

Press Release

INTERNORGA 2026: a programme that sets standards

Hamburg, 5 March 2026 – Guidance for tomorrow, inspiration for today. From 13 to 17 March, INTERNORGA 2026 will focus on the topics and concepts that are currently driving and sustainably changing the foodservice and hospitality sector. From big moments on stage and networking areas to new trend formats, the diverse programme makes valuable exchange possible and opens up new perspectives. This overview shows some of the major highlights.

Congresses

International Foodservice Forum: CCH, Hall 1, 12 March

A powerful start to INTERNORGA: Europe's leading congress for professional catering brings together top cuisine from around the world, community strength, sports business and AI on one stage. With input from international celebrity chef **Yotam Ottolenghi**, **Sally Özcan (Sallys Welt)**, **Erik Meijer** (former professional footballer and expert) and other industry experts, the conference sends a strong signal for the future of hospitality and foodservice. [Further information about the International Foodservice Forum.](#)

Branchentag der Gemeinschaftsgastronomie: Chicago Hall, Third Floor, Central Entrance, 16 March

The meeting place for everyone who wants to take on responsibility and shape the future in business, care and education. To mark the 50th anniversary, the industry's leading minds will come together not only to discuss trends, but also to rethink them, with valuable insights from speakers such as **Jochen Pinsker (Circana)**, **Prof. Dr. Katharina Reuter (BNW)** and **Philipp Sänger (VielfaltMenü)**. A day that shifts perspectives, connects people and highlights where the future of catering is coming from. [Further information about the Branchentag der Gemeinschaftsgastronomie.](#)

Green Hospitality Conference: Chicago Hall, Third Floor, Central Entrance, 14 March

A new format focusing on sustainable strategies for the hotel industry takes to the stage. From green value creation and sustainable hotel properties to responsible corporate approaches, **Gesa Rohwedder (Drees & Sommer)** will provide insights into sustainable hotel concepts, while **Steffen Erath (Hansgrohe Group)** will talk about planet-centred innovation, supplemented by further practical perspectives from architecture, the hotel sector and industry. [Further information about the Green Hospitality Conference.](#)

FOOD FREEZING FORUM: Chicago Hall, Third Floor, Central Entrance, 17 March

The expert forum on pioneering ways to produce frozen food. The focus is on innovative freezing processes, modern technologies and sustainable production processes. Production managers, technology providers and food designers will provide practical insights, assess current developments and support interaction between professionals along the entire value chain. Further information about the **FOOD FREEZING FORUM**.

Stages

OPEN STAGE: Hall A3, daily from 11 a.m. to 4.30 p.m.

Relevant ideas, fresh perspectives and practical insights: exciting talks and workshops will address the topics that are currently driving the industry. Participants include **Rasmus Stjernholm (GASTROMOTION®)**, **Debora Schweinsberg (ProVeg)** and **Björn Grimm (Grimm Consulting)**. Further information about the **OPEN STAGE** programme.

Deep Dive Area – by HOSPITALITY pioneers: Hall B5, 14–16 March, 11 a.m. to 4.30 p.m.

The place for everyone who wants more than just inspiration. The 30-minute sessions focus on specific strategies, tools and best practices for the hotel and catering industry. These include how AI, service quality and humanity can work together to create exciting solutions. Fresh perspectives on the future of the industry. Practical. Relevant. Ready to implement immediately. Further information about the **Deep Dive Area – by HOSPITALITY pioneers**.

PINK CUBE: Hall A3, on and opposite the OPEN STAGE

From trendy national cuisines to best practice solutions and the hype around doner kebabs: internationally renowned trend researcher **Karin Tischer (food & more, Kaarst)** strategically classifies international trends and translates their business relevance. Further information about the **PINK CUBE** programme.

What The Food! – by foodlab: Hall B5, daily from 11 a.m. to 5 p.m.

This is where novel ideas, fresh perspectives and new inspiration meet current food topics, sustainability, new work, innovation and digitalisation. Concepts and approaches from creators show what the food world of tomorrow will look like. Further information about the **What The Food! – by foodlab** programme.

NO BULLSHIT AREA by freakstotable: Hall B7

A place for plain speaking, attitude and genuine debate about the future of the restaurant and food industry. This is where different perspectives meet, creating space for honest discussions, practical insights and new approaches. Further information about the **NO BULLSHIT AREA by freakstotable**.

Networking

OFF THE RECORD: Hall B5

A place for meetings, co-working and creative exchange **during the day on all days of the trade fair. From Saturday, 14 March to Monday, 16 March, from 6:00 p.m. to 8:30 p.m.**, a relaxed after-work lounge with drinks, music and its own special atmosphere. A format that combines networking and the trade fair experience in a new way. Further information about **OFF THE RECORD**.

