

## Press Release

**Who is shaping the future? The INTERNORGA Future Award 2026 honours the best concepts**

**Hamburg, 17 December 2025** – The entry phase for the **INTERNORGA Future Award 2026** is in its decisive final stage – the deadline for entries from the most innovative and sustainable concepts that are rethinking the foodservice and hospitality market is **10 January**. Since **2011**, the award has been considered a trend barometer for the industry and has produced numerous success stories, from **Lemonaid** to **Bettafish**. Behind the award is an independent jury of experts with a wealth of expertise. Entrants have a chance of receiving the coveted award on **13 March 2026** at **INTERNORGA** in Hamburg.

The **INTERNORGA Future Award** has been awarded to companies that rethink the foodservice and hospitality market with bold ideas and sustainable concepts since 2011. The decisions are made by an uncompromising independent jury of experts: renowned trend researcher and food expert **Hanni Rützler**, sustainability scientist **Dr Daniel Dahm**, environmental engineer at the Öko-Institut Freiburg **Carl-Otto Gensch**, and **Rainer Roehl**, catering consultant and founder of a'verdis. Each entry is evaluated in an intensive, transparent process that is professionally sound and absolutely neutral. 'The high quality and creative spirit of inventiveness and problem-solving demonstrated by the nominated concepts shows that the culinary future can be shaped in a sustainable and successful way,' says **Hanni Rützler**.

The award provides impetus that extends far beyond the trade fair. Previous winners are among the real game changers in the industry. Examples include **Lemonaid**, which won in 2012 and set new standards with fair-trade organic soft drinks, **Bettafish**, which brought plant-based fish alternatives to the table in 2022, and **Hotel Muchele**, which impressed in 2017 with a bold, sustainable hotel concept. 'The **INTERNORGA Future Award** was a real entrepreneurial door-opener for us sisters! This sustainable recognition gave our colorful ideas courage, and South Tyrol was proud of us. Simply amazing,' says **Martina Ganthaler** from **Hotel Muchele**.

The entry phase for the **INTERNORGA Future Award 2026** ends on **10 January 2026**. The award recognises pioneering concepts in three categories: Food & Beverages, Technology & Equipment and Catering & Hotel Industry. Ideas that redefine sustainability and innovation in the foodservice and hospitality market are being sought – no matter whether they come from a startup, an established company or a traditional craft business. This also includes companies in the baking, confectionery and butchery trades that want to provide fresh impetus to their business with future-oriented concepts. 'With the **INTERNORGA Future Award**, we aim to accelerate a sustainable, generation-friendly development and make its pioneers visible. To achieve this, we support those who open the market for the future and demonstrate how things can be not only better, but truly good,' explains **Dr Daniel Dahm**, chairman of the jury. All information on the conditions of entry is

available online at [www.internorga.com/futureaward](https://www.internorga.com/futureaward). The award ceremony will send a strong signal for the future of the industry on 13 March 2026 at 12 p.m., on the **INTERNORGA OPEN STAGE** in Hall A3.

## About INTERNORGA

INTERNORGA is the Global Platform for Hospitality and Foodservice. As an annual meeting place for those industries, it will take place from 13 to 17 March 2026 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 [www.internorga.com](https://www.internorga.com) and on the INTERNORGA [LinkedIn](#), [Instagram](#), [YouTube](#) and [Facebook](#) social media channels.

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