

Athena Marketing International to Showcase Top U.S. Brands at Anuga 2025 in Cologne, Germany

Featuring Sparkling Ice, Splenda, and Pop Daddy Snacks in the U.S. Pavilion at the World's Leading Food & Beverage Trade Show

Seattle, WA – July 07, 2025 – Athena Marketing International (AMI), a leading U.S. export marketing and international business development firm, is proud to announce its participation in Anuga 2025, the world's largest food and beverage trade fair, taking place from October 4–8, 2025, in Cologne, Germany.

AMI will exhibit in the U.S. Pavilion, presenting a curated portfolio of high-growth, innovative American brands, including **Sparkling Ice**, the leading US sparkling water with bold fruit flavors and zero sugar; **Splenda**, the #1 sweetener brand in the U.S.; and **Pop Daddy Snacks**, known for their bold, seasoned pretzels and popcorn.

AMI's presence at Anuga reinforces its mission to drive global expansion for premium U.S. food, beverage, and nutrition brands through strategic market entry, distributor partnerships, and long-term international growth strategies.

Attendees are invited to visit AMI's booth to explore partnership opportunities, sample new product offerings, and learn how these U.S. brands are meeting global demand for better-for-you and functional products.

About Athena Marketing International (AMI): Athena Marketing International is a leading export management firm. Established in 2004, the company specializes in launching and growing brands globally. For over 17 years AMI has represented some of the most innovative brands in the food, beverage, nutritional supplements and vitamins, pet foods, confectionery, snack foods, proteins, and frozen foods categories. Learn more about AMI at www.athenaintl.com.