

## Press Release

### **INTERNORGA 2025: Where trends take off – leading trade fair for the foodservice and hospitality market kicks off with a new campaign visual and numerous highlights**

**Hamburg, 26 September 2024 – INTERNORGA will once again turn the whole of Hamburg into a hotspot for the entire foodservice and hospitality market from 14 to 18 March 2025, offering a unique combination of inspiration, innovation and networking. The highlights include a brand-new campaign visual that attracts attention in a humorous way, and a supporting programme that presents the full diversity of the coming year's trends.**

‘With our new campaign look, we are playing with the term ‘trends’ in a humorous way and with a wink. We show the freshness and creativity with which everyone involved at INTERNORGA is committed to making participation a successful and unique experience,’ explains **Matthias Balz**, Director INTERNORGA.

#### **The place to be for the foodservice and hospitality market**

The ideal starting point and the best prospects: this year's top ratings for visitor satisfaction and a recommendation rate of 95% have brought a lot of positive energy to the preparations for INTERNORGA 2025. These upbeat responses once again confirm what a high-quality event INTERNORGA is and how key it is for the entire industry. Anyone who wants to showcase themselves and their company should not hesitate any longer, because the first falls have already been booked out completely. With its future-oriented focus, the leading trade fair is maintaining its position as an outstanding international hotspot for innovation, networking and inspiration in the foodservice and hospitality market.

‘Like the industry itself, we are dynamic and have our finger on the pulse. That's why we lead the way with inspiring formats and always have the needs of our target groups in mind,’ explains **Matthias Balz**. Planning for 2025 is already in full swing. The wide-ranging supporting programme with top-class congresses, exciting industry competitions and numerous platforms for networking brings together market leaders, newcomers and top decision-makers of the industry. ‘Discussing new products and industry news in person, attending exciting events at the trade fair combined with Hamburg's culinary variety adds up to a unrivaled value for all participants,’ adds **Balz**.

#### **The Newcomers Area – home to the latest innovations**

One impressive example of the innovative power of INTERNORGA is **The Raging Pig Company**. The Hamburg-based start-up presented vegan pork alternatives in the **Newcomers Area** at INTERNORGA 2024 and is bringing a breath of fresh air to the food world with its plant-based bacon and classic German bratwurst made from peas, mushrooms and wheat. A lot has happened since its strong showing at the leading trade fair for the foodservice and hospitality market: ‘INTERNORGA helped us progress and was an ideal platform for us to establish useful contacts. Our products are now available throughout Germany in catering establishments, selected food

retailers and canteens. Of course, we will be back again in 2025 and look forward to inspiring discussions and insights,' says **Dr Arne Ewerbeck**, founder of **The Raging Pig Company**.

INTERNORGA will once again include a diverse supporting programme in 2025, together with the infectious energy and passion that help trends build momentum. Insights from INTERNORGA 2024 can be found in the [recap video](#). Much more information is also available at: [www.internorga.com](http://www.internorga.com).

## 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.



Press material for download: [hmc.canto.de/b/U78LB](http://hmc.canto.de/b/U78LB)

Press releases: <https://www.internorga.com/en/infos/press/press-releases>

Contact:

Annika Meyer

Press & PR

Tel.: +49 (0)40 3569 2445

Email: [annika.meyer@hamburg-messe.de](mailto:annika.meyer@hamburg-messe.de)