages:

- «BAREN» – cider, beer, wine & liquor
- WINE STREET – a unique platform for showcasing wine
- BEER BOULEVARD – offers journey in the world of beer
- BARTENDER OF THE YEAR – Norway's Official National Bartending Championship

Exhibitors: Suppliers, manufacturers, wholesalers, agents, and distributors of alcoholic beverages and tobacco.

Visitors: A highly targeted audience of buyers and decisionmakers from the hospitality and licensed trade sectors. We welcomed 5,595 unique trade visitors in 2025.


5.595
trade visitors

2025 numbers



Learn
more about
UAMAMI Arena

umamiarena.no



UMAMI Arena in total

401
exhibitors


20.891
visitors

17
countries

VISITORS

Hospitality – Restaurants
Bars and nightlife – Cafés
Catering – Canteens
Institutional kitchen
Bakeries and patisseries
Retail – Convenience
Public procurement
**Importers, manufacturers
and suppliers**

EXHIBITOR CATEGORIES

Cider, Beer, Wine & Liquor
Machines, Equipment & Hygiene
Interior, Exterior & Concepts
Packaging & Production

2025 numbers

UMAMI Arena's import partner: TRADE AND DISTRIBUTION



- Assistance with the temporary import of products to be showcased at UMAMI Arena
- Practical support with logistics, customs clearance, and goods handling
- Guidance on Norwegian regulations and consumer preferences
- Market Status Report – an overview of growth drivers, challenges, and macro trends.



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