

Press Release

Eagerly awaited by the industry: INTERNORGA starts in a few days

Hamburg, 27 April 2022 – Due to the pandemic, INTERNORGA, the leading international trade fair for the entire foodservice and hospitality market, has not taken place in person for the past three years, but is now getting fully back into the groove. From Saturday, 30 April to Wednesday, 4 May, the trade fair will present a complete market overview of new products, trends and innovations on the grounds of Hamburg Messe und Congress. Restaurateurs, hoteliers, confectioners and bakers can find valuable inspiration for their business there, while top-class congresses, trendy specials and exciting live challenges are the perfect opportunity for top-quality networking and discussions among professionals.

‘We can hardly wait and are infinitely grateful that we can finally hold INTERNORGA this year, and that Hamburg will once again become a hospitality metropolis and the most important industry meeting place in Germany over the five days. In the past, numerous stakeholders from the sectors involved have repeatedly confirmed the importance of this to us in personal conversations. The foodservice and hospitality market needs the trade fair, and it is high time we meet in person and exchange ideas,’ says Bernd Aufderheide, Chairman of the Management Board of Hamburg Messe und Congress.

New exhibition areas

This year, for the first time, the trade fair will address topics that have had an enormous impact on the foodservice and hospitality market and have grown rapidly due to the pandemic and temporary lockdown. For example, INTERNORGA is dedicating the new **‘Packaging & Delivery’** exhibition area on the upper floor of Hall B1 to the topic of delivery services and sustainable packaging solutions.

Also new is the **Craft Coffee Area** on the upper floor of Hall B3. There, everything revolves around the topic of speciality coffee. In a stylish environment, the Craft Coffee Area brings together restaurateurs, bakers, hoteliers and food retailers with innovative speciality roasters who roast their coffee personally with heart and soul.

Digitisation also plays an important role in the industry. For this reason, for the first time, all those involved in this area will be brought together in one hall, A2. There, they will present global digital trends and individual applications. From cloud-based cash register or enterprise resource planning systems to automated duty scheduling and marketing tools, numerous innovations will be presented.

A Mecca of food trends and drinks specialities

What would INTERNORGA be without its innovative food and drinks offerings? Food trend researcher Karin Tischer provides a concise overview of the food trends of tomorrow in the **Pink Cube** trend forum in the intersection between Hall B1 and Hall B2 on the upper floor. The range of plant-based nutrition, for example, is becoming more and more diverse and varied, and the topic of sustainability is also playing an increasingly important role. Cups or bowls with a deposit for delivery and takeaway as well as hangers, napkins and cutlery bags made of renewable raw materials have the potential to become trendy and are enjoying increasing popularity. If you are looking for handmade spirits, the **Craft Spirit Lounge** on the upper floor of Hall B4 is not to be missed, and creative ideas for barbecues are the focus of the **Grill & BBQ Court** in Hall B7 and the outdoor area between Halls B6 and B7.

Groundbreaking congresses and prestigious awards

It is impossible to imagine INTERNORGA without its congresses, such as the 40th International Foodservice Forum, Europe's biggest congress for professional catering, and the German catering congress. Internationally recognised award ceremonies, such as the INTERNORGA Future Award, or the Deutscher Gastro-Gründerpreis, in cooperation with the Leaders Club and orderbird, which offers new restaurateurs the opportunity to hit the ground running with their concept, are also an integral part of the leading trade fair for the foodservice and hospitality market.

Hygiene tips for visitors

On 30 April, the current containment regulations in Hamburg cease to apply. This removes the obligation for all participants to wear a mask in the trade fair halls. The general hygiene and safety measures continue to apply throughout the trade fair grounds. This includes regular and appropriate hand washing as well as avoiding shaking hands. The trade fair halls are also ventilated with state-of-the-art equipment, contact surfaces are regularly cleaned and additional hygiene islands for washing and disinfecting hands are available.

<https://www.internorga.com/en/infos/visitors/hygiene-notes>

Press accreditation for media representatives

Press accreditation for INTERNORGA 2022 is open and is only possible online this year: <https://www.internorga.com/en/infos/press/accreditation>. There is no accreditation on-site.

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:



Press material for download: <https://www.internorga.com/en/infos/press/downloads>

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