

Press Release

Overwhelmingly positive feedback: INTERNORGA 2025 inspires the industry and brings optimism for the future

Hamburg, 18 March 2025 – From 14 to 18 March, INTERNORGA in Hamburg set new standards and thrilled the entire out-of-home-market. With the theme ‘Where trends take off.’ it once again focused on the latest developments and provided a complete market overview - ranging from innovative concepts by numerous newcomers and start-ups to pioneering impulses from international players. With an impressive offering from around 1,200 exhibitors, a unique mix of practical talks, informative congresses, and exciting competitions, as well as extensive networking opportunities, the international leading trade fair created an inspiring and exhilarating overall experience for its guests. Hamburg once again became the central meeting point where trends in the international food and hospitality industry were not only showcased but also actively shaped.

A pineapple on two legs against a peach-coloured background – that was how INTERNORGA 2025 welcomed its guests for the first time, literally bringing the motto of the international leading trade fair, ‘Where trends take off.’ to life. ‘Our exhibitors took that as an invitation – there was an unprecedented variety of product premieres, innovations and new products,’ says **Matthias Balz**, Director at INTERNORGA. ‘This fills us with great joy, emphasizes the close partnership among all involved, and underlines the high importance of INTERNORGA for the entire out-of-home market.’ A key factor in this development was, not least, the new trend sector **Future Food**. Visionary companies showcased impressively how plant-based products, alternative proteins, foodtech, and fermentation are redefining the future of out-of-home dining. This forward-looking sector for sustainable nutrition concepts perfectly complemented the popular **Newcomers Area** and, along with the range of digital solutions around the **AI CENTER**, underscored the innovative spirit of the event.

A trade fair that makes you say ‘wow’: exciting highlights and sustainable solutions

The INTERNORGA not only surprised with extraordinary innovations from the exhibitors – the accompanying program fully satisfied the approximately 85,000 visitors. Already on the day before the event, the **International Foodservice Forum**, as the largest and most significant industry congress, brought the sector together and, just like the unique afterwork-lounge **OFF THE RECORD**, offered an informative and varied program. The excitement extended beyond the renowned awards such as the **INTERNORGA Future Award**, the **NEXT CHEF AWARD**, and the **Deutscher Gastro-Gründerpreis** – which celebrated its 10th anniversary this year. Three German coffee championships organized by the **Specialty Coffee Association (SCA)** thrilled both the juries

and the audience alike. And following its successful kick-off last year, **freakstotable** once again impressed with around 40 manufacturers of high-quality and sustainably produced food. 'This year, INTERNORGA has once again taken a real step forward – you can feel it in the very good atmosphere, despite the current challenges in the industry. I believe that we can carry this momentum into the coming months and remain optimistic,' said **Christian Strootman**, Chairman of the INTERNORGA Trade Fair Advisory Board and Managing Director at **United Tables**.

INTERNORGA and Hamburg go hand in hand

'Where trends take off.' – the theme not only fits perfectly with INTERNORGA, but also with its home city of Hamburg. **Heiko M. Stutzinger**, CEO of Hamburg Messe und Congress, emphasises: 'A decisive success factor and a lasting top trend in the out-of-home market remains the authentic embodiment of the host role. The feedback from INTERNORGA 2025 so far confirms that both we, as a leading industry event, and Hamburg—with its vibrant, urban flair and its inviting, cosmopolitan atmosphere—fulfill this mandate perfectly.'

Based on initial results from an independent market research institute, INTERNORGA once again impressed with top marks: high satisfaction, strong recommendations, and a clear intention to attend in 2026 underline its significance as a flagship event for hotels, gastronomy, bakeries, and confectioneries, as well as a central meeting point for decision-makers.

The next INTERNORGA will take place from 13 to 17 March 2026.

The figures presented are based on an extrapolation from the last day of the trade fair, as of 12 p.m., and are provisional. You can find highlight photos of the INTERNORGA [here](#) as well as statements from selected INTERNORGA exhibitors will be available from 19 March under [Exhibitor opinions](#).

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