

## Press Release

### Focus on innovation and sustainability: Scandic, Verrano and Hobart win INTERNORGA Future Award 2025

Hamburg, 14 March 2025 – Courage, passion and vision were in the air at this year's INTERNORGA Future Award ceremony. The coveted award recognises companies that are shaping the future of the foodservice and hospitality market with groundbreaking ideas, sustainable concepts and outstanding commitment, and is considered one of the most prestigious prizes in the industry. This year, the companies Scandic, Verrano and Hobart were able to secure the coveted award – what they all have in common is that they set new standards with their entrepreneurship.

INTERNORGA stands for innovation, inspiration and interaction – all of which were once again also characteristic aspects of this year's **INTERNORGA Future Award**. The audience celebrated the companies that not only represent contemporary trends, but are actively shaping the future. 'INTERNORGA is a driving force for the further development of the entire foodservice and hospitality sector. With the **INTERNORGA Future Award**, we want to recognise companies, that are setting new standards with their vision, pioneering spirit and commitment. This year's winners are trailblazers for a more sustainable future for the industry and inspire us to follow new paths together,' explains **Matthias Balz**, Director at INTERNORGA.

The prestigious jury, consisting of the renowned trend researcher **Hanni Rützler**, the scientist **Dr J. Daniel Dahm**, the engineer **Carl-Otto Gensch** and the nutritionist **Rainer Roehl**, chose the winners from among the nine companies nominated, which in turn had been selected from numerous applications. Presenter **Patrice Bouedibela** hosted the exciting event.

#### Three categories, three visionary approaches

- 'Catering & Hotel Industry' category: Scandic
- 'Food & Beverages' category: charcuterie made from fermented root vegetables by Verrano
- 'Technology & Equipment' category: Smart Vision Control from Hobart

#### 'Catering & Hotel Industry' category: Scandic

With seven hotels in Germany, **Scandic** pursues a clear sustainability strategy that is deeply rooted in its corporate philosophy and sets new standards. The company addresses 11 of the 17 UN Sustainable Development Goals and focuses on continuous improvements in all areas, from energy and water consumption to CO<sub>2</sub> reduction. **Scandic** uses 100% green electricity, provides a sustainable breakfast with 60% organic products and only offers fair trade coffee. In addition, great importance is attached to ensuring that the premises are accessible for guests with mobility issues and that diversity and inclusion are promoted in the corporate culture. [Further information about Scandic Hotels.](#)

The nominees in this category also included **Gusto Gourmet GmbH** with its company catering concept at **Carl Zeiss AG** and the **Bonvivant Cocktail Bistro** from **Jutar GmbH**, which offers vegetarian and vegan fine dining.

### **‘Food & Beverages’ category: charcuterie made from root vegetables by Verrano**

A modern reinterpretation of root vegetables: turnips – a readily available and easily cultivated store cupboard vegetable – are turned into a gourmet product that stands out in a wide range of applications thanks to its unique texture and flavour. The clever use of imperfectly shaped or oversized root vegetables reduces food waste while simultaneously creating a high-quality convenience product. The fermentation of the root vegetables opens up a completely new world of flavour, showing that vegetables are not just a substitute for meat. Produced regionally and with short transport routes, it combines sustainability with enjoyment and offers health benefits such as easy digestibility. [Further information about Verrano’s products.](#)

Also nominated were **Global Village Fruit Inc.** with its pulled-pork-style jackfruit, and tempeh, a fermented product originally from Indonesia, from **fourTaste**.

### **‘Technology & Equipment’ category: Smart Vision Control from Hobart**

This new dishwasher represents a real leap forward in the field of kitchen technology and addresses several challenges in the industry at once: thanks to an AI-supported, self-learning system, it helps to counteract the shortage of skilled labour, increase resource efficiency and optimise the entire dishwashing process – from reducing the amount of dirt discharged to precise control of the washing parameters and minimised chemical consumption. 25 test kitchens have already tried out Smart Vision Control and have seen excellent washing results together with a considerable reduction in energy and water consumption. [Further information about Hobart’s products.](#)

Also nominated in this category were the **PROGUARD Gastronomy water filter system** from **BRITA SE** and **Ecolab Deutschland GmbH** with its **MAXX Synbiotic water purification system**.

The presentation of the **INTERNORGA Future Award** was just the beginning of INTERNORGA 2025. Hamburg will remain the international hotspot for the foodservice and hospitality sector until 18 March. In 11 halls, over 1,200 exhibitors will present exciting new products and innovative solutions from the food and beverages, kitchen technology, digital technologies, restaurant and hotel facilities, and packaging and delivery sectors. With several stages, diverse networking events and other exciting competitions, the leading international trade fair for the foodservice and hospitality market offers a unique experience.

### **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](http://www.internorga.com) and on the INTERNORGA [LinkedIn](#), [Instagram](#) and [Facebook](#) social media channels.



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