

## Press Release

### **More diversity, more innovations, more inspiration for everyone: the INTERNORGA 'Food and Beverages' exhibition area**

Hamburg, 14 December 2022. Something for visitors to INTERNORGA 2023 to look forward to: the 'Food and Beverages' exhibition area will be open from 10 to 14 March 2023 and even more colourful and diverse than in previous years. The leading trade fair for the entire foodservice and hospitality market offers the sector – from restaurants to the baking industry – a compact overview of the latest food and beverage trends. In addition to new suggestions and inspiration, there will be numerous networking opportunities.

**Claudia Johannsen**, Division Manager at Hamburg Messe und Congress GmbH, emphasises: 'Whether it is classic restaurant business, quick service, bars, coffee shops, cafes or bakeries with snacks on offer, everyone will find what they are looking for at INTERNORGA, the meeting place and trend incubator for the entire foodservice and hospitality market. The large 'Food & Beverages' exhibition area opens up a unique variety of new product highlights to visitors. This is where you can discover the F&B trends of tomorrow.'

In 2023, several halls on the grounds of Hamburg Messe und Congress will be dedicated to culinary delights: in the 'Food and Beverages' exhibition area, well-known national and international companies such as Dallmayr, EDEKA Foodservice and Unilever, as well as Vandemoortele and Wolf Butterback from the bakery and confectionery segment, will present their new products. The exhibitors in the **Newcomers' Area** also promise the latest delicious inspiration: around 20 F&B start-ups will be showcasing their innovations to a larger audience at the home of culinary trends.

#### **Trends from vegan to convenience**

Vegetarian and vegan foods are becoming more and more trendy. In 2023, exhibitors at INTERNORGA will provide suitable ideas for an extensive plant-based offering, including refined alternatives to red meat, poultry and fish, as well as plant-based egg dishes.

Convenience products are very popular with catering facilities and bakeries offering snacks. The fact that they are simple to prepare and yet tasty is demonstrated by numerous exhibitors with their products and services at INTERNORGA. Even for classic dishes such as burgers, pizza and pasta, there are surprisingly new taste experiences to be discovered. All representatives of the baking and confectionery trade can also look forward to great variety in terms of snacks: from wraps to focaccia

and ciabatta to Flammkuchen, visitors will find contemporary snack ideas that can invigorate business in the convenience sector.

### **Whether coffee or spirits - the whole variety of the beverage world**

If you want to find out about current trends in the beverage industry, you can not only do so at the well-known soft drink manufacturers such as Coca-Cola or Red Bull, but you will also find a unique variety of coffees from major, well-known brands and speciality roasters: the **Craft Coffee Area** offers fresh impetus for bakeries, confectioners and cafes in particular, and presents unexpected sides to Germany's favourite hot drink – as a refreshing coffee cocktail or colourful speciality cappuccino with matcha or beetroot, for example. Also raring to go again is the popular **Craft Spirit Lounge**: small-scale, trendy spirits manufacturers will present the trade audience with the finest spirits and brandies from artisanal production.

### **Know-how from the industry for the industry**

The **Pink Cube** from internationally recognised trend researcher **Karin Tischer**, who will again be showcasing trendy innovations from all over the world in 2023, is firmly established as a source of inspiration in the food and beverage sector.

In order to allow not only fresh impetus for your own business, but also targeted networking within the industry, the trade fair will introduce new concepts for the first time in 2023, such as the **INTERNORGA Open Stage**. The aim of the format, which is open to everyone, is to promote mutual knowledge transfer in a simple way in order to highlight solutions to the current challenges of the industry.

### **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 10 to 14 March 2023 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 <https://www.internorga.com/> and on the INTERNORGA LinkedIn, Instagram and Facebook social media channels.



Press material for download: <https://bit.ly/3QmgJuB>

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