

India Bakery Expo 2026

Event Results Report

18–20 September 2026 | Chennai Trade Centre,
Chennai
Activity Code: A25GXIN003 – Trade Shows



Event Overview

USHBC participated in the 7th India Bakery Expo 2026 with a dedicated 6 m × 6 m, two-side-open booth (#209) under the “Blueberries Go Big” campaign.

- Promoted U.S. blueberries for bakery, confectionery, dairy, ice cream, foodservice and processed-food applications
- Product display and sampling of dried, IQF/frozen and MicroDried blueberries
- One-to-one trade meetings, application literature and identification of QSP sampling prospects



USHBC “Blueberries Go Big” booth at India Bakery Expo 2026

Booth Activation and Trade Engagement



Dedicated importer display and meeting counters within the USHBC booth



Sampling and direct discussions with bakery and food-industry visitors

The booth functioned as both a promotional platform and a business-development space, allowing visitors to move from product awareness and tasting to sourcing and application discussions.

Importer Participation and U.S. Supplier Representation

Tajir Pvt. Ltd.

Meduri Farms
U.S. dried blueberries

Dedicated display and meeting
space
Good commercial enquiries received

Chemvera Specialty

MicroDried
U.S. MicroDried blueberry
ingredients

Product/application discussions with
prospective customers

Chemvera Specialty

Wyckoff Farms
U.S. IQF blueberries

Buyer discussions for bakery, dairy,
foodservice and manufacturing



Tajir/Meduri Farms and Chemvera displays integrated within the USHBC booth

Event Results – KPI Snapshot

3

Event days

146

Visitor/contact records

27

Higher-priority prospects

15

QSP sampling prospects

2

Importer partners

3

U.S. supplier brands

3

Blueberry formats

~300

Product tastings

Contact segmentation: 22 bakery • 24 ingredients • 21 food-production equipment • 79 other industry/visitor contacts

Potential Commercial Customers Identified

- McRennett Foods Pvt. Ltd.
- Golden Delights Foods
- Brownie Days
- Moorthy's Cake Shop
- Yummie Tummie / Trishanvi Confectionery
- Bakersville India Pvt. Ltd.
- E.K. Foods / Kiwi Premium Ice Cream
- BDK Milk & Dairy Products
- Amrit Corp. / Amrit Food
- Mavee Foods Pvt. Ltd.
- Mayees Foods Pvt. Ltd.
- CC Foods
- CKS Ingredients Pvt. Ltd.
- CM Global Ingredients & Food Products
- FnB Needs Foods Pvt. Ltd.
- Mohan Impex
- Oriental Yeast India Pvt. Ltd.
- Østerberg / Orana India
- Fortune Business House
- Biove Life Sciences

Focus: qualify product format, application, trial requirement, expected quantity and purchase timeline

Indicative Commercial Enquiry Pipeline

3–5 MT

Dried U.S. Blueberries

Primarily bakery, confectionery and food-manufacturing applications

5–10 MT

IQF Blueberries

Bakery, dairy/ice cream, desserts, foodservice and manufacturing

0.5–1 MT

MicroDried Blueberries

Premium bakery, R&D and specialized ingredient applications

Working estimates only – potential enquiry volumes, not confirmed orders. Volumes will be validated through importer/customer follow-up.

QSP Sampling – Round 1 Priority Prospects

Company	Location	Proposed Sample
McRennett Foods Pvt. Ltd.	Chennai, Tamil Nadu	Dried + IQF
Golden Delights Foods Pvt. Ltd.	Verify dispatch address	Dried + IQF
Yummie Tummie / Trishanvi Confectionery	Noida / confirm contact location	Dried + IQF
Moorthy's Cake Shop	Thanjavur, Tamil Nadu	Dried + IQF
Brownie Days	Chennai, Tamil Nadu	Dried + IQF
Ammaiappam Foods	Tiruvannamalai, Tamil Nadu	Dried + IQF

Objective: move Expo interest into application trials, feedback and measurable commercial follow-up.

QSP Sampling – Round 2 Developing Prospects

Company	Location	Proposed Sample
Bonella Bakehouse	Vellore, Tamil Nadu	Dried + IQF
Kannan Bakery	Chennai, Tamil Nadu	Dried + IQF
Chandan Bakers	Address to be confirmed	Dried + IQF
Bakery Cloud	Address to be confirmed	Dried
Mercy Bakes	Address to be confirmed	Dried + IQF
Home Baking Products	Address to be confirmed	Trial pack
Home Baking	Address to be confirmed	Trial pack
Home Bakery Study	Address to be confirmed	Trial pack
Selected commercial/home bakery prospects	Primarily South India	Trial packs

Product Tasting & Sampling Engagement

~300

visitors tasted U.S. blueberry products

Sampling helped move conversations from product awareness to taste, application ideas and sourcing discussions.

Products sampled

- Blueberry Biscotti
- Blueberry Muffins
- Blueberry Brownies
- Infused Dried Blueberries
- Freeze-Dried Blueberries
- MicroDried® Blueberries



Visitor tasting and product discussions at the USHBC booth



Blueberries Go Big product/application display

Sampling demonstrated the versatility of U.S. blueberries across bakery, snacking and food-manufacturing applications, while creating direct engagement with bakers, manufacturers, ingredient buyers and prospective trade partners.

Expo Engagement – Photo Highlights



Buyer discussions with prospective customers



Engagement with bakery industry representatives and chefs



India Bakery Expo visitor traffic



Importer-supported product discussions at the USHBC booth

Post-Expo Follow-up and Results Awaiting Confirmation

- Verify and qualify priority contacts and blueberry requirements
- Dispatch QSP-supported samples and record quantities/formats
- Obtain feedback on bakery and food-product trials
- Track quotations, commercial enquiries and requested quantities
- Follow up with Tajir and Chemvera on orders and actual purchases
- Record U.S. blueberry sales attributable to Expo-generated leads

Expected reporting timeline

30–60 days

Initial follow-up results

60–90 days

More meaningful conversion assessment

KPI note: 146 records are reported as consolidated visitor/contact records, not as 146 qualified trade leads.

Thank you.

U.S. Highbush Blueberry Council
India Market Development

