

Press Release

Snacking and more: INTERNORGA presents current mega-trends in the baking trade

Bakers and confectioners will find new developments and pure inspiration fresh from the oven at INTERNORGA, from 13 to 17 March 2020 in Hamburg. In Hall B6, the leading trade show for the entire foodservice and hospitality market will present around 200 nationally and internationally renowned exhibitors and their product innovations relating to the worlds of bread and baked goods, ice cream and cake production, and modern shopfitting concepts for bakeries and pastry shops. With a lively supporting programme consisting of discussion panels, competitions and workshops, the trade show will once again underline its role as an important source of impetus and partner to the trade of bakers and confectioners.

Snack ideas for increased sales

Small bites on the go are increasingly replacing large meals. In particular, the sandwich – the classic among snacks – is experiencing a revival. Reinterpreted with fresh ingredients and light spreads, filled rolls and sandwiches can be a lunchtime sales booster for bakeries. Trade visitors from the bakery trade will be met with these and other fresh snack ideas at INTERNORGA. There will also be vegan and vegetarian snack alternatives, as well as exceptional inspiration for mini meals, to be discovered there. Frozen-product and convenience-food exhibitors will also be presenting their new products tailored to the particular requirements of bakery branches. Numerous manufacturers of coffee products and machines, as well as ice cream innovations, round off what is on offer for bakeries and pastry shops. Suppliers of ovens, as well as computer systems specially tailored to the needs of bakeries, will be presenting their new developments to meet the requirements of modern bakeries.

'Bakers and confectioners have long been required to adapt what they offer to new trends. In this context, it can be seen that what bakeries offer is increasingly merging with the foodservice and hospitality market. INTERNORGA, which has been closely associated with the bakery and confectionery trade for many decades, takes exactly this into account in what it offers and provides a real wealth of ideas for lasting successful business in this segment,' says Claudia Johannsen, Division Manager at Hamburg Messe und Congress GmbH.

A feast for the eyes: ideas for presentation of goods

Whether snacks and baked goods make it across the shop counter largely depends on appetising presentation. Numerous shopfitting experts will be providing tips and suggestions for the best modern furnishing solutions for bakeries and pastry shops at INTERNORGA. In addition to appropriate furnishings, an optimally illuminated sales space is also important. In addition, easy-to-use devices and well-thought-out workflows come into play, and are becoming increasingly important in these times of a shortage of specialist staff in particular. Trade show visitors will receive helpful information on that topic, too.

Additional impetus and inspiration: programme highlights

In addition to the diverse range of exhibitors for the baking sector, INTERNORGA also offers an exciting supporting programme. One of the highlights is the Back Stage, where old masters and young talents from the Konditoren-Innung Hamburg (Hamburg confectioners' guild) present sophisticated processing techniques. The stage offers a wealth of suggestions for how to use flour, sugar, chocolate and other staples of confectionery, with Bettina Schliephake-Burchardt, master confectioner, member of the board of the Hamburg confectioners' guild and successful TV presenter ('Das große Backen' and 'Das große Promibacken'), among those providing practical tips and suggestions. In the Blue Box, in cooperation with Inger Verlag, experts will be discussing food inspections, clever marketing and other important topics in the industry. BÄKO and Backring Nord are represented with their own booth in Hall B6, covering a wide variety of topics. This offers visitors the opportunity to pick up valuable industry tips for their own business and exchange experiences. At Backring Nord, application technicians, master bakers and confectioners pass on their wide-ranging knowledge and put bread in the spotlight. The 'Süße Kunst' (Sweet Art) competition shows how imaginative the craft of baking can be. 'The event fits together perfectly with INTERNORGA, presenting the colourful variety of the confectionery trade,' says Thomas Horn, state guild director of the Hamburg confectioners' guild. There are masterful gateaux and cake creations by experienced professionals and young talents to be admired there.

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