

## Press Release

### The future is now: experience robotics live at INTERNORGA 2026

Hamburg, 6 February 2026 – From service, cooking and cleaning robots to automated coffee and food stations, robotics will be more prominent than ever before at INTERNORGA 2026 from 13 to 17 March. Market-ready solutions offer enormous opportunities for the hospitality and foodservice sector, particularly when it comes to dealing with the lack of skilled workforce and the pressure to improve efficiency. One highlight will be the live demonstration of the collaboration between **goodBytz** and **Transgourmet**, which sets new standards for automated kitchen processes and is a great example of the innovative power that goes into cooperations within the sector.

#### Smart networking for the professional kitchen of the future

Exclusively for INTERNORGA 2026, **Transgourmet** is bringing its 'Customer Journey Automatic Kitchen' from its own Innovation Hub to the trade fair, showcasing the 'kitchen without a chef' concept once for the restaurant industry and once for community catering. Together, partners **Menoovo**, **goodBytz**, **Robozän** and **Transgourmet** will demonstrate live in Hall B5 what the entire 'journey' feels like in gastronomy: from the menu concept with a robotics verified product selection, to goods ordering, digital guest ordering with storytelling, preparation, and finally automatic serving or a personal finishing touch by the chef – including tastings for visitors of the dishes cooked by the robot. With the help of the **goodBytz** cooking robot, up to 3,000 dishes a day developed by top chefs can be prepared around the clock in consistently high quality, regardless of staffing shortages. As a German premiere, **Robozän's** service robot will also navigate through Hall B5, taking guest orders via its large ordering interface, with **Menoovo** running in the background.

For the community catering 'journey', **Transgourmet** has brought on board billing expert **foove**, which makes even complex scenarios – such as balance control by parents, meal distribution to schoolchildren and government subsidies – look simple. This can also be experienced live at the fair, with or without robot support. 'All too often, services are sold that providers have never tried themselves. That's why we set up our own Innovation Hub in 2025, where we deploy and present innovative partners live in real operations. With the Customer Journey Automatic Kitchen, we are taking new approaches to making professional kitchens fit for the future. We are delighted to present the results of our cooperation with **goodBytz** and **Menoovo** or **foove** to a wide professional audience for the first time at INTERNORGA,' explains **Kathrin Willhardt** of **Transgourmet Germany**. 'Together with **Transgourmet**, we are showing how market-ready cooking robotics already is,' adds **Hendrik Susemihl** of **goodBytz**. 'With various robots in Germany, Austria and South Korea operating in corporate catering, retail and the defense sector, real-world experience flows directly into the ongoing development of our systems. Personal interaction at the trade fair helps us sharpen this practical relevance even further.'

## The full range of robotics

Whether it's a holistic kitchen concept or specialised solutions such as kebab and doner robots – all the exhibition areas at INTERNORGA 2026 make clear that robotics is no longer just a vision of the future. Numerous exhibitors will present robotics-driven solutions and ready-to-use applications to take on real-world challenges: **HandsOn Robotics** and **Västerås Industri AB**, for example, demonstrate how automated cooking processes make everyday kitchen work noticeably easier. In the service sector, **kamasys**, **Giovanni L. (Giobotics/PUDU)** and **KBS Gastrotechnik**, among others, will be demonstrating service robots that take the pressure off staff, reduce walking distances and optimise processes. Autonomous solutions from **Nexaro** ensure hygienic and efficient cleaning. **Shanghai Hi-Dolphin**, for example, is bringing fully automated coffee and food concepts to the trade fair and illustrating how coffee kiosks and food robots are generating new sales opportunities. Digital solutions that combine robotics with POS systems, enterprise resource planning, digital signage and AI-supported forecasts will be presented by **Simpra** and **Hylab Media**, among others. **Stüwer GmbH & Co. KG** will present 24/7 ready-to-serve concepts for employee catering, also enabling pre-order via an app, while **NonStop Shop GmbH** offers something similar for direct marketing.

As a leading international trade fair, INTERNORGA not only impressively demonstrates how robotics is setting new standards for hospitality and foodservice, but also provides an opportunity for valuable interaction within the sector, so that businesses can use the solutions presented effectively.

## 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](http://www.internorga.com) and on the INTERNORGA [LinkedIn](#), [Instagram](#), [YouTube](#) and [Facebook](#) social media channels.

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