Café FUTURE live: Central Entrance, Upper Floor

Café FUTURE live is the industry's living room and study at INTERNORGA and, at the same time, a relaxed retreat from the hustle and bustle of the trade fair with culinary tastings and exciting industry talks presented by **foodservice, gvpraxis** and **ahgz**. Further information about **Café FUTURE live**.

DEHOGA Club: Foyer B4, Upper Floor

Right in the heart of the trade fair, the **DEHOGA Club** is the place to be for exchange, networking and fresh ideas, with regional associations from **Hamburg, Schleswig-Holstein, Bremen, Lower Saxony, North Rhine-Westphalia, Lippe and Saxony-Anhalt**. Further information about the **DEHOGA Club**.

Competitions

INTERNORGA Future Award: OPEN STAGE, Hall A3, 13 March, 12 p.m.

The spotlight here is on visionary ideas that take responsibility and shape the future. The **INTERNORGA Future Award** honours concepts that combine efficiency, innovation and sustainable thinking. Further information about the **INTERNORGA Future Award**.

Deutscher Gastro-Gründerpreis: Chicago Hall, Third Floor, Central Entrance, 13 March, 2 p.m.

This is where courageous founders present their visionary concepts and show how they are rethinking the restaurant and catering sector. The award honours ideas that bring a breath of fresh air to the restaurant industry and show what its future will look like. A real highlight for anyone rethinking the sector, including live voting by the audience. Further information about the **Deutscher Gastro-Gründerpreis**.

NEXT CHEF AWARD: Hall B6, 15 and 16 March

Adrenaline, creativity and big ambitions: in intense live challenges, 18 young, international culinary talents will compete against each other for the tenth time. The jury, led by **Johann Lafer** and including big names such as **Tim Mälzer, Cornelia Poletto** and **Marco Müller**, will decide who has

what it takes to be a star chef. The preliminary rounds will take place on **15 and 16 March**, with the live final on the **afternoon of 16 March**. [Further information about the NEXT CHEF AWARD.](#)

Pizza Experience: Hall B6

Pizza fans take note: every aspect of pizza can be experienced here. The Pizza Experience combines artisanship, trends and enjoyment with live workshops, shows and tastings. A special highlight is the **13th German Championship of Pizzaiolas and Pizzaioli** on **16 March**, where professionals from all over Europe will demonstrate their skills and passion for perfect pizza. [Further information about the Pizza Experience.](#)

Specials

NEW: WeinWelt: over 300 m² in the East Foyer, Upper Floor

A new experience area will celebrate its premiere in 2026, bringing together the diversity of wine in one place. Selected wineries from Germany and the rest of Europe will present classics, new styles and current trends. A curated meeting place for trade visitors from the catering, hotel and foodservice industries. [Further information about the WeinWelt trend area.](#)

NEW: Wine Tasting Lounge by Pese-Wein (Hall B4, 326 Upper Floor)

The **Wine Tasting Lounge by Pese-Wein** will be setting the tone for taste throughout all five days of the fair: experts **Michael Kutej** and **Rudolf Götz** will be providing insights into the must-haves for 2026 at 'Talk & Taste' and combining trending topics with tastings, from 'English Sparkling – exotic flavours from the island' to 'Chablis – the classics are back'. [Further information about the Wine Tasting Lounge by Pese-Wein.](#)

Skywalk Table: bridge between Halls A and B

Fresh tabletop ideas meet impressive views here. On a 40-metre-long presentation area, the Skywalk Table shows what contemporary table design looks like and provides bite-sized pieces of inspiration for porcelain, glassware, cutlery, decor and more. [Further information about the Skywalk Table.](#)

Future Food: Hall B5

This trend area brings together innovative and sustainable concepts that are redefining the foodservice and hospitality market. From alternative proteins, plant-based products and fermentation to food tech and creative zero-waste solutions, this area shows how enjoyment and responsibility can go hand in hand. [Further information about the Future Food Area.](#)

Newcomers' Area: Hall B5

The hotspot for anyone who wants to discover new products, unusual ideas and market-ready innovations. From reimaged foods to smart services, this is where you can see what will shape the foodservice and hospitality market of tomorrow. [Further information about the Newcomers' Area.](#)

AI AREA: Hall A3

Innovative AI start-ups present practical solutions for greater efficiency in the out-of-home market. Artificial intelligence becomes understandable, tangible, and directly applicable – from concrete use cases to smart tools for everyday business operations. [More information about the AI AREA.](#)

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 and on the INTERNORGA [LinkedIn](#), [Instagram](#), [YouTube](#) and [Facebook](#) social media channels.

Press material for download: hmc.canto.de/b/LHBAT

Press releases: <https://www.internorga.com/en/infos/press/press-releases>

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