

Press Release

Voices on INTERNORGA 2026 (alphabetical order)

Status: 19 March 2026

Exhibition Areas: Food, Beverages, Coffee / Coffee Machines

apetito

“The apetito team was once again delighted to take part in INTERNORGA this year, because this is where the industry comes together to discuss the most relevant topics of our world. It’s about products, it’s about networks, and it’s about future topics – a truly valuable exchange.”

Dr. Jan-Peer Laabs, CEO apetito

Bakerman® GmbH & Co. KG

“As the most important industry meeting point, INTERNORGA offers us the perfect platform to discuss trends and innovations with customers, partners and curious foodies. The trade fair in Hamburg is the essential hotspot for the entire out-of-home market. This is where innovation and inspiration live, which is why this year we are showcasing snacks with special flavour combinations. Our conviction: taste is the future – and that fits INTERNORGA perfectly.”

Heiko Thees, Master Baker and Owner of Bakerman® GmbH & Co. KG

endori Foodservice & Industrie

“Our new, prominent placement in the middle of Hall A1 underlines that plant-based offerings have arrived in the mainstream of the out-of-home market and continue to grow in significance. In line with the INTERNORGA motto, together with Rügenwalder Mühle as the market leader in retail and our brand endori foodservice, we brought together two key trends: plant-based and snackification. Under the guiding theme ‘plant-based snack innovations’, we received consistently positive feedback for our new products from gastronomy, hospitality, communal catering and catering services, confirming the relevance and versatile application possibilities of our products.”

Sebastian Schlömer, Head of Sales & Marketing endori Foodservice & Industrie

Erdinger

“In our view, INTERNORGA has developed very positively. We were particularly impressed by the strong professional audience and the high visitor frequency at our stand. As a Bavarian company, the trade fair is also an important platform for us to present ourselves in northern Germany.”

Malte Schütt, Regional Sales Manager Erdinger

Franke Coffee Systems GmbH

“INTERNORGA is the most important trade fair of the year for us and a permanent fixture in our event calendar. This is where we meet our key account customers and connect with existing and

new prospects. Particularly valuable for us is the direct feedback – especially on our new A-Line – the opportunity to meet partners and other exhibitors, and the insights into current trends.”

Eva Vogel, Content Marketing Manager Franke Coffee Systems GmbH

HOMANN Feinkost GmbH

“INTERNORGA is always a huge class reunion. An absolutely fantastic professional audience, highly committed to innovations and exchange to drive the industry forward.”

Tobias Göke, Head of Sales Foodservice HOMANN Feinkost GmbH

Jura Gastro Vertriebs GmbH

“INTERNORGA is an important meeting place for us and a true melting pot of the industry. We meet many partners here and receive valuable feedback.”

Ralf Hüge, Managing Director Jura Gastro Vertriebs GmbH

Kraft Heinz

“This year, we were represented in Hall A1 for the first time and were once again thrilled by the energy at the trade fair. We made many valuable new contacts, and you can clearly sense the joy and optimism returning among restaurateurs as they explore new ideas. After the quiet months at the beginning of the year, it’s wonderful to see so much positive spirit flowing through the foodservice sector again.”

Christian Schramm, Away from Home Director DACH Kraft Heinz

NENI am Tisch

“INTERNORGA 2026 was a fantastic opportunity for us to present our brand NENI to an international professional audience and to engage directly with the industry. For us, the fair is an important platform to strengthen partnerships, gather new impulses and actively help shape the future of gastronomy.”

Haya Molcho, Culinary Director NENI am Tisch

Service-Bund GmbH & Co. KG

“INTERNORGA 2026 once again demonstrated the enormous significance this trade fair holds for the entire out-of-home industry. The atmosphere in the halls was consistently positive – you can clearly feel that the industry is looking ahead more optimistically and confidently again. For us, the fair is an indispensable platform to connect with existing and new customers, cultivate contacts and continue expanding our network. Personal exchange – fully in line with the Service-Bund philosophy – is at the heart of what makes this event so valuable for us.”

