

13-17 March 2020

It's Internorga time!

The leading trade
show for foodservice
and hospitality

16-Page
SPECIAL



13. – 17.03.2020

Leading the way

Five days that
push your business
forward by years.

INTERNORGA.com

Hamburg at its best

Dear Reader,

Hamburg is not only the gateway to the world, but also to a wide variety of food services and hotels which you will fail to find elsewhere. 14.5 million overnight stays were registered in Hamburg in 2018 – a record figure. And ten new hotel openings are planned for 2020 alone. Also, when it comes to cuisine, we are way ahead. Hamburg is said to be the capital of innovative foodservice concepts, and that is something you can feel and see. Restaurants of various hues open, inspire and conquer the market. Would you like to discover the trends of tomorrow today? You can do that at Internorga 2020. For the 94th time, market leaders, newcomers and experts from the HoReCa industry will be coming together at the industry's most important international sector meeting of the year. In our exhibition halls, among a unique mix of over 1,300 international exhibitors, for five days you will get to know impressive new products, visionary concepts and "specials", featuring trend topics,

such as craft spirit, which will enhance your business. For tomorrow's success starts today with a look ahead to the future. We cordially invite you to travel this road with us.

In practical terms, the Fair & Exhibition Centre is located in the very heart of the city, and so you can combine your visit to Internorga quite simply with a tour of discovery through Hamburg.

Whether it's the Elbe Philharmonic, the Speicherstadt, the vibrant port and harbour, or the Hafencity – there are countless highlights featuring culture, art and fun. Experience the unique atmosphere of the Fair & Exhibition Centre and our magnificent city.

Off to Hamburg, we are looking forward to seeing you!

Yours sincerely,
Claudia Johannsen
 Business Unit Director, Hamburg
 Messe und Congress GmbH



© Hamburg Messe und Congress / Michael Zapf

Claudia Johannsen, Hamburg Messe und Congress

CONTENTS

- 4 THE SHOW** 13-17 March 2020: It's Internorga time! Welcome to the leading HoReCa exhibition in Europe
- 7 STATEMENTS** Good reasons to come to Hamburg: Comments from exhibitors and foodservice professionals
- 9 AWARDS** The fair's three big competitions: Gastro-Gründerspreis, Next Chef Award, Zukunftspreis
- 12 FORUM** The power day of the industry: Invitation to the International Foodservice Forum
- 14 WHERE TO EAT OUT** Selected restaurants
- 16 WHERE TO STAY** Selected lodgings

IMPRINT

A Special produced for the 94th edition of Internorga, Europe's number one HoReCa show, from 13th-17th March 2020, by foodservice Europe & Middle East in partnership with Hamburg Messe und Congress GmbH.

Published by Deutscher Fachverlag GmbH, Mainzer Landstr. 251, 60326 Frankfurt, Germany

Contact Hamburg +40 3569-2431, info@internorga.com, www.internorga.com

Frankfurt +49 69 7595-1512, foodservice@dfv.de, www.food-service.de, www.food-service-europe.com, www.dfv.de

Editor-in-Chief Boris Tomic

Editors Katrin Wißmann, Christian Preußner, Charlotte Holzhäuser

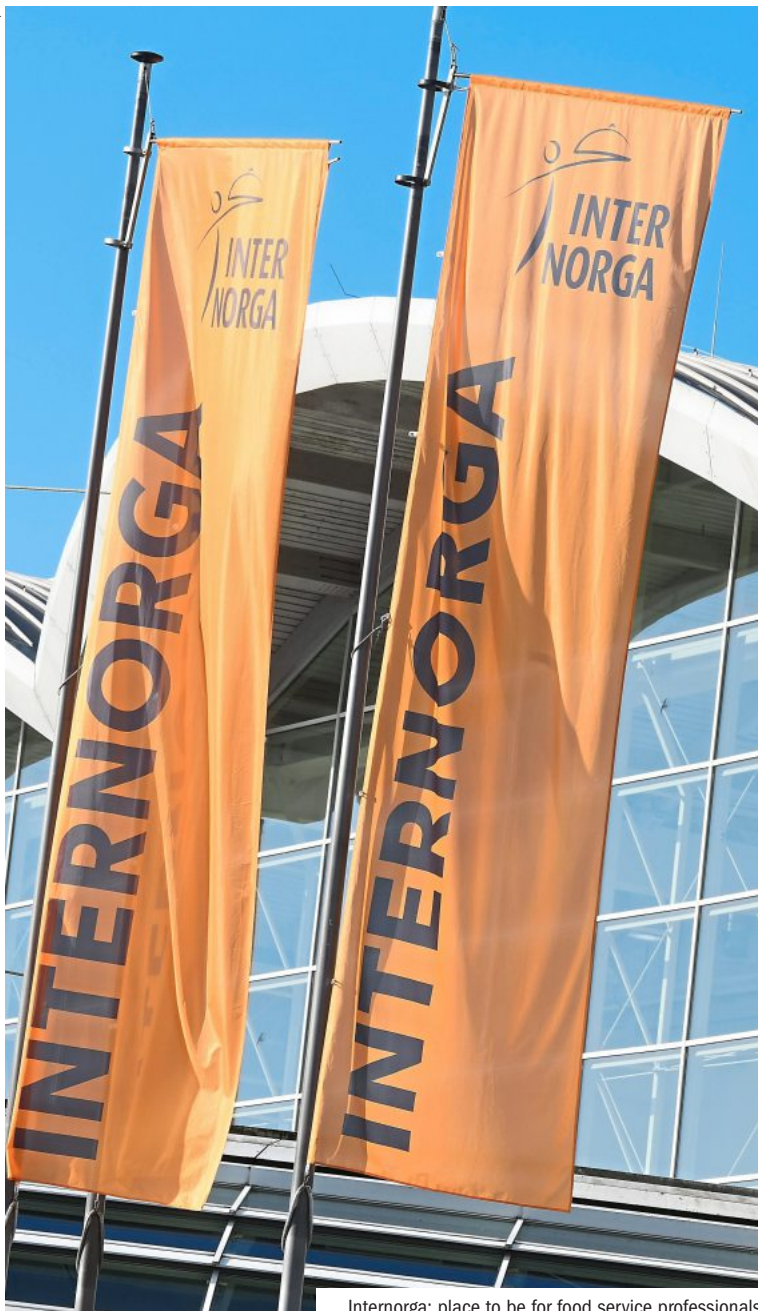
Photographs Hamburg Messe, **Layout** Ina Wudtke

