Press Release

All the highlights of INTERNORGA 2022 at a glance

Hamburg, 4 April 2022 – Gaining a complete market overview of new products, trends and innovations and making their company fit for the future – that’s what restaurateurs, hoteliers, bakers and confectioners can do from 30 April to 4 May 2022 at INTERNORGA, the leading international trade fair for the entire foodservice and hospitality market. Following a two-year break, Hamburg will once again become a hospitality metropolis and the most important industry meeting place in Germany. 900 exhibiting companies will present their innovations in the Hamburg trade fair halls. The programme is complemented by top-class speakers, trendy specials and exciting live challenges.

INTERNORGA: highlights

Oven fresh: Bakery and Confectionery | Hall A3
Hall A3 is the new home for bakers and confectioners, right next to the West Entrance, and in the immediate vicinity of the trade fair halls housing exhibitors of coffee and snacks. Here, exhibitors present their product innovations relating to bread and baked goods, ice cream and cake production, and modern shopfitting concepts.

Dolce Vita: Bellavita Expo | Hall A3
The Italian trade fair Bellavita Expo is appearing at INTERNORGA for the second time. The leading trade fair for Italian food and beverage products outside Italy presents the country’s specialities. Among the 40 or so exhibitors are both small Italian manufacturers and well-known market leaders presenting their high-quality products.

Indulgent: Craft Coffee Area | Hall B3, Upper Floor
In its own new exhibition area, here it’s all about speciality coffee. In a stylish environment, the Craft Coffee Area brings together restaurateurs, food retailers, bakers and hoteliers with innovative speciality roasters who roast their coffee personally with heart and soul.

Inspiring: Craft Spirit Lounge | Hall B4, Upper Floor
Bigger, more colourful, more lively and more varied – that is the Craft Spirit Lounge at this year’s INTERNORGA. Around 30 producers of fine spirits invite you to visit the lounge and will be presenting the full spectrum of craft spirits. New versions of classics such as gin, rum, vodka and whisky are represented, as are sophisticated fruit brandies and liqueurs. Here, restaurateurs and hoteliers can take inspiration for their drinks menus from handmade spirits.
Together at last: everything digital in one hall | Hall A2
For the first time, all those involved in digitisation, a key topic for the future, will be brought together in one hall. Over five days, around 50 well-known national and international exhibitors, as well as newcomers, will have increased space to present global digital trends and individual applications for use. From cloud-based cash register or enterprise resource planning systems to automated duty scheduling and marketing tools, numerous innovations will be presented.

Mouth-watering: Food Truck Village | Central Entrance, Forecourt
In the Food Truck Village on the forecourt of the trade fair – directly under the Hamburg TV Tower – the finest street food and future-oriented concepts for mobile canteens are presented. Alternating food trucks will serve culinary delights to visitors throughout the trade fair.

Sizzling: Grill & BBQ Court | Hall B7 and outdoor area between Halls B6 and B7
In cooperation with Grill-Kontor Hamburg, innovations and products relating to the year-round subject of grilling and barbecuing will be presented in Hall B7 and the outdoor area.

Trendy: Newcomers’ Area | Hall B4, Upper Floor
Around 20 up-and-coming and new companies in the foodservice and hospitality market will have the opportunity to impress the trade audience with their products in the Newcomers’ Area. As a showcase for trends, INTERNORGA always provides fresh impetus and is the first to present innovations again and again. This year, the product range in the Newcomers’ Area covers everything from sustainable spoon alternatives to vegan tuna and hemp-based foods.

Chilled: Outdoors and Beachworld | Hall B4, Ground Floor
Outdoors is the new indoors. For the first time, INTERNORGA presents the trending topic of outdoor cuisine together in one hall. On the ground floor of Hall B4, suppliers and manufacturers in this segment will present new developments for all facets of outdoor cuisine. From sun and wind protection systems or awnings and tents to outdoor furniture – the new outdoor area is the place to discover novel ideas for restaurant and hotel terraces. In the new Beachworld alongside, visitors can treat themselves to a quick break from the hustle and bustle of the trade fair in a chilled-out 360 m² area with drinks and snacks.

Ready to go: Packaging & Delivery | Hall B1, Upper Floor
The pandemic and temporary lockdown have been seen as a catalyst for the delivery and take-away business. This new exhibition area is all about the rapidly growing sector of delivery services and sustainable packaging solutions for foodservice and hospitality business, brought together in an area in the immediate vicinity of the food and beverage sector.

Popular: Pink Cube | Intersection between Halls B1 and B2, Upper Floor
Visitors can discover globally fashionable food trends in the Pink Cube. In the popular forum, food trend researcher Karin Tischer will present current food developments in the global foodservice and
hospitality market. In entertaining, informative lectures, the well-known expert reports on international trends and developments on the cuisine and baking scene.

