

## Press Release

### Mastering the reusable packaging obligation and delivery boom: INTERNORGA expands the 'Packaging & Delivery' exhibition area

Hamburg, 23 November 2022. Takeaway offers and delivery services remain as popular as ever with guests, and offer bakers, restaurants and also catering facilities numerous opportunities to set themselves up for a successful future. This subject has now become particularly topical due to the reusable packaging obligation recently implemented by the legislator. With that in mind, it is a good idea for foodservice providers to gain an overview of suitable packaging and delivery solutions. Under the motto #alltogether, from 10 to 14 March 2023 INTERNORGA will offer the sector extensive information and networking opportunities on the subject of packaging and delivery services in the expanded 'Packaging & Delivery' trend area.

**Claudia Johannsen**, Division Manager at Hamburg Messe und Congress GmbH, explains: 'From industry pioneers to creative start-ups – INTERNORGA brings together everyone who offers well-thought-out concepts and future-oriented products for the foodservice and hospitality market. Given its increased relevance, we have significantly expanded the 'Packaging & Delivery' trend area and are offering visitors an even wider range of sustainable solutions and innovations for their own business than ever before.'

In 2022, INTERNORGA presented the 'Packaging & Delivery' trend area for the first time in order to meet the high demand for takeaway offers. In the coming year, visitors will find everything they need for a successful takeaway and delivery business in a bigger space. In addition to the top delivery companies such as Lieferando and Uber Eats, the leading trade fair will bring together many national and international companies presenting environmentally friendly packaging solutions and a wide variety of reusable systems. The offer now extends far beyond classic reusable menu trays – special containers for burgers, sushi and even pizza today enable foodservice providers to adapt to suit the requirements they have for their personal range.

'Sustainable packaging materials for the foodservice and hospitality market and modern delivery services belong together. In times of many major challenges in particular, they help guide the sector into a successful future. In line with our motto #alltogether, INTERNORGA is combining these two important topics under one roof. This creates worthwhile synergies and thus a valuable platform, as well as plenty of space for interaction and inspiration,' emphasises **Claudia Johannsen**.

### About INTERNORGA

INTERNORGA is the leading international trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 10 to 14 March 2023 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 <https://www.internorga.com/> and on the INTERNORGA LinkedIn, Instagram and Facebook social media channels.



Press material for download: <https://hmc.canto.de/b/UFTN7>

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