EUROPE & MIDDLE EAST
foodservice



A finger on the pulse of the times for foodservices

© Michael Zapf



Internorga: place to be for food service professionals

This is where the who's who of the industry meets: every year in March in Hamburg, always new, always innovative, always inspiring. This objective has made Internorga into what it is today: a hotbed of new trends and the most important international trade venue for the whole out-of-home market.

From 13th to 17th March 2020 this leading international trade fair will be opening its doors to 95,000 trade visitors from Germany and elsewhere. For five days, the completely booked up Hamburg Fair & Exhibition Centre will become the most important platform for new products and trends in and for tomorrow's HoReCa world. More than 1,300 exhibitors from 25 countries will be showcasing their new products and developments and providing the industry with valuable incentives for its business. The comprehensive fringe programme, featuring live events, expert and trend forums, talks and industry competitions, will provide change and variety during your visit to the fair. In the accompanying top-level congress programme international experts will discuss the hot topics of the industry with 2,200 international participants, ensuring material for sustained discussion during and after the fair.

Leading the way with Internorga 2020: the five most important days in the year for the industry's professionals who aim to get things moving. In 2020 the exhibition space at Internorga will once again be full of the latest products, trends and innovations which will have a decisive impact on the future of the entire out-of-home market:



Café Future live is a place to rest and network.

International kitchen-technology trends

Whether it's system catering, restaurant or large-scale kitchens: among the professionals the concept of efficiency and digitalisation plays a dominant role. Therefore, in the kitchens of the entire out-of-home market, intelligent solutions, promoting efficiency and savings in their application and in the use of energy and materials, are becoming ever more important. Moreover, there is an increased demand for digital solutions to optimise working processes and applications in the work environment. At Internorga, the industry's international platform, trade visitors will find a comprehensive range of these latest developments in three exhibition halls.

Italian trade fair Bellavita at Internorga for second time

Once again in 2020 an Italian breeze will be wafting through the Hamburg exhibition halls. Bellavita, the leading trade fair for Italian products outside Italy, is stopping off at the Internorga for the second time. Both small Italian manufactories and major market leaders will be showcasing their high-quality products on the spot. After stop-offs in Amsterdam, Toronto, Warsaw, Chicago, London, Mexico City, Bangkok and Moscow, visitors in Hamburg will also be able to see the qualities of these Italian products for themselves and have the possibility to initiate contacts.

Newcomers Area – products of tomorrow

A major drawing point for visitors and an absolute “must” for all trend scouts will be the Newcomers Area. This uni-

que platform will feature ideas and concepts which will form the market of the future. It was here that numerous businesses started their triumphal progress in the out-of-home market. In 2020, twenty new market participants will be showcasing their innovations and testing how they are received by their target group.

Craft Spirit Lounge sets new directions

Hand-made products are the trend. This is something visitors will be able to see for themselves in the Craft Spirit Lounge. In this area everything will revolve around hand-made spirits, with a local and regional connection. Here, in a relaxed atmosphere, pleasure and passion for alcoholic spirit beverages will be united and featured in a skilful way. Some 30 producers of high-quality spirits, such as gin, whisky, rum, fruit brandy or vodka will be showcasing their products in unique surroundings. The area will also provide a valuable platform for making important business contacts and opening up new customer categories.

Craft Beer Arena – a wide variety of craft beers from all over the world

The Craft Beer Arena has been one of the absolute highlights and a public attraction at Internorga for five years. Hand-brewed beers are in demand both nationally and internationally and are an integral part of the out-of-home market. More than 30 creative brewers from all over Europe will be making their presentations, featuring 150 different beers, and will be available for meetings. Also,

on a stage experts will be providing exciting insights into their brewing culture.

Hot again at the Grill & BBQ Court

Grilling and BBQs are highly popular among foodservice providers and hoteliers, and are important for the creative menu the whole year round. The latest grill equipment, exciting activities and presentations, exchange of information and tastings among experts – the popular Grill & BBQ Court will be taking place for the 4th time at Internorga. The outdoor exhibition area and Hall A2 will give visitors an overview of the latest trends in the grill segment. Here visitors will find national and international providers of grill technology and grill equipment, pits and smokers, cold stores and catering facilities.

