

Press Release

INTERNORGA 2026 offers more space to enjoy and explore the world of drinks

Hamburg, 4 February 2026 – From 13 to 17 March 2026, INTERNORGA will transform Hamburg into the meeting place for everyone who is rethinking the restaurant and catering sector, presenting fresh ideas, new inspiration and the major trends in the industry. The international leading trade fair for hospitality and foodservice is expanding its offering and will showcase, among other things in the new Hall B5, how the world of beverages is evolving: wine in a new dimension, creative aperitivo ideas, exciting beer creations, and refreshing drinks for every taste. Anyone wanting to know what will be featured on menus tomorrow will find the answers here.

Turning drinks into an experience in the restaurant and catering industry

‘Drinks do more than just quench your thirst – they evoke emotions, create memories and shape the character of what is offered on a menu,’ says **Matthias Balz**, Director of INTERNORGA. Studies show that premium beers and high-quality wines are gaining in popularity, while soft drinks are expanding their role as lifestyle products with sales growth of over 6%. For the industry, this means that focusing on quality and variety not only generates sales, but also creates real experiences that build customer loyalty.

A new approach to wine – the premiere of WeinWelt

In 2026, INTERNORGA is sending a strong signal: in cooperation with **weberMESSE**, the new **WeinWelt** – covering an area of over 300 m² – will put wine centre stage for the first time on the upper floor of the East Foyer. Around 30 wineries and winegrowers’ cooperatives from Germany and elsewhere in Europe will present their best wines and the latest trends. Renowned names such as **Achkarrer Winzer am Schlossberg eG** and **Weingut Beiser GbR**, as well as **Villa Buonasera** from Italy, will be there. ‘INTERNORGA is the perfect platform for us to showcase the diversity and quality of wine to a wide-ranging professional audience,’ explains **Vincenz S. Weber, Managing Director of weberMESSE**. Highlights include tastings of selected vintages, exciting food pairing sessions and the opportunity to talk to the winemakers. That makes the new **WeinWelt** the place to be for anyone who wants to take their wine list to the next level.

In addition, INTERNORGA will demonstrate the diversity of the wine sector as a whole: in the Food & Beverages halls, wine merchants and importers such as **KWAK – Weinimport und Großhandel**, **Pese Wein** and **Peter Riegel Weinimport GmbH** will present their extensive ranges. Other winemakers such as **Tobias Minges, Winzerkeller Auggener Schäf** and **Wein- und Sektkellerei Jakob Gerhardt** will also be represented there. That means a diverse overview of wine trends, ranges and new concepts will be presented throughout the entire trade fair – from small wineries and cellars to major importers.

Beer – variety by the glassful

Traditional Bavarian brewing meets international classics and creative craft beers at INTERNORGA. **ERDINGER Weißbräu** is bringing its famous speciality wheat beers, which represent authenticity and enjoyment. **Privatbrauerei Barre**, a long-established family brewery from Lübbecke, will not only be showcasing its traditional speciality beers, but also fresh product ideas such as Fassbrause non-alcoholic drinks and modern beer-based mixed drinks. 'INTERNORGA gives us the opportunity to present our entire range – from classic beers to innovative non-alcoholic and mixed varieties that capture the current zeitgeist,' says Christoph **Barre**, Managing Partner of **Privatbrauerei Barre**. **Budweiser Budvar** will be presenting its legendary lager from the Czech Republic – synonymous with quality and its origins. For those who value innovation and exciting taste experiences, **Two Chefs Brewing** will offer extraordinary craft beer creations that provide fresh inspiration for the restaurant and catering industry. Visitors can experience the art of north-German brewing at the **Dithmarscher Brauerei**, with its distinctive varieties. Innovative systems such as **BEERJET** and **Bottoms Up Beer Germany**, which combine speed and showmanship, also ensure drinks are served to perfection.

Refreshing variety for the restaurant and catering industry

Drinks specialists will be setting the tone at INTERNORGA with strong brands and innovative concepts. **Coca-Cola Europacific Partners Deutschland GmbH** has been a close partner of the trade fair for many years and, in addition to its booth in Hall A1, will also be the main sponsor of the **OFF THE RECORD** Afterwork Lounge in 2026 – a place for discussion and networking in a relaxed atmosphere. 'When the industry comes together for trends, exchange, and inspiration, Coca-Cola is right in the middle of it: With iconic lifestyle brands, delightful taste experiences, and smart digital tools, we create added value in the out-of-home market – driving strong sales and unforgettable moments for guests,' says **Daniel Osterloh**, Director Key Account Out-of-Home Market, **Coca-Cola Europacific Partners Germany**. In addition to the classics from **Coca-Cola**, exciting newcomers are also setting fresh trends in the industry: **Ziropa** from Denmark has impressed with its natural syrups and soft drinks, providing the perfect basis for high-quality mixers and creative cocktails. If you're in the mood for distinctive soft drinks with history, take a look at cult brands such as **WOSTOK** with its legendary flavour based on the Soviet drink Baikal, and **OSTMOST** – both convey a real sense of nostalgia for the former East Germany and culinary history in a glass. For those who want to expand their range in a modern yet functional way, **Barebells'** protein shakes and drinks offer attractive concepts, especially for chain restaurants, canteens and vending machines. Meanwhile, fans of aperitifs will discover high-quality lavender liqueurs at **Lavabelle** – ideal for creative, aromatic cocktail ideas.

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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