**Veggie: ProVeg Competence Centre | Central Entrance, Upper Floor**
As a central information and competence centre for the topic of plant-based cuisine in catering, the nutrition organisation ProVeg offers visitors to the trade fair comprehensive advice. Workshops and personal conversations offer the opportunity to find out about trends and opportunities with vegetarian and vegan dishes for large and small catering establishments. In addition, there will be tastings of purely plant-based cheese as well as vegan snacks.

**Stylish: Skywalk Table | Glass bridge between Halls A and B**
A stylishly presented tabletop: the Skywalk Table shows the latest trends for tabletops. The table is equipped by well-known exhibitors and presents the future trends for crockery, glasses, cutlery and table decoration.

**INTERNORGA: awards**

**German Gastro Founders Award | Central Entrance, Chicago Hall**
Saturday, 30 April 2022, 2 p.m.
The opportunity for all those who dream of entering the restaurant business: with the German Gastro Founders Award, INTERNORGA, Leaders Club Germany and orderbird offer new restaurateurs the opportunity to hit the ground running with their innovative culinary concept. Five teams of finalists will show off their innovative business ideas live at the trade fair in five-minute presentations. The main winner will be chosen by the expert audience on-site and will receive, among other things, start-up financing of 10,000 euros.

**INTERNORGA Future Award | Chamber of Commerce**
Location: Hamburg Chamber of Commerce, 29 April 2022 (closed event), by invitation only
The INTERNORGA Future Award, which is presented to companies that think in a future-oriented way and operate and produce sustainably, is a renowned, internationally recognised prize. The three categories are ‘Catering & Hotel Industry’, ‘Food & Beverages’ and ‘Technology & Equipment’.

**INTERNORGA: industry meeting place**

**Back Stage and Hamburg confectioners’ guild | Hall A3**
Here, established masters and up-and-coming talents from the Hamburg confectioners' guild demonstrate how creative and demanding their craft is. Special techniques for working with sugar, chocolate, marzipan and the like are presented live on stage. Bettina Schliephake-Burchardt, master confectioner of the Hamburg confectioners’ guild and successful TV presenter (‘Das große Backen’ and ‘Das große Promibacken’) is among those providing practical tips and suggestions.
Café Future live | Central Entrance, Upper Floor
A new location for the hospitality lounge and place to drink and think in the professional catering industry: Café Future live is the innovative and communicative industry meeting point at INTERNORGA. In a relaxed atmosphere, visitors can discover creative culinary samples every day, network and follow exciting discussions with industry giants about the future of the foodservice world.

DEHOGA Club | Hall B4, Upper Floor
The DEHOGA Club of the regional associations of Bremen, Hamburg, Lippe, Lower Saxony, North Rhine-Westphalia, Saxony-Anhalt and Schleswig-Holstein is the meeting place for the hotel and catering industry and invites attendees to a relaxed exchange and chance to talk shop.

INTERNORGA: congresses and top speakers

40th International Foodservice Forum
Thursday, 29 April, 10 a.m. to 6 p.m. | CCH Congress Center Hamburg, Hall 1
The International Foodservice Forum is Europe's biggest congress for professional catering. A whole day packed with top-class lectures and lots of networking, this is where the who's who of the industry comes together. Under the title ‘Fuel for the future: the advent of a new hospitality world’, domestic and international industry professionals and interdisciplinary speakers will provide valuable insights. One of the top professionals on stage is Clarissa Käfer from the Käfer Group. She will introduce us to the successful ‘Green Beetle’ concept and show us how sustainability is becoming a sales driver. The keynote speaker is the economic philosopher Anders Indset, who will talk about leadership in the 21st century. The largest European congress for professional catering is organised together with the business magazines foodservice and FoodService Europe & Middle East.

German catering congress
Monday, 3 May 2022 | 9 a.m. to 4 p.m. | Central entrance, Chicago Hall, third floor
This year’s motto for the German catering congress, which takes place in cooperation with the business magazine gv-praxis, is “Future eating – Concept Ideas for the “New Normal””. A total of 14 experts will discuss and provide information about significant developments, innovations and promising concepts. The keynote speaker is the international expert on the future of work and leadership, Franz Kühmayer, giving a speech entitled ‘Living and working in the digitised world’.

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), ‘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.

About INTERNORGA
INTERNORGA has been the leading international trade fair for hotels, restaurants, bakery and confectionery for 100 years and is taking place from 30 April to 4 May 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. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

INTERNORGA 2022 will take place from 30 April to 4 May 2022 under the hygiene rules valid in Hamburg at that time for all participants. Further information can be found on the website https://www.internorga.com/en/ and on the social media channels:


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