

Press Release

Where trends take off. – The highlights of INTERNORGA 2025 at a glance

Hamburg, 4 March 2025 – Discover today what will be trending tomorrow: from 14 to 18 March, everything at INTERNORGA 2025 will revolve around the latest trends and the most promising concepts that will shape the out-of-home-market in the future. In addition to the exhibitors, numerous stages, diverse networking events and exciting competitions offer a unique overall experience and create new perspectives. Here are some of the unmissable highlights:

Congresses

International Foodservice Forum: CCH, Hall 1, 13 March from 10 a.m. to 6.30 p.m.

The special highlights already begin the day before INTERNORGA: the **International Foodservice Forum**, Europe's largest congress for professional catering, will be taking place for the 43rd time at the **Congress Center Hamburg**. Visitors can look forward to talks and discussions featuring **Marcel Fratzscher** from **DIW** (the German Institute for Economic Research), **Sven Sallaerts** from **Younique Concepts**, **Robert Dahl** from **Karls Markt** and **Patricia Kelly**, among others. [Further information about the International Foodservice Forum.](#)

Branchentag der Gemeinschaftsgastronomie: CCH, Hall 4, 17 March from 9 a.m. to 4 p.m.

Whether they relate to hospitals, canteens, schools or care facilities, the latest trends, challenges and solutions from the catering industry will be discussed here. In association with the trade journal **gvpraxis**, speakers including **Michael Wahl** from **Sodexo Services**, **Dr Stephan Lück** from the **Competence Centre for Nutrition**, **Claudia Zilz** from **gvpraxis** and **Dr Sabine Eichner** from the **dti** (German Frozen Food Institute) will provide exciting insights and practical ideas for the industry. [Further information about the Branchentag der Gemeinschaftsgastronomie.](#)

Stage programme

OPEN STAGE: Hall A3, Booth 673, daily from 11 a.m. to 4.30 p.m.

Exciting speakers, exclusive information and the latest trends – electrifying talks and panel discussions will provide first-hand insights into everything that is affecting the industry. DEHOGA Managing Director **Ingrid Hartges**, **Christoph Digwa** from **Menoovo**, **Jochen Pinsker** from **Circana** and **Katharina Darisse** from **Fair Job Hotels e.V.** will be among the panellists. [Further information about the OPEN STAGE programme.](#)

NEW: Deep Dive Area – by HOSPITALITY pioneers: Hall B5, 15 to 17 March from 11 a.m. to 4 p.m.

In the new **Deep Dive Area**, experts from the hotel and hospitality world do more than just scratch the surface – sharing valuable insights and practical recommendations for action in more than 60 master classes. [Further information about the Deep Dive Area – by HOSPITALITY pioneers.](#)

PINK CUBE: Hall A3, Booth 673

As an innovation hotspot, the **PINK CUBE** sets new standards in the food and beverage sector. The internationally recognised trend researcher **Karin Tischer** from **food & more** in Kaarst will be highlighting tomorrow's trends, visionary ideas and practical solutions there each day. [Further information about the PINK CUBE programme.](#)

What The Food! – by foodlab: Upper Floor between Halls B3 and B4, daily from 11 a.m. to 5 p.m.

Putting the spotlight on the start-up scene: in exciting panel discussions, master classes and live pitches, the new kids stage will focus on the latest food trends, innovative concepts, new work, sustainability and the Hamburg food scene. [Further information about the What The Food! – by foodlab programme.](#)

BACK STAGE: Hall A3, Booth 427

Here, established masters and up-and-coming talents from the **Hamburg Confectioners' Guild** demonstrate how creative and demanding their craft is in live demonstrations. Among the highlights will be **Bettina Schliephake-Burchardt**, head of the **Hamburg Confectioners' Guild** and well known from the TV programmes 'Das große Backen' and 'Das große Promibacken', providing valuable insights and practical suggestions. [Further information about the BACK STAGE.](#)

Networking

OFF THE RECORD: Hall B5, 15 to 17 March from 5.30 p.m. to 8.30 p.m.

Good vibes only! During the day meeting area and on three evenings afterwork lounge. Once a year, the 'who's who' of the foodservice and hospitality sector meets at INTERNORGA – and comes together after the trade fair in the **OFF THE RECORD** afterwork lounge. Following an inspiring and eventful day, it is the place to bring the evening to a close in a relaxed atmosphere with live music and performances. [Further information about OFF THE RECORD.](#)

Café FUTURE live: Upper Floor Central Entrance, daily from 10 a.m. to 6 p.m.

The hospitality lounge and place to drink and think in professional catering: **Café Future live** is the innovative and communicative industry meeting point at INTERNORGA, presented by foodservice, ahgz, and gvpraxis. In a relaxed atmosphere, visitors can enjoy creative culinary samples and attend exciting discussions with industry giants. [Further information about Café FUTURE live.](#)

DEHOGA Club: Foyer B4 Upper Floor, Booth 325

The **DEHOGA Club** provides a vibrant meeting place for the hotel and catering industry. Exhibitors and visitors can exchange ideas in a relaxed atmosphere and find out about the current industry talking points of **DEHOGA** there. The **DEHOGA** regional associations of Hamburg, Schleswig-Holstein, Bremen, Lower Saxony, North Rhine-Westphalia, Lippe and Saxony-Anhalt are looking forward to seeing you there. [Further information about the DEHOGA Club.](#)

Competitions

INTERNORGA Future Award: OPEN STAGE, Hall A3, 14 March at 12 p.m.

