

Press Release

INTERNORGA 2022 features special new 'Food, Beverages and Coffee / Coffee Machines' developments

Hamburg, 2 December 2021 – Tasteful concepts, refreshing topics and bubbling ideas – that is what visitors can expect at INTERNORGA, the leading international trade fair for the entire foodservice and hospitality market, from 18 to 22 March 2022. The latest foods, beverages and coffee / coffee machines can be discovered in Halls A1, A3 and A4, as well as in Halls B1 to B4 on the upper floor of the Hamburg Messehallen trade fair centre, in the largest exhibition area at INTERNORGA. Current trends in the beverage segment will be presented in new topic areas such as the Craft Coffee Area and the Soft Factory. An optimised hall structure also contributes to ideal visitor guidance.

In the new hall occupancy arrangement at INTERNORGA, Halls A1, A3 and A4, as well as the upper floors of Halls B1 to B4, are fully dedicated to food, beverages and coffee. More than 350 exhibitors will present their new developments and innovations for plates, glasses and cups. What is on offer ranges from plant-based foods, frozen and convenience products to high-quality spirits, coffees and soft drinks. Small and medium-sized companies from the food and beverage sector, as well as large international corporations such as Coca-Cola, Red Bull and Gerolsteiner, will be there.

The new together with the tried and tested: Craft Coffee Area, Soft Factory and Craft Spirit Lounge

Future-oriented impetus for the sector is provided by three trend areas that offer significant added value for all those interested in the beverage segment. In this context, particular attention is paid to one of the German population's favourite drinks, coffee: in the newly created **Craft Coffee Area**, major players in the foodservice and hospitality market come together with artisan roasteries. What unites all the exhibitors is that they offer high-quality coffee specialities made from coffee beans that have been roasted and refined with a great deal of dedication and skill. The well-established **Craft Spirit Lounge** is already known as a 'must-visit' for fans of powerful distillates. In a relaxed atmosphere, 20 exhibitors present their artisanal spirits, including gin, whisky, rum, Korn, vodka, grappa and fruit spirits there. Those who prefer non-alcoholic refreshment will find product highlights from the realm of soft drinks, juice spritzers and iced teas brought together in one area in the new **Soft Factory**. Due to the almost limitless range of varieties and the growing importance of soft drinks within the industry, the Soft Factory offers ideal conditions for discovering the trendiest cult drinks of tomorrow.

'With the optimised hall structure and the new beverage trend areas, we are not only providing a platform for numerous start-ups, but at the same time creating more space for medium-sized

companies and international players. For trade visitors, the beverage segment will become even more diverse in the coming year and offers a very special kind of experience with the topics that are currently relevant,' says Claudia Johannsen, Division Manager at Hamburg Messe und Congress GmbH.

The 'Food, Beverages and Coffee / Coffee Machines' exhibition area can be reached via the Central Entrance, West Entrance (U-/S-Bahn Sternschanze) and East Entrance (U-Bahn Stephansplatz).

About the new INTERNORGA hall structure

Visitors and exhibitors will get to experience the comprehensive strategic redesign of all the INTERNORGA exhibition areas for the first time in 2022: new or expanded presentation possibilities and more stringent visitor guidance make the leading international trade fair for the entire foodservice and hospitality market even more diverse and are a contemporary reflection of the current market conditions. The 'Food, Beverages and Coffee / Coffee Machines' (Halls A1, A3, A4 and B1 to B4 Upper Floor), 'Restaurant and Hotel Facilities and Outdoor Cuisine' (Halls B1 to B4 Ground Floor, Hall B5), 'Kitchen Technology and Equipment' (Halls B6 and B7), 'Bakery and Confectionery' (Hall A3) and 'Digital Applications' (Hall A2) exhibition areas will put increased focus on the trade fair experience for all visitors and offer an ideal space for networking. Each of the diverse exhibition areas will be directly accessible via its own entrance.

INTERNORGA will take place under 2G rules for all participants from 18 to 22 March 2022 in the Hamburg Messehallen trade fair halls. Further information on this can be found here:

Hygiene notes for exhibitors <https://www.internorga.com/en/infos/exhibitors/hygiene-notes-2g>
Hygiene notes for visitors: <https://www.internorga.com/en/infos/visitors/hygiene-notes-2g>

About INTERNORGA

INTERNORGA has been the leading international trade fair for hotels, restaurants, bakery and confectionery for 100 years and is taking place from 18 to 22 March 2022 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 in 11 halls. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Photo material for download: <https://media.hamburg-messe.de/pressebilder/#/categories>

Further information on INTERNORGA 2022 can be found on the website <https://www.internorga.com/> and on the social media channels:



Contact INTERNORGA:

Andrea Paechnatz, Tel.: +49 (0)40 3569 2093, Email: andrea.paechnatz@hamburg-messe.de