Furniture, technology and tableware

Internorga is the only international trade fair for foodservices and the hotel industry in Germany which offers a complete market overview of current developments and a whole host of inspiration on every aspect of digital solutions in the hotel and foodservices industry. Visitors also have an opportunity to discover unique design and furnishing ideas. From beds, to interior design for foodservice business, lighting and table top, to ingenious holistic concepts, two large exhibition halls will feature numerous suggestions for hotels and restaurants, both small and large.

World-wide food trends in the Pink Cube

If you want to get a quick overview of the most popular food trends world-wide, the Pink Cube Forum will be the place for you. Here food-trend researcher Karin Tischer will be presenting what can otherwise only be discovered by taking long trips by air. In a series of talks this noted expert, in demand across all of Europe, will be reporting on international trends and drivers in the out-of-home market.

At the Pink Cube visitors discover the latest trends.



A top-class fringe programme

It will not only be among the national and international exhibitors that there will be plenty to see in 2020 at Internorga – in the varied fringe programme, too, one highlight will be chasing the next:

The industry's networking platform: the International Foodservice Forum

More than 2,200 experts, insiders and top decision makers in the industry from Germany and abroad meet each year at the International Foodservice Forum, to exchange information on future trends and topics in food services. This information and networking platform is Europe's biggest congress for professional foodservices and for 38 years has been one of the special highlights at Internorga.

Masterclass in International Growth and Franchising

The Masterclass in International Growth and Franchising, which Internorga runs jointly with Foodservice Europe & Middle East, will be having its second outing in 2020. The top highlight on the first day of the fair will be the contact point for visitors with firms which aim to grow internationally. Here experts will give concrete recommendations on what to keep in mind when expanding and explain the mechanics of franchising. Participants will find which aspects are essential in a franchise negotiation, plus useful information on international brand protection.

Seeking the best foodservice start-ups in the industry

Once again in 2020 Internorga, Leaders Club Deutschland and orderbird will be looking for the most creative founders of foodservice business from Germany, Austria and Switzerland, who aim to revolutionise the food-services industry with their outstanding concepts. Five teams will be battling it out at the fair on 13th March 2020 in a live challenge, to gain the coveted title. The trade audience will vote on the spot for the winners.

Food Truck Village: enjoying food and drink on wheels

Food trucks mean mobile food and drink, and street food of the finest. Directly in front of the entrance to the fair, the Food Truck Village is the first meeting point for hungry Internorga visitors. Food truckers will be showcasing their mobile foodservice concepts and will be available to answer trade visitors' questions in the Truckers Talk. Pulled pork, vegan pizza, burritos – these and many other specialities have made the street food market what it is, and can be tasted in the Food Truck Village.

Café Future live

Café Future live is a professional foodservices hospitality lounge and think bar. Tasting sessions of creative cuisine in a relaxed atmosphere: in collaboration with Foodservice Europe & Middle East, here foodservice professionals, both national and international, will meet to keep up with old contacts, find new ones, and expand their network. New and creative ideas will appear on the plate and in the glass, plus unusual combinations which will make what is talked about into a genuine experience. ♦

Internorga: Always worth a visit!

Foodservice professionals and exhibitors alike look forward to their yearly trip to Hamburg. Read here what they come to Internorga for and what they take away.



**Lars Eckart, Managing Director,
Paulaner Franchise & Consulting**

“Internorga is an event that is firmly anchored in our annual schedule and must not be missed under any circumstances. It is one of the most important trade fairs in our industry – and always a great place to network. That’s why we usually come with all relevant departments from Munich to Hamburg. I usually come for three days, making sure not to miss the International Foodservice Forum the day before the fair. It is always a highlight and a great opportunity to learn new things about the market, the latest figures and trends and to look beyond our own horizons. On the fairgrounds, we keep an eye out for new ideas and concepts, maintain contact with existing ones and look for new suppliers to accompany us in our international expansion. With our Paulaner franchise system, we have made a huge leap forward over the last three years, especially in the kitchen in 2019. The topic of kitchen interiors and equipment will continue to be our focus at Internorga in 2020.”



Faymé Brockmann, Regional Purchase Management Category Food, Ikea

“The Internorga fair is one of the industry’s innovation engines and my starting point for thinking out of the box. It’s familiar on the one hand and yet – thank God – surprisingly different. I have been a frequent visitor for over 25 years now, first visiting as early as during my years of apprenticeship. I usually arrive on Wednesday evenings to be there for the International Foodservice Forum on Thursday, then plan to spend Friday and Saturday on the fairground. My focus is usually on the following topics: organic, sustainability, animal welfare, vegetarian and vegan. I look for inspiration and innovations, but also use the opportunity to finalize deals that have been prepared beforehand. Since *everybody* comes to the fair, I can easily keep several appointments within a short time frame. Perfect! The vital and diverse food scene in Hamburg is always a great add-on.”



Björn Tiemann, Managing Director Sales & Business Development, Ditsch

“We have been exhibiting at Internorga for over ten years and have always felt that it is an excellent place for meeting people and interacting with other market players. We are particularly pleased that the trade show is becoming more and more international. This makes it even more of a priority for us because we export to around 30 different countries. Internorga is the leading trade fair for the entire OOH market and probably the most important sector get-together of all: anyone who is anyone in this market comes to Hamburg for this event. Here, we have the chance to showcase our great product diversity and, at the same time, to allow visitors to try out our products. Apart from approaching new clients, we pay great attention to cultivating ties with existing customers from Germany and abroad. We are always happy to listen to feedback because quality and service are our top priorities.”