Exceptional commitment, sustainable entrepreneurship and visionary ideas: the **INTERNORGA Future Award** recognises companies that set new standards in the foodservice and hospitality

market and is presented in the categories 'Food & Beverages', 'Technology & Equipment' and 'Catering & Hotel Industry'. [Further information about the INTERNORGA Future Award](#). The final can be watched via a live stream [here](#).

German Gastro Start-Up Award, Chicago Room, 14 March at 2 p.m.

This is where the most trendsetting catering start-up concepts from Germany, Austria and Switzerland, selected in advance by a jury from among a large number of applications, will come together. In the final, five nominees will present their concept live – the winner will be decided by the expert visitors on-site and digitally via live voting. It's not to be missed! [Further information about the German Gastro Start-Up Award](#). The final on **14 March** can be watched via a live stream [here](#).

NEXT CHEF AWARD: Hall B6, Booth 444, 16 and 17 March

Non-stop thrills: 18 talented up-and-coming young chefs will prove their culinary skills in exciting live challenges and face the high-calibre jury around **Johann Lafer, Nelson Müller, Cornelia Poletto, Marco Müller** and more. The prizes include the chance to publish their own cookbook with the renowned **Gräfe und Unzer Verlag** publishing house. [Further information about the NEXT CHEF AWARD](#). The final can be watched via a live stream [here](#).

Pizza Experience, Hall B7, 17 and 18 March

Attention, pizza lovers! The world of pizza is brought to life here, where professionals including **Luca Di Massa** and **Umberto Napolitano** will be demonstrating the latest trends, techniques and ingredients – from classics to modern creations. The exciting competitions – the **12th German Pizza Baking Championship** on **17 March** and the **3rd European Pizza Excellence 2025** on **18 March** – are additional highlights. [Further information about the Pizza Experience](#).

Specials

NEW: Future Food: Hall B3 Upper Floor

With the new **Future Food** trend area, INTERNORGA is creating a platform for trendsetting and sustainable nutrition concepts. From alternative proteins to foodtech and fermentation – visionary companies will be showing what the food of tomorrow might look like. [Further information about the Future Food trend area](#).

NEW: freakstotable: Hall B7, Booth 303

A sustainable world in which high-quality food is accessible and appreciated – that is the vision of the **freakstotable** association. Visitors to the booth will find plenty of inspiration, learn a lot and get to know about 40 manufacturers who offer high-quality and sustainably produced food.

NEW: SCA Barista Championship: East Foyer Upper Floor, Booth 100, 14 to 16 March, daily from 10 a.m. to 6 p.m.

This is where high-quality beans are turned into true works of art. Germany's most talented baristas will be putting their skills to the test with exceptional speciality coffees and competing for the exclusive opportunity to represent Germany at the SCA World Barista Championship in Milan. [Further information about the SCA Barista Championship](#).

Newcomers Area: Hall B4 Upper Floor

A must-visit for anyone looking for fresh ideas and innovative solutions. This area has been a trend barometer for over a decade and offers a unique mix of new products and innovative services for the entire foodservice and hospitality market, including start-ups such as **getvoila** and **The Jackfruit Company**. [Further information about the Newcomers Area.](#)

Skywalk Table: bridge between Halls A and B

The 40-metre-long Skywalk Table offers an impressive view of the future of the tabletop. Here, visitors get an instant overview of what will be groundbreaking in porcelain, glassware, table decorations, cutlery, and more – the perfect opportunity to gather fresh ideas for table design. [Further information about the Skywalk Table.](#)

AI CENTER: Hall A3

From personnel management and enterprise resource planning to sustainability: AI start-ups and the AI.Hamburg network demonstrate the opportunities artificial intelligence holds for the out-of-home-market and how it helps businesses work smarter, more efficiently, and cost-effectively. [Further information about the AI CENTER.](#)

ProVeg Competence Centre: Upper Floor Central Entrance, Booth 103

ProVeg is the central information and competence centre for the topic of plant-based cuisine at INTERNORGA. Advice and information about trends and opportunities with vegan and vegetarian dishes for the foodservice and hospitality market are provided on-site. [Further information about the ProVeg Competence Centre.](#)

And that's just a taste of what's to come! Whether it is in one of the 11 halls featuring approximately 1,200 exhibitors, a trend area or on the stages – there are exciting new products, inspiration and trends to discover everywhere at INTERNORGA 2025. It's an unmissable event for anyone who wants to help shape the foodservice and hospitality market of tomorrow. Further information about the highlights can be found on the [INTERNORGA website](#).

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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Contact:

Annika Meyer

Press & PR

Tel.: +49 (0)40 3569 2445

Email: annika.meyer@hamburg-messe.de