

## Press Release

### INTERNORGA 2025: discover what moves the kitchen technology market

Hamburg, 21 November 2024 – Putting the kitchen at the heart of catering concepts: more than 200 companies will present the latest trends and innovations, smart solutions and appliances that will shape our culinary future in the 'Kitchen Technology and Equipment' exhibition area at INTERNORGA from 14 to 18 March 2025. In addition, the NEXT CHEF AWARD is moving into that exhibition area for the first time, bringing together up-and-coming talents and major players at the national and international level even closer.

The exhibitors at INTERNORGA 2025 are all focused on solving tomorrow's challenges today. The 'Kitchen Technology and Equipment' exhibition area in Halls B6 and B7 in particular stands out in that regard and is known for hosting numerous product premieres that revolutionise the industry. National and international exhibitors there will provide fresh inspiration as well as solutions to problems that will allow pro chefs to optimally equip their kitchens. Automation, energy efficiency, resource conservation, hygiene and safety are some of the topics that will be especially relevant for the catering industry in 2025. 'INTERNORGA is where the entire industry comes together to network. I am particularly impressed by the very strong, diverse supporting programme. If you want to know what's hot in the sector and stay on top of the trends, INTERNORGA is a must,' says **Rudi Seubert**, Managing Director of **Winterhalter Deutschland GmbH**, who has been attending the leading international trade fair with his company for many years.

### Sneak Peek: insights into the first exhibitors

Smart kitchen solutions with networked appliances play a key role for many exhibitors. **Rational AG**, for example, will demonstrate how cloud solutions and IoT platforms can be used to automate kitchen processes and optimise energy consumption. These technologies help to address the shortage of skilled workers and relieve the burden on staff. Companies such as **MKN** and **Meiko** are relying on energy-efficient technologies in the face of rising energy costs. They will present appliances with integrated, optimised heat recovery systems and water-saving technologies that help catering businesses to improve their carbon footprint and operate more sustainably. 'The creation of ergonomically healthy and sustainable workplaces is very important for us to support our customers in their sustainability efforts. For example, we make sure that no steam escapes from the dishwasher and are analysing how we can make it easier to operate passthrough dishwashers. If all it takes is the touch of a button, we integrate this solution into our technology in order to bring social sustainability to the process of washing dishes,' says **Michael Mayer**, Managing Director of **Meiko Deutschland GmbH**.

Automated, self-cleaning systems and technologies to monitor hygiene standards are also essential. Those are some of the topics that make up the central focus of **Hobart**, for example. This coming spring, the long-established company will be presenting solutions at INTERNORGA that automate the cleaning of appliances and also increase safety in the kitchen.

Another highlight of the 2025 trade fair will be Germany's most exciting competition for upcoming chefs, the **NEXT CHEF AWARD**, moving to its ideal thematic environment in the 'Kitchen Technology and Equipment' exhibition area for the first time. That not only puts the talented young cooks in the immediate vicinity of top chefs, but also close to national and international kitchen technology and equipment companies. 'INTERNORGA is the place where the entire industry comes together to discover innovations and exchange ideas about the latest developments. We are glad to be able to make the kitchen technology halls even more thematically relevant with programme highlights such as the **NEXT CHEF AWARD** and to promote the exchange of ideas among all those involved,' says **Matthias Balz**, Director INTERNORGA.

INTERNORGA 2025 will not only present a large number of new and innovative products in the field of kitchen technology and equipment, but will also offer plenty of opportunities for interaction, knowledge transfer and networking: visitors can look forward to popular highlights such as the **OFF THE RECORD** Afterwork Lounge and exciting inspiration on the **OPEN STAGE**.

## 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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