© Meiko

Michael Mayer, Managing Director, Meiko Germany

“Our company is now 92 years old and we have been exhibiting at Internorga for more than 60 years. It is one of Germany’s most famous exhibitions for the hospitality industry and has a special charm and flair that lures everyone to Hamburg. It’s like a big family gathering. While the trade fair reflects the current mood within the industry and shows us where trends are going, at our stand we

always enjoy the high quality of conversation with professional visitors. We talk to kitchen managers of canteens, commercial kitchen dealers and foodservice consultants as well as end customers. They usually come with a real interest in our products and look for comprehensive information and insights, for example on such subjects as ‘ergonomics’ or ‘cup-rinsing’. The supporting programme and accompanying events are also always worth a visit!”



© SV Group

Claudio Schmitz, Marketing Director, SV Group

“Spotting new products and finding fresh inspiration for innovations and improvement – that’s my purpose of visiting Internorga every two years. I usually focus on the main floors where companies exhibit their latest products. Besides, I always look forward to the keynote speakers at the International Foodservice Forum, which usually provides interesting market insights. With its wide variety of activities and opportunity for meeting peers and suppliers, Internorga is a dynamic international food fair – a ‘must do’ on my calendar. I usually make sure to combine my visit to Hamburg with a food trend tour of the city.”



© Erlenbacher

Babette Schmidt, Head of Communication, Erlenbacher

“2020 will be the 18th consecutive year that Erlenbacher Backwaren will be exhibiting at Internorga. For us, it is the most important German trade show for the away-from-home market – the ideal place to showcase product innovations, generate new contacts and strengthen existing customer relationships. It’s also the place where professionals and decision-makers from the foodservice sector meet during the year. The trade show continues to develop every year, and with more visitors coming especially from Eastern and Northern Europe, the audience is becoming increasingly international. All in all, the Internorga fair is of highest professional value to our business. Besides, a great opportunity for networking and an inherent part of our schedule is always the International Foodservice Forum.”



© Autogrill

Thomas Notter, Head of Food & Beverages, Autogrill Switzerland

“Internorga is always a wonderful place for inspirations and offers visitors great opportunities for experiencing how the industry is approaching new trends and what kinds of product innovations come of it. The fair is of a good, yet manageable size and has a positive, uncomplicated spirit. I usually visit for two days and make sure not to miss the Pink Cube and the Newcomers Area. It’s inspiring to see how others are dealing with the same or similar challenges and ideas. In any case, Internorga provides us with new input for the ongoing business development process. Depending on the year, the concrete effects on our developments are sometimes bigger, sometimes smaller. The city of Hamburg, to my mind, is next to Berlin one of Germany’s trend cities. We therefore make sure not to miss a visit to the Hamburg foodservice scene – even if not all ideas and concepts are always relevant for Switzerland.”

The green light for great careers

Internorga is not just the leading trade fair for the entire out-of-home market, it is also a barometer of the industry. Particular attention always goes to the fair's three big competitions, which we would like to introduce to you here: Gastro-Gründerpreis, Next Chef Award, Zukunftspreis.

MORE THAN JUST A TROPHY

Deutscher Gastro-Gründerpreis: „Über den Tellerrand Café“ are the winners 2018.



Passionate business founders are sought for the Deutscher Gastro-Gründerpreis 2020, which translates roughly to German Food Service Business Founder's Prize: Creativity, passion, innovation are the factors which count here. The Deutscher Gastro-Gründerpreis is a prize with a particular charisma. Up to latest 30th November, young founders of businesses can register at www.gastro-gruenderpreis.de and showcase their ideas. This year, too, a jury of noted experts will select the best entrants from all submissions in accordance with the criteria of innovation, profitability and founder's personality. Along with the honour and reputation of the award, the five winners will receive noteworthy prizes with a total value of over €10,000 each.

Next, the five winners will present their concept to the trade public at Internorga in the course of a live pitch. Now it is down to the nitty-gritty: finally the audience will choose the main winner who, along with the prizes already gained, will receive in addition a financial boost of €10,000. As an additional attraction, 40 hours of consultancy, worth €5,000, will be provided by the Leaders Club Deutschland, so the winner can develop their concept.

“Über den Tellerrand Café” from Munich won last year's title. Co-founder Jasmin Seipp won over the audience at the competition as she explained her concept of making food into a social-integration project. The café, opened in 2018, regards itself as a social enterprise and meeting point, at which people – both refugees and non-refugees – cook together and guests and staff learn from each other. In this process she demonstrates great personal commitment for, jointly with Julia Harig, she runs the café on a voluntary basis. “Winning the prize was one of the outstanding milestones for us in our first year of existence”, explains Julia Harig. “The realisation which we gained from it, that as a social enterprise in the foodservice sector we can keep up with other foodservice providers, is beyond price for us.”

The Deutscher Gastro-Gründerpreis is organised by Internorga, the leading trade fair for the whole out-of-home market, the Leaders Club Deutschland, the Network for People and Businesses Inspired by Food Services, and Orderbird. Presented by foodservice. With more than 400 competitors annually, the competition is the biggest newcomer competition for founders of foodservice businesses from Germany, Austria and Switzerland.

NEXT CHEF 2020: COOKING UP THE COMPETITION



© Ulrich Perrey

The Next Chef Award at the Internorga is highly anticipated.

