

## Press Release

### And the winners are ... the INTERNORGA Future Award 2023 goes to Beyond Meat, Nesto and the Tollwood Festival

**Hamburg, 10 March 2023.** It has become tradition that on the eve of INTERNORGA the prestigious INTERNORGA Future Award is given out in the categories 'Food & Beverages', 'Technology & Equipment' and 'Catering & Hotel Industry'. Once again this year, the who's who of the foodservice and hospitality market took up the invitation to the ceremony at the Hamburg Chamber of Commerce. Ten finalists were put under the microscope by the first-class jury of experts led by scientist **Dr Daniel J. Dahm**, the Chairman and CEO of Hamburg Messe und Congress, **Bernd Aufderheide**, graduate engineer **Carl-Otto Gensch**, nutritionist **Rainer Roehl** and trend researcher **Hanni Rützler**. In the end, they bestowed the coveted industry award on the pioneering concepts of the following companies:

- 'Food & Beverages' category: **Beyond Meat EU B.V.**
- 'Technology & Equipment' category: **Nesto Software GmbH**
- 'Catering & Hotel Industry' category: **Tollwood GmbH**

Since 2011, the INTERNORGA Future Award has recognised companies that set new standards with outstanding courage and commitment and work to drive forward sustainability in the foodservice and hospitality market. Each year, the concepts and solutions of the winners impress with their high levels of efficiency, responsible entrepreneurship and benchmark sustainability strategies.

"Passion, courage and vision are essential requirements for sustainable concepts and products. The winners of the INTERNORGA Future Award 2023 have those very characteristics. What's more, in the process they are setting new standards for a sustainable foodservice and hospitality market in different ways and are actively shaping the industry," says **Bernd Aufderheide**.

## The winners of the INTERNORGA Future Award 2023

### ‘Food & Beverages’ category: **Beyond Meat EU B.V.**

**Beyond Meat** has been producing meat alternatives since 2009. Initially only supplying Whole Foods in the USA, the company is now active in over 50 countries around the world. Their new product, **Beyond Steak**, is tender, juicy and, once fried, almost indistinguishable from a genuine beef steak. The product is highly versatile and thus offers a simple, sustainable solution for a wide range of dishes. Beyond Steak is aimed at nutrition-conscious restaurant guests and people with a vegan or vegetarian diet, as well as flexitarians and meat eaters.

<https://www.beyondmeat.com/en-GB/>

### ‘Technology & Equipment’ category: **Nesto Software GmbH**

The creation of duty rotas in catering establishments is time-consuming and complex, with operational requirements and the availability and needs of the staff having to be carefully harmonised. **Nesto** has developed software for that very purpose, which creates a fully automated duty rota. Artificial intelligence (AI) forecasts the expected sales and personnel requirements of the respective company four weeks in advance. This means that employees in the hotel and catering industry can be deployed exactly when they are actually required. A dashboard provides HR managers with an up-to-date overview of the personnel situation in the company. In the future, the intention is for the software-as-a-service (SaaS) solution with interfaces to other commonly used systems to become a restaurant-tech ecosystem.

<https://nesto-software.de/>

### ‘Catering & Hotel Industry’ category: **Tollwood GmbH**

The **Tollwood Festival** is the ‘mother of all sustainability festivals’. Tollwood is to festival culture what Woodstock is to rock music. Since 1988, the eco-cultural festival has enriched Munich’s culinary, handicraft and art and culture scene and become part of the city’s own identity and culture. The focus of the festival is on environmental friendliness in all areas, and all the catering establishments present have been certified organic since 2004. Important issues are taken into consideration here long before they enter the mainstream. The festival and culinary culture is bright, diverse and opens up new worlds of flavour from all cultural regions of the globe – from simple food to fine dining. As a source of fresh impetus for ecological projects and a forum for ecology and environmental awareness, the Tollwood Festival provides an inspiring contribution to education in Munich’s public spaces. In addition, the event is the benchmark for the promotion of sustainable lifestyles. With the Winter Weltsalon, Tollwood also provides an event platform that combines a

fascination for nature with social commitment and environmental protection, opening up social and ecological topics to a wide audience.

<https://www.tollwood.de/en/>

## About INTERNORGA

INTERNORGA is the leading international trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 10 to 14 March 2023 on the grounds of Hamburg Messe und Congress. 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 <https://www.internorga.com/> and on the INTERNORGA LinkedIn, Instagram and Facebook social media channels.



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Contact:

Juliane Schönherr

Press & PR

Tel.: +49 (0)40 3569 2460

Email: [juliane.schoenherr@hamburg-messe.de](mailto:juliane.schoenherr@hamburg-messe.de)