

Press Release

The megatrend of plant-based food – INTERNORGA continues partnership with ProVeg International

Hamburg, 21 February 2023. From 10 to 14 March, INTERNORGA visitors can discover the latest trends, talk to experts and find innovative offers and solutions relating to the trending topic of plant-based nutrition. The food awareness organisation for plant-based foods, ProVeg International, which has maintained a close partnership with INTERNORGA for five years, will once again be involved.

Whether it is as a vegan, vegetarian or flexitarian, more and more people in Germany are enjoying plant-based cuisine. Their motivations for adapting their eating habits range from health factors and environmental aspects to the simple fact that it tastes good – and not just at home. That has a knock-on effect for the catering and hotel industries, which have to meet the demand for innovative products and menu options. From 10 to 14 March, visitors to INTERNORGA in Hamburg can discover everything the foodservice and hospitality market has to offer in that area.

‘The INTERNORGA team recognised the trend for plant-based food many years ago, and new products ranging from fish, red meat and poultry alternatives to innovative egg substitutes are regularly presented at the trade fair. We are delighted that our partner ProVeg e.V. will be with us again this year. The topic of plant-based cuisine has long since become mainstream, so having ProVeg e.V. with us to help make extensive expert knowledge and many useful tips easily available to restaurateurs with establishments of all sizes is highly valuable to us’, says **Claudia Johannsen**, Division Manager at Hamburg Messe und Congress.

Plant-based cuisine as an integral part of nutrition and the foodservice and hospitality market

Both at their booth and in keynote speeches on the newly created Open Stage, the experts from ProVeg will provide the audience with exciting insights into the world of plant-based nutrition and invite them to interact and share ideas. Topics covered include the vegan and vegetarian rankings of system catering, exciting concepts for success, new raw materials and the resource-saving production processes of the future. ‘Plant-based meals are here to stay. Sustainability and climate protection are more pressing issues today than ever before, and the new position paper from the Federal Ministry of Food and Agriculture also emphasises the importance of plant-based food for everyone. Those who miss out on this development will be left behind. Creative, attractive and varied plant-based dishes belong on every menu,’ says **Katleen Haefele**, Head of Food Services and Events at ProVeg e.V.

In 2023, INTERNORGA will once again bring the industry together, provide valuable impetus and show everything the foodservice and hospitality market has to offer. Many established manufacturers, as well as promising newcomers, will be there to showcase the new products and suitable business models available in the fast-growing plant-based-food segment.

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/J3QLO>

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Contact:

Juliane Schönherr

Press & PR

Tel.: +49 (0)40 3569 2460

Email: juliane.schoenherr@hamburg-messe.de