For the fifth time Internorga, jointly with the well-known chef Johann Lafer, is looking for the best and most creative newcomer chef from Germany, Austria and Switzerland. The winner (male or female) will happily bear the prestigious title “Next Chef 2020”. The search is on for recently recruited chefs of up to the age of 26 who can show they have completed their culinary training. From all submissions, which must be adjudged by 31st December 2019, a jury will choose the 18 most promising candidates.

Well-known figures from the industry, in the shape of chefs Thomas Martin, Jonas Straube (winner of the competition in 2016), Stefan Wilke, Marco Müller, Karlheinz Hauser and Christoph Rüffer, Ralf Kroschel and Rupert Kien, will form the jury for this year's competition. From Saturday 14th to Monday 16th March 2020, three live challenges will be held directly at Internorga in Hamburg. On each of the three days of the fair six participants will face each other in professionally equipped kitchens. Each using the identical ingredients, they must conjure up a main dish within 60 minutes. The three competitions will produce winners for the day, who must then face each other again in the final on Monday.

Last year an exciting final saw Kevin Gedike, then 23 years old, sous chef in Hoppe's Restaurant in Hamburg, beat his competitors. “The competition was very severe. In the hour which remained for me to prepare the food, I did my best and am incredibly happy that I won the jury over with my creation. The title shows only that I am on the right path”, he says following his victory last year.

The competition is aimed specifically at encouraging the profession of chef and was created in 2016. Since that time it has enjoyed great popularity. No less than 72 young chefs have faced each other over the last four years and have cooked live at the fair to win the competition. Along with Kevin Gedike, it also gave a lift to the careers of Marianus von Hörsten (winner in 2018), Maximilian Schultz (winner in 2017) and Jonas Straube (winner in 2016). How entry to the competition works: Fill in the application form at www.internorga.com, send it off and keep your fingers crossed!

TRENDSETTER WANTED!



The Internorga Zukunftspreis (Future Award) is one of the most important national and international honours in the foodservice and hospitality market, and is presented in three categories. Companies with a forward-looking policy, and sustainable management and production can submit their entries from now until 15th January 2020.

The Zukunftspreis will be presented for the tenth time on 12th March 2020. The key criteria are the trailblazing spirit and trend setting achievements of the respective companies for the whole of the industry – they are taking bold new approaches, opening up perspectives, and putting forward sustainable solutions. Three companies can win the prestigious prizes in each of the categories. The “Company – Gastronomy & Hotel Sector” category is open to companies nominating themselves or nominated by others. Non-exhibitors are likewise eligible. Entries come from the hotel sector, food service and catering, including from non-exhibitors. They can score with entrepreneurial action, sustainable management, or by setting tomorrow’s trends.

The two other categories are open exclusively to exhibitors at Internorga 2020. The “Product – Food & Drink” category honours an innovative product characterised by healthy and biologically valuable raw materials, high quality in processing and flavour, or fair production conditions and recycling. The “Product – Technology & Equipment” category honours smart solutions for the foodservice and hospitality market that are characterised

Internorga Zukunftspreis winners 2019: Shaping the future with great ideas and achievements

by efficiency and economies in operation and in the use of energy and materials. This category also includes digital solutions that optimise working processes and applications, and provide new stimuli.

The five judges of the Internorga Future Award are leading representatives of industry, the scientific community and civil society. They are headed by Dr. J. Daniel Dahm, a leading international expert on sustainability. Besides his engagement as a Senior Advisor for the World Future Council, he is also, among other things, a member of the German Association Club of Rome and of the Federation of German Scientists VDW.

The other judges are Hanni Rützler, one of the leading trend researchers in the food sector and author of the yearly Food Report; Carl-Otto Gensch, an expert on sustainability research for technologies and corporate strategies at the Eco Institute Freiburg; Rainer Roehl, an expert on bio-certification of canteen kitchens and restaurants and head of the consulting company a’verdis; and Bernd Aufderheide, President and CEO of Hamburg Messe und Congress GmbH.

Last year the Zukunftspreis was won by Bonduelle Deutschland with its ‘Pépites’ in the category of “Product – Food & Drink”. In the category of “Product – Technology & Equipment” the prize went to the WMF Group for its digital platform WMF Coffee Connect, which provides a central management for coffee business and ensures optimum capacity use of systems. ♦

Brain fuel for 2020



© Thomas Fedra

The International Foodservice Forum in Hamburg attracts more than 2,000 participants year on year.

The 39th International Foodservice Forum on 12th March 2020 will kick off Internorga with many exciting speakers and hot topics.

Oxygen for the future – professional foodservices tomorrow: consumer trends. Factors in success. Market opportunities – this is the working title of the 39th International Foodservice Forum on the day before the Internorga. The fixed event in the industry's appointment book falls on 12th March 2020. Once again in the coming year, more than 2,000 participants are expected from the industry. The coming year will also mark the 39th time that the International Foodservice Forum has been held – almost four decades in which the congress in Hamburg has been the platform for the exchange of information about the latest challenges and hot topics in the industry. For this purpose, since 1982 carefully selected and excellently pre-

pared top managers, experts and pioneering thinkers have occupied the stage. Every year the programme promises fuel, food for thought and discussion material for practical use.

