

## Press Release

**High time to start barbecuing: the Grill & BBQ Court at INTERNORGA presents the hottest trends in the barbecue segment**

Hamburg, 24 January 2020 – What's on the BBQ menu for 2020? Which cuts and ingredients are in fashion? At INTERNORGA, there are tips from the pros: with the Grill & BBQ Court, the leading international trade show for the entire foodservice and hospitality market is presenting products, trends and innovations in the barbecue segment in cooperation with Grill-Kontor Hamburg for the fourth time. In the outdoor area and in Hall A2, industry visitors meet domestic and international providers from the barbecue technology, equipment and catering segments.

'We are very happy that the Grill & BBQ Court has developed into a real highlight of the trade show. As a trend driver, INTERNORGA always presents innovations and provides fresh impetus when it comes to the trending topic of barbecuing. Well-known exhibitors, a varied side programme, interaction with experts and barbecue tastings await the industry visitors,' says Claudia Johannsen, Division Manager at Hamburg Messe und Congress GmbH.

### Barbecuing as a sales driver

Barbecuing is still on-trend and provides exciting impetus and additional sales opportunities for restaurants. When interacting with innovative industry partners at INTERNORGA, pro chefs receive numerous suggestions – such as new barbecue techniques, trendy cuts like hanging tender, flank and outside skirt, and previously lesser-known cuts of meat like onglet or spider steak. The exhibitors at the Grill & BBQ Court include the barbecue providers Napoleon Grills, Flammkraft and Everdure, as well as Germany's plancha expert Mona Leone. The southern-German traditional butcher Vinzenzmurr will be presenting its Bavarian ox sausage and exclusive premium cuts. With the Montenegro brand, Weinland Abayan will present liqueur-based barbecue recipes. INTERNORGA has landed a real 'meat whisperer' in the form of Christoph Grabowski: he will demonstrate how optimum value can be created in the barbecue segment with the right cuts of meat. The cash-and-carry provider Selgros will be on-site as a premium partner of the INTERNORGA Grill & BBQ Court this year. They have exclusive cuts in their range and present exciting opportunities to reinvigorate outdoor cuisine.

## Regionality and creativity the focus for barbecue products

More and more guests are asking for precise information about the products they consume. 'Regionality and sustainability are important topics in the barbecue segment, too', confirms Dirk Alberts, Managing Director of Grill-Kontor Hamburg. The sector is setting up for this with a varied range. 'In addition to side cuts, vegetarian options are playing an increasingly important role in barbecuing', Alberts continues. The level of creativity in side dishes is increasing. Pointed cabbage and pumpkin are among the ingredients developing into delicious options in that segment.

The Grill & BBQ Court will be held at INTERNORGA for the fourth time in a row, from 13 to 17 March 2020 – in the outdoor area and Hall A2.

## About INTERNORGA

INTERNORGA is the leading trade fair for hotels, restaurants, bakery and confectionery. It has more than 1,300 exhibitors from Germany and abroad and over 95,000 trade visitors. It showcases products, innovations, trends and innovations plus digital innovations for the whole of the food service and hospitality market. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

For more information on INTERNORGA 2020, see the [website](#) and social media:



## Contact INTERNORGA

Andrea Paechnatz, Tel.: +49 40 3569 2093 / E-mail: [andrea.paechnatz@hamburg-messe.de](mailto:andrea.paechnatz@hamburg-messe.de)