INTERNORGA FoodZoom 2.0: five trends in the foodservice and hospitality market

Trend 2 – 'Countdown to Sustainability': trends, possibilities and challenges for the foodservice and hospitality market

Hamburg, 25 January 2024: In the chapter 'Countdown to Sustainability – News, Impact and Drivers', INTERNORGA FoodZoom 2.0 addresses a highly topical issue that is very relevant to the foodservice and hospitality market. Sustainability has become an important element of the DNA and image of companies. In the second part of the trend analysis, internationally renowned food trend researcher Karin Tischer demonstrates how resource-saving and environmentally sensible solutions can be implemented in a smart way. Further insights and innovations can also be found at INTERNORGA in Hamburg from 8 to 12 March 2024.
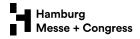
'In its second chapter, "Countdown to Sustainability", the INTERNORGA FoodZoom 2.0 trend analysis emphasises how companies that pursue sustainable strategies are not only acting responsibly, but are simultaneously enhancing their image and their position in the market. The range of possibilities in this area is huge, from artificial intelligence and plant-based nutrition to fair trade concepts and new packaging solutions,' explains internationally recognised food trend researcher **Karin Tischer** from food & more in Kaarst.

Possible approaches in challenging times
The current situation brings with it a variety of challenges. However, Karin Tischer advises companies not to neglect their commitment to sustainability. Consumers are increasingly aware of where their food comes from. According to a survey by Statista Consumer Insights[1], 38% of them even consider the regional origin of products in their purchase decisions. 'What matters more than ever now is clear, honest communication and authentic concepts that suit the respective business. That is the way to win over and retain guests,' **Tischer** says.

Think outside the box with sustainable packaging
Since early 2023 at the latest, when the German Packaging Act and the obligation to offer drinks and takeaway food in reusable packaging were introduced, sustainable packaging and reusable solutions have become an indispensable tool for the industry. Added to that, the EU regulation stipulating that at least 70% of packaging must be recycled by the end of 2030 means serious need for action in the foodservice and hospitality market. 'To be widely accepted and achieve the corresponding market penetration, packaging solutions should be as simple and accessible as possible and be available everywhere,' recommends food trend researcher **Karin Tischer**. With that in mind, the **Packaging & Delivery** trend area at INTERNORGA presents numerous solutions and innovations that intelligently meet those requirements. Exhibitors in the 'Reusables and

---

[1] https://de.statista.com/infografik/30279/anteil-der-befragten-fuer-die-regionale-herkunft-ein-kaufgrund-bei-lebensmitteln-ist/

Packaging' area include companies such as Crafting Future, Cup Concept, Greenbox, Vytal, Kulero and reCup. **Fabian Eckert**, founder and managing director of reCup, says: 'We at reCup are looking forward to meeting people who are interested in reusable packaging, partners and allies. The trade fair is an important opportunity to exchange ideas, take on feedback, share challenges, and celebrate innovations and mutual success.'

Artificial intelligence as a driver for a sustainable future
The boom in artificial intelligence and digital Applications is also expected to provide important fresh impetus when it comes to sustainability. Numerous tools and apps are already playing a decisive role in shaping areas such as enterprise resource planning, management of food waste and recipes, and personnel planning. The providers include companies like Delicious Data, which offers an AI-based forecasting and planning platform. In future, many applications will become increasingly user-centred and intuitive to use. INTERNORGA will showcase the potential of AI tools and digital Applications and how they can enable and facilitate sustainable business. Innovative industry start-ups will be presenting what they have developed in the **AI Center**, and there will be even more inventive solutions for visitors to discover in the **Newcomers Area**.

In addition to the 'Countdown to Sustainability' chapter, **Karin Tischer** analyses four other trends in FoodZoom 2.0. The first theme, "Future of Proteins," has already been published and can be found on the INTERNORGA website. All the topics influence the foodservice and hospitality market and will feature in an exhibition or trend area at INTERNORGA 2024. In addition, the 2024 edition of the leading international trade fair will provide a full overview of industry innovations in a total of ten halls. The **OFF THE RECORD** Afterwork Lounge and the **INTERNORGA Open Stage**, which will play host to **Karin Tischer's Pink Cube** for the first time in 2024, provide places for visitors to network, exchange ideas and share knowledge.
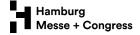
About INTERNORGA
INTERNORGA is the leading international trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 8 to 12 March 2024 on the grounds of Hamburg Messe und Congress GmbH. National and international exhibitors will present their products, trends and innovations for the entire foodservice and hospitality market to trade visitors. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Further information can be found on the website www.internorga.com and on the INTERNORGA LinkedIn, Instagram and Facebook social media channels.

Press material for download: canto.de/b/GOJBN
Press releases: https://www.internorga.com/en/infos/press/press-releases

Contact:
Annika Meyer
Press & PR
Tel.: +49 (0)40 3569 2445
Email: annika.meyer@hamburg-messe.de