The event, a get-together of more than 2,000 representatives of the industry, is simultaneously the most important European networking platform of the year. The list of participants runs from newcomers to leaders of many years' standing from all categories and areas of professional foodservice. In addition, following its successful premiere last year, a Masterclass for International Growth and Franchising will also be held in 2020. Speakers at this four-hour workshop on the morning of 13th March 2020 will be the expansion experts Mario C. Bauer and Babette Marzhäuser-Wood.

After three years in exile, due to modernisation work on the Congress Center Hamburg (CCH), in 2020 the International Foodservice Forum will be returning there. Until 2021 – which is when things are scheduled to continue at the familiar location inside the Congress Centre – the venue will be in Hall H of the CCH. This hall has a seating capacity for 2,200 participants and is directly adjacent to the Congress Building.

© Big Chefs



Gamze Cizreli

© Karls Markt OHG



Robert Dahl

© Connected Leadership



Evsan Ibrahim

© Thomas Fedra



John Eckbert

39th International Foodservice Forum

Date 12 March 2020

Venue Congress Center Hamburg, (CCH), Hall H

Key speakers Digitalisation expert Ibrahim Evsan, John Eckbert (Five Guys) and Gamze Cizreli (Big Chefs)
Congress languages German and English
(simultaneous translation)

Entrance fee

Early bookers (until 23 February):

€585 + VAT (1st + 2nd person)

Late bookers (until 24 February):

€605 + VAT (1st + 2nd person)

Groups (3rd person or more from one company)

€315/€325 + VAT

Students € 325

Masterclass Package

(Attendance at Foodservice and Masterclass) € 790

The attendance fee comprises online access to the presentation documents, food and drink in the breaks, Internorga 2-day ticket and catalogue.

Booking www.internorga.com/foodservice

After the welcome speech by the organiser **Gretel Weiss** (publisher of *foodservice* and *foodservice* Europe & Middle East) and **Bernd Aufderheide** (President and CEO of Messe Hamburg) the congress will start as usual with the excitedly awaited industry analysis: Gretel Weiss will present the Top 100 League Table assembled exclusively by *foodservice*, showing the foodservice players in the German market with the strongest sales revenues. Not, of course, without identifying trends and drivers of the latest developments and bringing new potential to light. The current hot topic is unquestionably the digitisation of all areas of life and work. Keynote speaker **Ibrahim Evsan** will look into the **digitised future** of the industry and will provide the participants with the tools for ongoing transformation. At the same time this serial entrepreneur knows how to instill his listeners with enthusiasm for the challenges ahead.

Jörg Gerbig, COO of Takeaway.com, will report directly from the game-changer industry, delivery, and about the hyper-dynamism in the value-addition network.

At the 39th Foodservice Forum the spotlight will also be on three case studies: **Gamze Cizreli, founder and head of the Big Chefs** brand, will talk about the DNA of this Turkish

foodservice company. Featuring signature dishes from Levant cuisine and a unique living-room design, the concept has made its way from Ankara into the Arab world, and now even to Germany.

Robert Dahl, on the other hand, represents an unusual **East German success story**: this entrepreneur from the former GDR has created a leisure-park concept with a rural inspiration, covering every aspect of the key product – strawberries. Karl's leisure-experience villages (Karls Erlebnis-Dörfer) invite families to experience the fine food and drink of country life.

John Eckbert, European head of Five Guys, will speak about the roll-out of the US better-burger formula in this country, the USPs of the brand and learnings beyond the home market.

People and the way to find their strengths will be the subject taken by **management expert and coach Boris Grundl**. His aim? "To help people to become the best they can."

2020 will not lack an on-stage panel discussion: young entrepreneurs will talk about the factors in their success and about the challenges they have faced. Further details and speakers will be announced in the weeks before the event. ♦

Where to eat out?

The city is full of brilliant restaurants – we show you where you should pop in.



KLINKER

Breaking the monogamy of the plate

According to the cliché, the only thing that Germans share in restaurants is the bill, and they don't like to share their food. What's more, with local cuisine they are accustomed to generous portions only, which they bring to their lips at a proper distance from their neighbours' plates, holding their cutlery correctly. This is not what Marianus von Hörsten believes in. Together with his friend Aaron Hasenpusch he opened the Klinker restaurant this year in Schlankreye, next to the Holi cinema. In close co-operation with organic farms in the region they serve a variety of German dishes in different portion sizes. Who eats what, whether they order some more, or whether someone eats a dish all by themselves becomes clear during the course of the meal. This means that diners can slow down, take pleasure in tasting and have a break from eating, with the best wine suggestions from restaurant manager Claudia Steinbauer. She caters for all requests – in a casual and relaxed way, like the cool waitresses in Fatih Akin films, she crouches down by the tables at eye level to serve guests from the Eimsbüttel, Eppendorf and Hoheluft neighbourhoods. For two people she serves, for example, gnocchi with chanterelle mushrooms, along with a portion of duck, sweetcorn, marjoram and peanuts. Schlankreye 73 (Harvestehude), restaurant-klinker.de



