

Press Release

Lead the way: all the highlights from INTERNORGA 2020 at a glance

Discover the complete market overview of new products, trends and the innovations of tomorrow today – this is possible for restaurateurs, hoteliers, bakers and confectioners from 13 to 17 March 2020 at INTERNORGA, the leading international trade show for the entire out-of-home market. Hamburg then becomes the annual hospitality hotspot and the most significant industry gathering in Germany – with 1,300 exhibitors from 25 countries, high-quality expert speakers, exciting live challenges and hot specials.

INTERNORGA: specials

Enlarged: Craft Spirit Lounge / Hall B4 (upper floor)

Larger, more colourful, more vibrant and more diverse – this is how the Craft Spirit Lounge will look at this year's INTERNORGA. Thirty manufacturers of choice spirits invite you to visit the lounge and will present the full range of craft spirits. Newly showcased classics such as gin, rum, vodka and whisky are just as well represented as fruit brandies and liqueurs. Here, restaurateurs and hoteliers can draw inspiration from handcrafted spirits for their drinks menu.

Hops and malt: Craft Beer Arena / Hall B4 (upper floor)

Exhibitors will also show off their artisanal skills for the sixth time in the Craft Beer Arena at INTERNORGA. Brewers from Germany and abroad provide thrilling insights into their brewing culture and invite you to join in a specialist discussion at their stands.

Trendy: Newcomers Area / Hall B4 (upper floor)

20 budding and young companies in the out-of-home market will have the chance to inspire the expert audience with their products in the Newcomers Area. As a trend driver, INTERNORGA continuously offers new highlights and presents innovations first. Thus, the product spectrum in the Newcomers Area this year ranges from healthy alternatives to chips by a star chef, environmentally friendly coffee capsules and hemp-based foods.

Sizzling: Grill & BBQ Court / Hall A2 and open-air space between A2 and A3

What's on the menu in 2020 and which cuts and ingredients are hot? At INTERNORGA, you get the right tips from the pros: with the Grill & BBQ Court, the trade show is presenting products, trends and innovations from the grill segment for the fourth time in cooperation with Grill-Kontor Hamburg. In the open-air space and in Hall A2, expert visitors meet national and international suppliers from the fields of grilling technology, fittings and

catering. Exciting promotions, demonstrations and tastings, as well as discussions between experts, round off the agenda.

Veggie: ProVeg Expertise Centre / Central Entrance (upper floor)

As a central information and expertise hub for the topic of plant-based cuisine in the catering sector, the nutritional organisation ProVeg offers visitors to the trade show comprehensive advice and information regarding trends and the potential of vegetarian and vegan dishes for large- and small-scale catering. In addition, there are tastings of purely plant-based cheese, as well as vegan snacks.

Breakfast power: ahgz breakfast club / Hall B2 (ground floor)

All-day breakfast: in cooperation with specialist magazine *ahgz*, the *ahgz* breakfast club will take place for the first time. Visitors can look forward to trends, innovations and exciting talks on all things breakfast.

Delicious: Food Truck Village / Central Entrance, Forecourt

In the Food Truck Village on the forecourt of the trade show – directly under Hamburg’s Television Tower – the very best in street food and forward-looking concepts for mobile canteens will be presented. Alternating food trucks will feed trade show visitors from Friday to Tuesday. The “Truckers Talk” will also give visitors useful real-life know-how for mobile catering.

INTERNORGA: awards, promotion of new talent and live entertainment

INTERNORGA Future Award / chamber of commerce

Thursday, 12 March 2020. Invitation only

For the tenth time now, the renowned and internationally recognised INTERNORGA Future Award will be presented to companies who think in a future-oriented way and who operate and produce sustainably. The three categories are “Gastronomy & Hotel Sector”, “Food & Drink” and “Technology & Equipment”.

German Gastro Start-up Competition / Central Entrance, Room Chicago

Friday, 13 March 2020, 3 p.m.

The big chance for everyone dreaming of starting up in the gastro business: with the German Gastro Start-up Competition, INTERNORGA, Leaders Club Germany and orderbird are offering new restaurateurs the possibility of making a name for their gastro concept. Five finalist teams will present their innovative business ideas live at the show, each in a five-minute presentation. The first-prize winner will be picked by the trade audience, directly on-site, and will receive, among other things, a start-up financial boost of €10,000.

Next Chef Award / Central Entrance (upper floor)

At the Next Chef Award for upcoming chefs with Johann Lafer, young chefs up to the age of 26 from all areas of gastronomy have the unique opportunity to present their artisanal skills in front of a live audience and to go home with the title of Next Chef 2020. Eighteen talented young people put their skills to the test at the trade show in front of a well-known jury made up of star chefs like Karlheinz Hauser, Christoph Ruffer, Marco Müller and Thomas Imbusch, as well as former Next Chef Award winners Kevin Gedike (2019), Marianus von Hörsten (2018) and Jonas Straube (2016), as part of exciting live challenges.

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| Challenge 1: | Saturday | 14 March 2020, 2.30 p.m. |
| Challenge 2: | Sunday | 15 March 2020, 2 p.m. |
| Challenge 3: | Monday | 16 March 2020, 11 a.m. |
| Final: | Monday | 16 March 2020, 3 p.m. |

German Qualifier for the World Pizza Championship / Hall A2

Monday, 16 March 2020, 10 a.m. to 6 p.m.

