



13 Ways to Spot Trends and Transform Your Meat Business at the AMC Exhibit Hall

Navigating the AMC Exhibit Hall can feel overwhelming, but it's the ultimate playground for making connections that count and discovering the latest trends in the meat industry. Here are a few tips to help you make the most of your time and gain actionable insights!

1. Catch a Live Demo

Watch live cooking or product demonstrations to learn how new meat items are prepared and presented. Pro tip: take notes on marketing or showcasing strategies for these products in your stores.

2. Explore Convenience-Driven Products

Value-added options like pre-marinated meats or ready-to-eat meals are driving sales. To meet consumer demand for convenience, look for innovations in this fast-growing category.

3. Scout the Trend Setters

Visit well-known exhibitors showcasing cutting-edge innovations and category-leading products. These major players often set the tone for market trends with bold innovations.

4. Discover Hidden Gems

Seek out boutique and specialty brands for niche products like unique cuts, heritage breeds, or small batch cured meats. These exhibitors often lead the way in creativity and innovation.

5. Talk Sustainability

Sustainability sells. Engage exhibitors on eco-friendly practices, grass-fed offerings, or products with carbon-neutral certifications. It's a major differentiator in the marketplace.



6. Trace the Source

Ask about supply chain transparency. Products with detailed origin stories resonate with conscious consumers who value knowing where their food comes from.

7. Spot Healthier Options

Leaner cuts, reduced-sodium products, and high-protein claims are becoming staples. Look for labels like "keto-friendly," "antibiotic-free," or "gluten-free" to cater to health-conscious shoppers.

8. Taste the World

Ethnic-inspired flavors, from Korean BBQ to Latin American spices, are trending. Ask exhibitors how global cuisine influences their offerings and incorporate international appeal into your lineup.

9. Go Beyond the Product

Packaging is just as important as the meat itself. Look for sustainable, resealable, and visually appealing designs that align with consumer demand for eco-friendly solutions.

10. Harness Tech Insights

Engage exhibitors using blockchain, AI, or RFID for supply chain management. Tech-driven solutions are revolutionizing the meat industry and enhancing product traceability.

11. Learn from Educational Sessions

Attend sessions on consumer behavior, sustainability, or innovation in meat. The knowledge gained often pairs perfectly with what's on the show floor.

12. Network with Buyers Like You

Swap notes with fellow attendees on the show floor. A quick chat could lead to valuable insights—or even your next big trend discovery.

13. Scan QR Codes

Many booths offer quick links to additional information or product details. A simple scan can provide deeper insights or helpful resources to follow up with after the event.