BREWDOG

Burgers and Beer

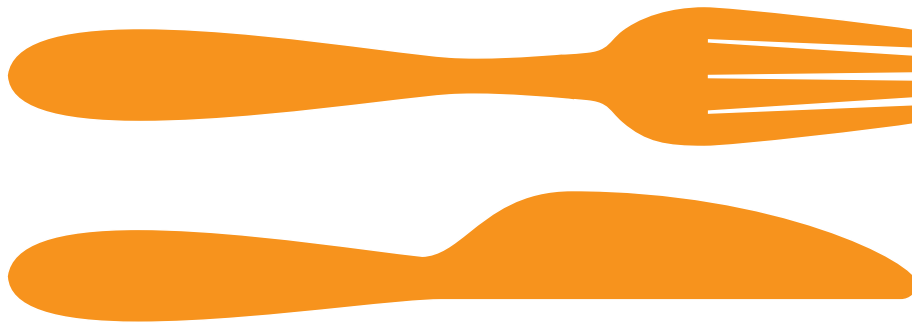
Punk from the bottle? You can find this now at BrewDog in the 'Kiez', Hamburg's nightlife district. It tastes particularly good there together with a proper burger. The Scottish craft beer giant BrewDog was established in the Dancing Towers in the summer of 2019. A mega pub with room for 300 customers in the industrial look that is typical of BrewDog bars – it's supposed to look rough, but it's actually rather chic for the Kiez. The makers of BrewDog, Martin Dickie and James Watt, describe themselves as beer punks and said that they would make St. Pauli into a "punk state" with their new business. BrewDog may once have been a bar for beer anarchists, but it has now become a business worth millions. The Hamburg branch is the brand's 89th bar worldwide. But it doesn't really matter what their creation is called. The important thing is what it can do, and that's quite a lot: 24 craft beers are fresh on tap here. A particularly good feature is that everyone is given good advice, and those who can't decide are allowed to take a sip. The burgers, made from organic mince, are served in homemade buns with chorizo and blood pudding or cheddar and bacon. The vegetarian versions are just as exciting. Seitan (vegan meat substitute), avocado and coriander, buffalo cauliflower or a 'Beyond Meat' patty.. Reeperbahn 1 (St. Pauli), brewdog.com



BAO BAO

Vegan in Vietnamese

At the heart of the trendy area, in a small side street connecting the Kellinghusen and Eppendorf roads, can be found one of the last genuine pubs: the 'Schramme 10. The diverse clientele switches over comfortably to its new neighbour: in Bao Bao, teenage couples on group dates, families, students, and takeaway customers in jogging bottoms assemble under a large dark awning with colourful lanterns. Everything is vegan in this Vietnamese street restaurant, but no one has to miss out on duck, chicken, beef or fish. You can share their animal-free alternatives as finger food in tapas bowls, enjoy curry and pho on your own, or order the set menu. For €18.90 a head, guests can eat spicy wantang soup, summer rolls, fantastic spring rolls, and juicy mango salad. Floating in the curry main course, there are deceptively authentic-looking vegan king prawns made from yam root, which pass the test in terms of taste and consistency. Schrammsweg 10 (Eppendorf), [instagram.com/baobao.hamburg](https://www.instagram.com/baobao.hamburg)



SONÉ ART RESTAURANT

Fine dining in an artistic ambience

Take a look at some art and have a really good meal, followed by the perfect nightcap: You can do this all at the same time in the Soné Art restaurant and in-house Soné Art gallery on the edge of the old town, not far from the Laeiszhal-le concert venue.

Fabian Huber, who has worked for many years in award-winning restaurants, conjures up culinary delights based on classically French cuisine in the Soné Art restaurant. The fantastic changing lunch menu quickly became a fixture and now you can also experience wonderful fine dining evenings with three and five course menus in the Soné Art. Favourite wines, put together by somelière Stephanie Döring, make an ideal accompaniment. You'd like nothing better than to stay sitting for ever among the art objects, light installations and rough brick walls – or at least for a drink or two. And it's worth it: The bar menu is curated by Jörg Meyer, one of the best known mixologists in Germany. He creates long drinks and cocktails in the tradition of top level bar chefs. Kaiser-Wilhelm-Str. 73 (Neustadt), soneartrestaurant.de

KINNELOA

Venice Beach on the Alster

There won't be any hot temperatures, but in other respects Kinneloa carefully replicates the lifestyle on the US west coast: The restaurant, opened in summer 2019, has put California's street food on the menu, bringing the atmosphere of Venice Beach to the Alster.

The inspiration for bringing the culinary heartbeat from Los Angeles to Hamburg came from former Bundesliga footballer Marcell Jansen. He was quickly able to inspire Steffen Henssler with this idea. In an ambience of food truck, street art and palm trees, you can breathe in the typical lifestyle between beach and town, sport, and 'hang loose'. The feeling of lightness is spiced with a pinch of Mexican and Asian cuisine, including vegan and vegetarian dishes: a pomegranate salad at the top of the menu, followed with light chicken and fish dishes, as well as handmade tortillas and roast beef. The cheesecake alone is enough to wow your stomach – and of course, the whole menu is also available in English.

Europa Passage, Ballindamm 40 (old town), kinneloa.de

100/200

A journey into the culinary unknown

Those who book a table in the 100/200 restaurant promise to submit to its concept. Here you eat what's put on table and the whole animal is always used.

This is all part of Michelin-star chef Thomas Imbusch's understanding of respect for the product. The thematic concept for the unknown five to twenty-five course menu changes every few months. As when visiting the cinema, diners book their tickets in advance, and these promise exclusivity because they come in an envelope sealed with red wax. Located away from the popular and trendy neighbourhood, you first make a short trip to Rothenburgsort to view Hamburg from a new perspective: through the large glassy front you can observe the Elbphilharmonie concert hall, cranes, anglers and goods trains rushing by. The kitchen forms the centre of the restaurant. To start, Imbusch personally serves his five tasty hors d'oeuvres, which range from sweet and sour, to salty and bitter, and umami. With impeccable craft, unashamedly good taste and a provocative approach, Imbusch challenges his guests to engage with their food without compromising on enjoyment.

