

Press Release

Inspiration for the senses – rediscover coffee and other drinks at INTERNORGA 2026

Hamburg, 20 November 2025 – Ready for your next sip of the future? Taste meets innovation at INTERNORGA 2026. From 13 to 17 March, Hamburg will become the place to be for anyone who wants to know where the world of drinks is heading. Whether it's nitro coffee, non-alcoholic signature drinks or AI-controlled latte art – this is much more than just a tasting session; this is a full-scale drinks experience. The leading international trade fair for hospitality and foodservice invites you on a sensory journey through the most exciting trends in coffee, tea and functional drinks.

Coffee remains strong, tea celebrates a comeback

Coffee is and remains one of the most important symbols of enjoyment. From innovative brewing techniques to precise sensory analysis, exhibitors such as **WMF**, **Melitta** and **JURA** will demonstrate at INTERNORGA 2026 how current trends in coffee culture can be implemented. From versatile cold brew creations such as nitro coffee or yuzu brew to the purple eye-catcher ube latte with various milk alternatives. At the same time, tea is experiencing a strong comeback as a versatile lifestyle drink. Matcha, hojicha, bubble tea and tea tonics all appeal to consumers who value natural ingredients, quality and mindfulness. Cold-brew tea and iced tea are also celebrating a revival as natural, sometimes sugar-free, alternatives to soft drinks, and are particularly popular with Generation Z. Companies such as **Meßmer**, **Althaus** and **just green GmbH** demonstrate the many different ways in which tea is enjoyed nowadays. 'Tea is now much more than just a hot drink – it represents a lifestyle, mindfulness and conscious enjoyment. The trend towards organic and reduced-sugar drinks shows how much the industry is changing,' says **Martin Diekmann**, Managing Director of **just green GmbH**.

Conscious enjoyment: mocktails, low ABV and functional hydration

Less alcohol, more mindfulness: the new bar culture focuses on non-alcoholic aperitifs, mocktails and low-ABV (alcohol by volume) creations, appealing to a health-conscious target group. At INTERNORGA 2026, companies such as **Franz von Fein**, **Freikopf**, **GEMELLii**, **Dr. Jaglas** and **Barre** will present their latest concepts for enjoyable alternatives. 'INTERNORGA is the most important industry gathering for us. We meet decision-makers there who understand that conscious enjoyment is not a trend, but the future,' says **Leonard Vinçon**, **Franz von Fein alkoholfreie Aperitifs**. At the same time, the market for functional beverages is booming: electrolyte and vitality drinks offer regeneration and energy. Companies and brands such as **HYDR8 GmbH**, **kraftschluck**, **ROY Kombucha** and **mustimo** demonstrate the thinking that now goes into making drinks versatile and responsible – from regionally produced smoothies to fermented drinks with probiotic added value and full flavour.

Technology that inspires: automated, precise, scalable

INTERNORGA 2026 also provides a stage for technical innovations in the world of drinks. Automated dispensing and preparation systems, robotics, and smart, modular drinks stations not only ensure faster preparation options, often with higher quality, in bars, cafes and event catering – they also create a special experience for consumers. Companies such as **BEERJET GmbH**, **Bottoms Up** and **Cocktailblaster** are responding to the increased demand for scalable, precise applications with smart solutions ranging from cocktail stations to beer robots.

Once again in 2026, the leading international trade fair will showcase the trends and innovations driving the drinks world forward and demonstrate how they can be implemented in a practical and sustainable way in everyday hospitality and foodservice. The **Startups & Drinks** area is located in the restructured Hall B5, in the middle of the innovation cluster with the **Newcomers' Area** and the **Future Food** area, as well as the **OFF THE RECORD** meeting and afterwork lounge.

About INTERNORGA

INTERNORGA is the Global Platform for Hospitality and Foodservice. As an annual meeting place for those industries, it will take place from 13 to 17 March 2026 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](#), YouTube and [Facebook](#) social media channels.



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