

## Press Release

### Industry survey:

### **INTERNORGA FoodZoom 2020 shows which trends are driving the foodservice and hospitality market**

**Hamburg, 14 January 2020 – Whether it is casual food concepts, additional digital services for guests or further development of retail gastronomy: the course of the foodservice and hospitality market is set for change. The 'INTERNORGA FoodZoom' industry survey developed by INTERNORGA in cooperation with the internationally recognised food trend researcher Karin Tischer provides an interesting overview of current trends that are driving the market now and will do so in future. Following a successful launch in 2019, the results of the second edition were presented in Hamburg.**

'The foodservice and hospitality market is always changing. In order to keep up, restaurant owners, hoteliers, bakers and pastry chefs need inspiration and orientation at an early stage. INTERNORGA has driven trends from the word go and is always providing fresh impetus. Market players can benefit from that and increase their company's success in the process', says Bernd Aufderheide, Chairperson of the Management Board of Hamburg Messe und Congress GmbH. Karin Tischer, food trend researcher and owner of food & more in Kaarst, was commissioned by Hamburg Messe und Congress to analyse the latest developments in the international foodservice and hospitality market and summarised the results in the INTERNORGA FoodZoom 2020. The focus is on guest expectations in terms of quality and variety, new developments in the food sector and the influence of growing retail gastronomy on the foodservice and hospitality market.

### **Trend 1 – Pleasure and quality: they belong together**

There are big challenges in the foodservice and hospitality market: cost pressure on restaurants and suppliers is growing, specialist staff are scarce – and at the same time guests are becoming increasingly sensitive to price. According to the INTERNORGA FoodZoom, sustainable solutions are needed to prevent a loss of pleasure and quality under these circumstances. New technologies provide exciting ways to ensure consistent quality when resources are in short supply and to tackle the lack of specialist staff. The use of artificial intelligence, for example, can increase productivity, for instance in the preparation of high-quality, fresh meals, in the payment process and in the vending sector.

Improved convenience offers will also have a role to play in future: products for special nutritional requirements and plant-based options can reduce strain on restaurants.

### **Trend 2 – The power of sauces: that little extra on your plate**

The INTERNORGA FoodZoom shows that sauces are becoming increasingly important at mealtimes and in the snack sector and are becoming a differentiating factor among restaurants. The sauces and spreads segment is diverse and full of variations: different textures, new, rediscovered or unusual ingredients and methods of preparation are making sauce the star on many plates. Spreads and cream toppings are in ever-greater demand in the strong growth segment of snacks and finger food. New creative applications in catering include wraps, sandwiches and creamy toppings for baked potatoes.

### **Trend 3 – Next-generation casual: informal is in**

Whether it is for snacks or fine dining: guests like things informal and casual. To meet those needs, restaurants increasingly require a large amount of flexibility. According to the INTERNORGA FoodZoom, authentic street food for situational snacking, trendy bowls and burgers are still popular. Sophisticated Michelin-star gastronomy has also discovered the innovative casual style and is serving up 'Instagrammable' dishes. Restaurant marketing is also putting emphasis on a casual approach and making use of new technologies in these increasingly digital times: influencers are being brought on board and inform potential guests about special deals digitally. This provides restaurant owners with measurable results from their promotions, increases their visibility on the social web and expands their reach at the same time.

### **Trend 4 – Wholesome and convenient: it has to be healthy**

Health-oriented nutrition remains a relevant factor for the foodservice and hospitality market. Bowls, smoothies, shots and salads are among the undisputed 'healthiest choice' snacks and meals. Plant-based nutrition also plays an important role in this context. High-protein meals are particularly popular among fitness fans. Alongside protein-heavy ingredients such as meat, skyr, tofu and pea protein, new protein sources, such as insect-based products, have emerged.

### **Trend 5 – The latest retail service: eating is the new shopping**

No more shopping trips without food: retail, in particular shopping centres, is increasingly focusing on food and offers customers culinary experiences together with shopping. According to the INTERNORGA FoodZoom, restaurant owners and retailers have both underestimated that movement. However, both segments – retail and restaurants – can

benefit from each other. The culinary sector offers a great opportunity for retail, because the dwell time of consumers who eat is significantly increased and additional business is expanded. Market halls that house different culinary concepts suit the contemporary zeitgeist. They combine modern design with urban industrial architecture and street food, providing the perfect stage for high-quality food. Market halls in Paris, Lisbon, Rotterdam and Barcelona have shown how it's done and present both international and local dishes, giving consumers the quintessential street-food feeling.

Visitors can discover more exciting food trends from 13 to 17 March 2020 at INTERNORGA in the Trendforum Pink Cube in the intersection between Hall B1 and Hall B2 (ground floor, Booth 217).

### **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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