

Press Release

Refreshing inspiration: the beverage trends at INTERNORGA 2025

Hamburg, 23 January 2025 – No one will be heading home thirsty from INTERNORGA 2025: from non-alcoholic alternatives, beer to sparkling soft drinks and juices, there will be no shortage of innovative new products from the beverage sector. In that context, trends such as the general growth in health awareness among consumers are setting new standards. The leading trade fair for the foodservice and hospitality market, taking place in the Hamburg trade fair halls from 14 to 18 March 2025, will also have all the extras needed to enjoy drinks, from glasses and straws to ice cubes.

Health-oriented alternatives – the future of indulgence

The NOLO movement – reducing or eliminating alcohol, salt, sugar and fat, for example – is playing an increasingly important role in health-oriented nutrition. These developments are also being reflected in the innovative beverages scene: the range of non-alcoholic alternatives to sparkling and non-sparkling wine, beer, spirits and cocktails is growing steadily, offering greater variety for consumers. The focus is on enjoyment, not abstinence. Non-alcoholic drinks have long since ceased to be an unsatisfactory compromise, and are now a conscious choice to suit individual health requirements. Visitors to INTERNORGA will find innovations in the form of non-alcoholic aperitifs, spirits and wine at **Franz von Fein alkoholfreie Aperitifs**, **freikopf** and **Dr. Jaglas**, among others. ‘We are delighted to be represented at INTERNORGA 2025. Our non-alcoholic aperitifs give restaurateurs the opportunity to make the most of the trend towards non-alcoholic alternatives, benefit from award-winning craftsmanship and tap into new sales potential. It is a pleasure for us to be part of the leading trade fair for the catering and hotel industry,’ says **Leonard Vinçon** from **Franz von Fein alkoholfreie Aperitifs**. Drinks with less or no sugar, such as the sugar-free children’s drinks from **Johann Spielmann GmbH**, will also be available to taste together with other new products in the trade fair halls in March.

Bottled power boosts

The trend towards functional drinks that are both refreshing and focus on health benefits, such as kombucha, smoothies and ginger shots is, in part, a response to consumers’ growing health awareness. Visitors to INTERNORGA can witness for themselves how well established functional drinks are becoming, and give them a taste. Among them are **Pomom**, which impresses with numerous antioxidants, **ROY Kombucha** with its probiotic properties, and **HYDR8**, which ensures optimal hydration with enriched electrolytes.

From start-ups to major players: the who’s who of the beverage scene

Established companies and industry giants can also be found alongside newcomers at the leading international trade fair. **Coca-Cola** will once again be represented with an impressive booth at INTERNORGA this year: ‘There is so much to experience and try at the **Coca-Cola** booth – first and foremost, our new beverages and delicious Costa Coffee creations,’ says **Daniel Osterloh**, Director Key Account Out-of-Home Market, **Coca-Cola Europacific Partners Germany**. ‘We will

also showcase how we support our customers with digital tools like the Meal + Deal Designer and our MYCCEP.com platform, as well as with new energy-efficient cooling equipment models, and we'll provide a sneak peek at upcoming campaigns. My personal highlight this year: 'Share a Coke with' is making a comeback!' As the main sponsor of the popular afterwork-lounge **OFF THE RECORD**, the brand will once again deliver refreshing moments and a relaxed atmosphere in 2025.

In addition to the many new developments and product innovations for the beverage industry, INTERNORGA 2025 offers a broad overview for the entire foodservice and hospitality market in a total of 11 halls, as well as the opportunity for discussion, knowledge transfer and networking. Innovative industry competitions such as the **INTERNORGA Future Award**, the **NEXT CHEF AWARD** and the **Deutsche Gastro-Gründerpreis** round off the annual industry gathering and give the most innovative ideas and concepts the attention they deserve.

About INTERNORGA

INTERNORGA is the leading trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 14 to 18 March 2025 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.

Further information can be found on the website www.internorga.com and on the INTERNORGA [LinkedIn](#), [Instagram](#) and [Facebook](#) social media channels.



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