



Craft Spirit Lounge

INTERNORGA

March
13-17,
2020

Passion is the principle here.

Handcrafted spirits taking center stage

“Handcrafted” has become a cross-industry trend and the product range in the field of craft beverages is growing accordingly. This highly specialised sector is spotlighted once again in the Craft Spirit Lounge – a true highlight during INTERNORGA. It’s an opportunity for visitors to meet key decision-makers in the food service and wholesale beverage industries, discover a wide-ranging distillery presentation in one spot, and find information and inspiration for an extended range of spirits.

With the Craft Spirit Lounge INTERNORGA underscores its position as the leading trade fair and trend show for the entire out-of-home market and provides both first-timers and experts in food and hospitality services with a possibility to expand their range and profitability with unique spirits.

Good reasons to be there:

- Reach new target groups
- Network and exchange information with industry visitors and experts on the scene
- Gain top industry contacts
- All-round carefree package
- Enormous potential for customer acquisition

The best reasons for 2020 – data and facts from 2019:

96.392

visitors

13.200

bulk consumers / caterers

85 %

of visitors rated the Craft Spirit Lounge as „good“ and „very good“

Around

33.000

food service professionals

4.343

purchasers from food retail / wholesale beverage

100 %

were satisfied with INTERNORGA.

With **INTERNORGA 2019** we've conquered our first fair show showing in Northern Germany. Due to the high level and quality of potential customers, **INTERNORGA** is undoubtedly one of the strongest trade shows, we've visited thus far. Next year we will definitely take part again.

Jessica Ludwig, CEO
STILVOL GmbH



Success is born here.

Who says it's impossible to plan success? For decades, INTERNORGA – the leading trade show for the whole out-of-home market – has been creating the ideal conditions for business success time and time again. With next year's event, entitled 'Forging ahead', we will once again strive to be the key source of trends and visionary concepts.

Decision makers from all around the world will meet in the pulsating metropolis of Hamburg between 13 and 17 March 2020 – the five most important days of the year – at INTERNORGA. Movers and shakers, brands and companies will showcase themselves to almost 100,000 visitors in a unique atmosphere. Over the next few years, their ideas, products and processes will shape the sectors in which they operate.

We look forward to welcoming you too and hope you enjoy flicking through the next few pages, which look back at this year's event and into the future of the exciting out-of-home market!



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Use the opportunity to showcase your business in a unique environment and register now for INTERNORGA!

<https://www.internorga.com/en/for-exhibitors/>

ALL-ROUND CAREFREE PACKAGE

- Presentation space in the Craft Spirit Lounge incl. bar, shelving and logo
- Fridge at the stand as needed
- Stand cleaning and waste disposal
- Shared storage space
- Service employees for coordinating glasses
- Separate admission control for industry visitors above 18 years old to the CRAFT SPIRIT Lounge
- Media package (entry in catalogue, online directory, app)
- Two free exhibitor passes
- Extensive PR and marketing activities by Hamburg Messe

Price of attendance: €1.200,00 net.



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