Brandshofer Deich 68 (Rothenburgsort), 100200.kitchen



© Soné art restaurant



© philipp rathmer



© René Filinot

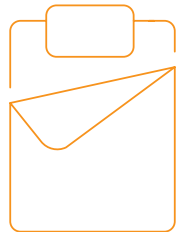
Where to stay in the city?

SIDE Hotel

Stay overnight in the SIDE Hotel and you will have the city directly at your door. Also, the [m]eatery, one of Hamburg's most popular restaurants, is in the very building.

The Hamburg SIDE Hotel is situated in the middle of the city, near the State Opera and the Inner Alster. From here guests can reach many famous sights on foot. It is just a few minutes to City Hall and the Mönckebergstrasse. For further expeditions there are a number of underground stations and bus lines in the vicinity. In its interior the SIDE emphasises purism. A highlight is the 28 metre high atrium which, through the changing pulse of its lighting, creates an experience of space of a quite special kind. The SIDE has 178 rooms, including ten suites. Two of them are barrier-free accessible. If you are looking for a panorama, you should visit the eighth floor. There you will find the Sky Lounge, with adjacent roof terrace. The [m]eatery Restaurant, belonging to the hotel, is one of the best venues in Hamburg if you are looking for meat. The menu features steaks, burgers and the widest variety of tartare dishes. The Botanist Bar has just been redesigned. Guests at the SIDE will find relaxation in the 450 sq m wellness and fitness area, with treatment rooms, a pool, sauna and steam bath.

Drehbahn 49 (Neustadt),
side-hamburg.de



Cap San Diego

Down to the cabin! Of course it's not a small one: the roomy cabins on the Cap San Diego have been lovingly restored and are derived from the original design, but today they have a bath with toilette, satellite TV and a minibar. The biggest ready-to-sail museum freighter in the world has a whole host of fans: 120 honorary helpers do everything they can to keep it in good shape.

Überseebrücke (Neustadt),
capsandiego.de

Fraser Suites Hamburg

Here guests spend the night where once the taxmen collected taxes, right on the Rödingsmarkt in Hamburg.

The Hamburg Fraser Suites Hotel, opened in 2019, is situated in a striking and historic brick building. Now people stay where once Hamburg's Head Tax Office was located, in the former offices of the tax authority. The listed building, built in 1907, occupies a central site. With its Art Deco elements, the design of the building is reminiscent of the 1920s. The Hamburg Fraser Suites has 154 luxurious rooms, studios and suites. Many of them have their own kitchenette. There are conference rooms, a fitness studio with sauna, and a restaurant called The Dining Room, where British chef Daniel Thompson is in charge. He emphasises the food-pairing trend of cocktails and dishes.

Rödingsmarkt 2 (Altstadt),
hamburg.frasershospitality.com

Wedina, you will be living in the vibrant city district of St. Georg with loads of bars and restaurants. The Kunsthalle, the Deichtorhallen and the Schauspielhaus are close by, as is the Central Railway Station. Urban design predominates in the hotel and there is a large contemporary library. There is an allergy-sufferers service of their own, comprising special bed linen and a lactose- and gluten-free breakfast range.

Gurlittstr. 23 (St. Georg),
hotelwedina.de

Pierdrei

In the Pierdrei guests have the historical Speicherstadt at their very door. At the hotel visitors can enjoy concerts or comedy on the Hafenbühne, or just spend a night in the latest cult address – a camper van: on the roof there are several brightly-coloured camper vans, ready for spending the night under the city sky. But if you would rather sleep under a proper roof, you can choose from 212 rooms in five categories. Also, the Pierdrei is a tiny paradise for children: there is a parent-free zone, in the shape of the Racker Room. This 200 sq m room with table-football, PlayStation and climbing wall is taboo to mummies and daddies. The Pierdrei is situated directly adjacent to the Speicherstadt, full of historical listed buildings. Just as near are the Maritime Museum, the Miniature Wonderland, the Spice Museum and the Elbe Philharmonic Hall. Plenty of famous sights in the city centre and harbour can be reached on foot.

Between the Zollkanal and the Nikolai-fleet there is a whole host of restaurants, bars and pubs. In addition, the popular Oberhafenquartier is not far. There are underground stations in Hafen City and on the Rödingsmarkt, from which further famous sights in the city area can be reached. In its "kitchens" Restaurant the Pierdrei features an international food-service concept. "Around the world in 80 cookpots", is its motto. Also, directly adjacent is the Astor Film Lounge, an entirely superior sort of cinema.

Am Sandtorkai 46 (HafenCity),
pierdrei-hotel.de



Hotel Wedina

© Hotel Wedina

Hotel Wedina

The Hotel Wedina is devoted to literature; there are even readings in the very building itself, which is situated in the St. Georg district. The authors Margriet de Moor, Henning Mankell and Martin Walser – among others – all have spent the night at the Hotel Wedina and left something to remember them by. Since 1999, thanks to a partnership with the Hamburg House of Literature, the hotel has been the home in Hamburg for authors and presenters. In the Wedina there are 54 individually furnished rooms in four colourful buildings. If you stay at the