The German Qualifier for the 2020 World Pizza Championship takes place at INTERNORGA for the third time in the Pizza e Pasta Arena in Hall A2. Here, Germany's best pizza bakers will battle it out for a starting place at the World Pizza Championship in Italy.

INTERNORGA: trend stage and industry meeting point

Pink Cube / Transition between B1 and B2 (ground floor)

Visitors can discover hot global food trends in the Pink Cube. During the much-loved forum, trend researcher Karin Tischer presents current food developments from the global out-of-home market. In entertaining, informative specialist lectures, the recognised expert much in demand throughout Europe reports on international trends and developments on the gastro scene.

Café Future live / East Entrance (ground floor)

Hospitality Lounge and inspiration bar for professional gastronomy: the Café Future live is the innovative and communicative industry meeting point at INTERNORGA. In a relaxed setting, visitors can discover creative culinary tasters each day, network and follow fascinating panel discussions with industry leaders regarding the future of the world of food service.

Skywalk Table / Glass Bridge between Halls A and B

A stylishly presented tabletop. The Skywalk Table is more than 50 metres long, presenting the latest trends in tabletop products. The Table is set by leading exhibitors and shows the upcoming trends in tableware, glassware, cutlery and table decoration.

DEHOGA Club / Hall B4 (upper floor)

The DEHOGA Club from the Trade Associations of Bremen, Hamburg, Lippe, Lower Saxony, North Rhine-Westphalia, Saxony-Anhalt and Schleswig-Holstein is a meeting point for the hotel and catering industry and invites relaxed discussion.

INTERNORGA: bakeries and confectioners

Blue Box for artisanal baking / Hall B6

Expert visitors get fresh ideas for artisanal baking in the Blue Box. Together with the trade magazines *Back Journal*, *DBZ magazin*, and *Filialmanagement*, experts provide fascinating insights and talk candidly about current industry topics. From small individual operations to large chains – the Blue Box offers the ideal blend for future-oriented operations.

Back Stage / Hall B6

Masters and young talents from the Confectionery Guild Hamburg will show just how creative and sophisticated their craft is. Special techniques for working with sugar, chocolate, marzipan and the like will be presented live on stage, Bettina Schliephake-Burchardt, master confectioner, board member of the Hamburg Confectionery Guild and successful TV presenter (“Das grosse Backen” and “Das grosse Promibacken”) provides practical tips and motivation, among other things.

“Sweet Art” competition B6 / Glass Confectioners’ Bakehouse / South Entrance

In the “Sweet Art” confectionery competition, the most creative works of confectionery art will be exhibited and rewarded in Hall B6. The North German Confectionery Associations present artisan diversity in the Glass Confectioners’ Bakehouse at the South Entrance.

INTERNORGA: conferences and top speakers

39th International Food Service Forum

Thursday, 12 March, 10 a.m. to 6 p.m. | CCH, Hall H

“Oxygen for the future – professional gastronomy tomorrow: Consumer trends. Success factors. Market opportunities.” – this is the working title of the 39th International Food Service Forum the day before INTERNORGA. A total of ten national and international industry pros and interdisciplinary speakers will provide fascinating insights. As keynote speakers, Gamze Cizreli, Big Chefs Istanbul, John Eckbert, CEO Five Guys London, and Robert Dahl, the biggest strawberry farmer in Germany and operator of the “Karls”

experience villages, will take to the stage. With around 2,200 participants, the largest European conference for the professional catering industry is organised together with the economic journals *foodservice* and *FoodService Europe & Middle East*.

46th German Catering Congress

Monday, 16 March 2020 | 9 a.m. to 2 p.m. | Central Entrance, Room Chicago (third floor)

The motto for this year's German Catering Congress, taking place in cooperation with the economic magazine *gv-praxis*, is "Guide to a new decade. Framework conditions, requirements, risks and opportunities." The programme highlights top themes regarding current trends. The keynote speaker is Franz Kühmayer, one of Europe's most influential pioneers in the new world of work and a sought-after expert on the subjects of the future of work and leadership.

10th INTERNORGA Forum School Catering

Tuesday, 17 March 2020 | 9.30 a.m. to 2 p.m. | Central Entrance, Room Chicago (third floor)

Under the motto "Successful school catering 2020+", seven top speakers demonstrate what matters in modern food for day care and schools at the INTERNORGA Forum School Catering. This year's keynote speaker is Dr Volker Busch. As a neuroscientist and doctor, he is among the top 100 speakers in Germany. His subject: how to deal with digital stress. In addition, innovative concepts and current trends in catering for children and pupils are presented. For example, how can a feel for environmental protection be incorporated into the canteen? What role does food waste play here? What makes a plant-based menu line successful? And how is it possible to successfully reduce sugar, fat and salt in dishes?

2nd Masterclass for "International Growth: Financing & Franchising"

Friday, 13 March 2020 | 9.30 a.m. to 1.30 p.m. | Central Entrance, Room St. Petersburg (second floor)

At the Masterclass for International Growth, Financing and Franchising, companies looking to reproduce their concept can obtain expertise and advice. International experts provide tips and tricks regarding what to be aware of during expansion and explain the mechanics of franchising. Furthermore, the agenda includes essential aspects of a franchise negotiation and interesting facts on international brand protection.

Further information on the programme can be found at

<https://www.internorga.com/en/programme-exhibitors/>

Photos for download: <https://media.hamburg-messe.de/pressebilder/#/categories>

Video material for download:

<https://videos.hamburg-messe.de/en/events/internorga/>

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

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