



Press Release

The 100th edition of INTERNORGA gives more space to the industry's growth segments

- Digital Solutions to occupy Hall A3 exclusively for the first time
- Record exhibition space for Food & Beverages
- Trend Area Future Food becomes the dedicated exhibition area Future Food & Drinks

For its 100th edition, INTERNORGA is further developing its hall structure and aligning its exhibition areas even more closely with the industry's key future topics. As the international leading trade show for hospitality and foodservice, it is creating more space for the topics that are becoming increasingly important to the commercial success of businesses. The exhibition area Digital Solutions will occupy Hall A3 exclusively for the first time, Food & Beverages will expand to a record exhibition area, and the former trend area Future Food will become the dedicated exhibition area Future Food & Drinks in Hall B5. Visitors will be able to experience the new layout live in Hamburg at INTERNORGA from 12 to 16 March 2027.

"The requirements of the industry are evolving rapidly. That is why we continuously review how we can make INTERNORGA even more attractive and relevant for exhibitors and visitors," says **Matthias Balz**, Director INTERNORGA. "The new hall allocation gives greater visibility to the industry's growth segments and brings together the key players where new business opportunities emerge."

Digital solutions become a key business decision

Digital solutions have evolved from an optional add-on into a core business factor for hospitality operators and are now a strategic investment decision. INTERNORGA is reflecting this development in its exhibition layout: for the first time, Hall A3 will bring together all exhibitors showcasing digital solutions and the applications that help businesses operate more efficiently and profitably. A dedicated Community Area will serve as an open meeting point and networking hub for exhibitors and visitors alike. In addition, the HOSPITALITY pioneers Deep Dives will take a closer look at specific application areas and present practical solutions directly on stage.

"Bringing Digital Solutions together in Hall A3 is exactly the right move," says **Svenja Neuhaus**, Head of Marketing at e2n. "Businesses can get a comprehensive overview of the market in one place instead of moving between two halls. The fact that INTERNORGA is taking this step demonstrates why it is the leading trade show for hospitality and foodservice."

Food & Beverages continues its growth trajectory

The Food & Beverages segment is also expanding significantly as an increasing number of topics are becoming relevant for visitors, including nutrition trends, artisanal convenience products, and



regional or sustainable supply chains. In addition to its established exhibition areas, the offering will now extend into Hall A2 as well as the upper floors of Halls B2 and B3. As a result, INTERNORGA will present the largest Food & Beverage offering in its history during its anniversary edition.

Future Food & Drinks: from trend area to permanent exhibition area

Launched as a trend area just two years ago, Future Food has grown so rapidly that the show will establish it as a permanent exhibition area in 2027. With Future Food & Drinks, INTERNORGA is strengthening its role as a driver of innovation for the industry, bringing together its existing worlds of startups, beverages and new nutrition concepts in Hall B5. Here, founders will meet established suppliers and a professional audience actively seeking new products and business models. The area will be complemented by the Newcomers Area, which will continue to provide emerging companies with an entry point to the exhibition as a dedicated trend area.

About INTERNORGA

INTERNORGA is the leading international trade show for hospitality and foodservice. As the annual meeting place for the hotel, restaurant, bakery and confectionery sectors, it will take place from 12 to 16 March 2027 at Hamburg Messe und Congress. National and international exhibitors present their products, trends and innovations for the entire out-of-home market to professional visitors, accompanied by internationally attended conferences, supporting events and 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.

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