



**Uttar Pradesh**  
**FOOD EXPO**  
 National Food and Hospitality Fair



SAT SUN  
**25 26 JULY 2026**

Trade Facilitation Centre, Varanasi,  
 Uttar Pradesh



**Vyapar India Association (VIA)**

13/110 a-aak  
 Yamuna Nagar Colony  
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For Space Booking & Sponsorship

Kunal Mishra

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upfoodexpo.com



Amber media

*Sustainable Innovation for Food  
 & Hospitality*

## About Organiser

Vyapar India Association (VIA) organizes impactful trade events that connect startups and traditional industries, focusing on real results and growth. Led by visionary Kunal Mishra, VIA is a trusted platform for collaboration, innovation, and long-term success.

## About Event

The Uttar Pradesh Food EXPO – National Food & Hospitality Fair brings together food brands, hospitality professionals, manufacturers, chefs, and industry experts to showcase the latest trends, products, and innovations in the food and hospitality sector. The expo creates opportunities for networking, partnerships, and business growth while promoting Uttar Pradesh as a growing industry hub.

## Why Exhibit

Exhibiting at the Uttar Pradesh Food EXPO – National Food & Hospitality Fair by Vyapar India Association puts your brand in front of one of India's fastest-growing food and hospitality markets, creating strong opportunities for business growth and brand visibility.

- Connect directly with buyers, distributors, retailers, and HoReCa decision-makers
- Launch new food products, beverages, and hospitality solutions
- Strengthen your brand presence in the North Indian market
- Build strategic partnerships with industry leaders and stakeholders
- Gain insights into market trends, consumer demand, and innovations
- Benefit from curated B2B meetings and high-quality visitor footfall

## Exhibitor Profile

- Food & Beverage Manufacturers (Processed, Packaged, Organic, Frozen Foods)
- Dairy, Bakery & Confectionery Brands
- Beverage Companies (Juices, Soft Drinks, Alcoholic & Non-Alcoholic)
- Food Ingredients & Additives Suppliers
- Food Processing & Packaging Machinery Manufacturers
- Commercial Kitchen Equipment & HoReCa Solution Providers
- Cold Chain, Storage & Logistics Companies
- Hospitality & Catering Service Providers
- Technology Providers (POS, Delivery, Automation Solutions)
- Organic, Health & Wellness Food Brands



## Visitor Profile

- Distributors, Wholesalers & Retailers
- HoReCa Professionals (Hotels, Restaurants, Cafés, Caterers)
- Chefs & Culinary Experts
- Supermarket & Retail Chain Buyers
- Food Entrepreneurs & Startups
- Importers & Exporters
- Institutional Buyers & Procurement Heads
- Hospitality Industry Professionals
- Investors & Business Consultants
- Government Bodies & Policy Makers

## Premium Sponsorship Categories

### Title Sponsor – ₹10,00,000

Exclusive Category | Powered By Branding  
Largest Prime Stall | Keynote | 25 VIP Passes

### Platinum Sponsor – ₹7,00,000

Prime Stall | Stage Branding | Social Promotions  
20 VIP Passes

### Gold Sponsor – ₹5,00,000

Priority Stall | Registration Branding  
Digital Visibility | 12 VIP Passes

### Silver Sponsor – ₹3,50,000

Exhibition Stall | Website Branding  
Social Mention | 8 VIP Passes

