

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

### Trend 4 'Healthy World': healthy nutrition as a tool of self-realisation

Hamburg, 13 February 2024: What we eat today and will eat in the future is primarily influenced by changing attitudes and habits. The key drivers of this are individualisation and a stronger focus on health. Food is increasingly becoming a tool for self-realisation and self-awareness. Examples of this include buzzwords such as biohacking and 'NoLo', and the concept of personalised nutrition based on DNA analyses. The fourth part of the INTERNORGA FoodZoom 2.0 trend analysis examines these developments and provides clear and practical orientation and fresh impetus for the foodservice and hospitality market, which can also be found at INTERNORGA in Hamburg from 8 to 12 March 2024.

Consumer focus is inexorably shifting towards improved health, combined with greater quality awareness. The well-known trend researcher **Karin Tischer** from food & more in Kaarst calls this development 'Healthy World', which is one of the five main trends featured in the **INTERNORGA FoodZoom 2.0** trend analysis: 'The stronger focus on health and greater quality awareness among guests simultaneously present the foodservice and hospitality market with both significant challenges and major opportunities,' the industry expert explains. 'Despite the minor setbacks caused by crises such as economic uncertainty and the COVID-19 pandemic, which have led to growing price awareness and inconsistent decisions, clearly beneficial approaches are available to the sector.'

### Biohacking and 'reduced' food and beverages

Biohacking is gaining popularity as people look to improve their performance, increase their concentration levels and get the best out of their body and mind. Nutrition is a major factor in achieving those aims. In that context, high-protein meals are intended to support muscle building and regeneration. Intermittent fasting, optimising the metabolism and cell regeneration, and low-carb and ketogenic diets are designed to encourage the body to make use of fat reserves to obtain the energy it needs. Manufacturers producing balanced meals for guests on that basis can be found in the **Food and Beverages** exhibition area at INTERNORGA 2024. They include companies such as Every, which has specialised in feel-good meals, and Freikopf, which offers exciting 'ready-to-drink' alternatives to alcohol.

The trend towards healthier and more sustainable nutrition is reflected in the growing popularity of plant-based options. ProVeg, a partner of INTERNORGA for several years, is the competence centre when it comes to plant-based nutrition. **Katleen Haefele**, Director Corporate & Institutional Engagement Germany at ProVeg International, explains the health benefits: 'The high level of consumption of animal products is one of the main causes of widespread lifestyle diseases such as obesity, diabetes and cardiovascular problems. A varied and balanced plant-based diet can help to

minimise the risk of these diseases developing, or help cure them. As an internationally active nutritional organisation, ProVeg supports the transformation of the global food system towards a plant-based lifestyle.' Interested visitors will receive a detailed overview of the diverse benefits of plant-based nutrition at the ProVeg booth at INTERNORGA 2024.

## New catering concepts

The catering industry needs more organic and regional food, but less meat and sugar – that is not only being demanded by the German federal government in its new nutrition strategy, but also by companies, schools and hospitals. Operators of catering facilities also face challenges such as cost pressure, fewer guests and a lack of staff, but innovative concepts for staff canteens and hospitals can provide a remedy. The **48th German catering congress** on 11 March 2024 will also provide plenty of fresh impetus, ideas and innovations for the catering sector. Under the motto 'Managing the future', experts will be speaking live on the CCH stage and providing valuable food for thought. Speakers include top chef **Max Strohe** on the topic of hospital catering at Michelin star level, **Rainer Röhl** from a'verdis on bringing more organic food into the catering industry and **INTERNORGA FoodZoom** author and food specialist **Karin Tischer** from food & more with the mega-trends of 2024.

In addition to the 'Healthy World' chapter, **Karin Tischer** analyses four other trends in FoodZoom 2.0. The first three topics, 'Future of Proteins', 'Countdown to Sustainability' and 'Changing Tastes' have already been published and can be found on the [INTERNORGA website](#). All these focal points 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 comprehensive 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 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](http://www.internorga.com) and on the INTERNORGA [LinkedIn](#), [Instagram](#) and [Facebook](#) social media channels.



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Contact:

Annika Meyer

Press & PR

Tel.: +49 (0)40 3569 2445

Email: [annika.meyer@hamburg-messe.de](mailto:annika.meyer@hamburg-messe.de)