Ralph Marko, Senior Content Manager/PR Service-Bund GmbH & Co. KG

Exhibition Areas: Restaurant and Hotel Equipment, Outdoor Catering

Wooderia GmbH

“INTERNORGA is of great importance to us when it comes to acquiring new customers. At the same time, we really value the environment created by the other exhibitors. The exchange is inspiring and repeatedly offers opportunities to forge new partnerships.”

Henrik Meyer, Managing Director Wooderia GmbH

ZWILLING GASTROVERTRIEB DEUTSCHLAND

“Once again in 2026, it became clear that INTERNORGA is the leading trade fair for the German gastronomy market. We had many very good conversations with retailers and end consumers (...) For ZWILLING, it was an absolutely successful trade fair.”

Kester Bolz, KAM ZWILLING GASTROVERTRIEB DEUTSCHLAND

Exhibition Area: Kitchen Technology & Equipment

Shanghai Hi-Dolphin Robot Technology Co.,Ltd.

„INTERNORGA 2026 has been an outstanding experience for our COFE+ Robot coffee solution. The highly professional German visitors and lots of groups of international crowd created the perfect environment for insightful business conversations. The engagement level of attendees was remarkable! This fair has already opened doors to tremendous opportunities across the DACH region and beyond, bringing us significantly closer to our goal of placing our intelligent coffee robots in every corner worldwide. INTERNORGA is, without doubt, an indispensable platform for deepening our roots in the European market, and we're thrilled with the results so far!”

Nevin Gong, International Sales Director Shanghai Hi-Dolphin Robot Technology Co.,Ltd.

Unox Deutschland GmbH

“Once a year, the entire gastronomy sector meets in Hamburg. What is showcased here shapes the industry for the entire year. Unox works in Germany with a dense network of dealers and service partners – and INTERNORGA brings all these partners to the same table. This is a unique opportunity to speak in person and set the course together. (...) At the same time, the trade fair is an important touchpoint for existing and new B2B customers, because a combi steamer is an investment that requires explanation. You have to experience it: cook live, touch it, taste the results. No website can replace that.”

Marcel Schmanke, Key Account Manager Unox Deutschland GmbH

Welbilt Deutschland GmbH

“INTERNORGA 2026 once again impressively demonstrated why it is the most important industry gathering for the out-of-home market. We were particularly impressed by the high quality of the expert discussions and the intensive exchange with customers, partners, and colleagues. The trade fair was characterised by a strong spirit of innovation.”

Tobias Brand, Sales Director DACH Region Welbilt Deutschland GmbH

Exhibition Area: Digital Solutions

E2N GmbH

“For us, INTERNORGA is both an essential date and our favourite trade fair. Here we meet many of our customers, make new contacts, and gain a strong impression of what is currently driving the industry. A particular highlight for us is OFF THE RECORD, which we also enjoy attending with our customers.”

Svenja Neuhaus, Head of Marketing E2N GmbH

Menoovo

“At INTERNORGA, restaurateurs come together to experience what is already possible today. This is where it becomes clear how AI can provide support and which software solutions are needed for successful gastronomy.”

Christoph Digwa, Founder Menoovo

Mews

“INTERNORGA 2026 was a very successful event for us. Especially valuable is the direct exchange with customers and prospects and the opportunity to experience the industry's current developments first-hand. A highlight for us was the presentation of the OFF THE RECORD Lounge. Overall, INTERNORGA is a central platform for us to maintain relationships, gain new inspiration, and stay connected.”

Madeliene Gräbig, Senior Sales Manager Mews

Exhibition Area: Packaging & Delivery

Mocci

“INTERNORGA is the most important platform for us in the gastronomy sector. Every year, we meet many long-standing customers here and establish important new contacts. It is always a great pleasure to be part of this trade fair.”

Michael Emele, Business Development & Sales Mocci

Exhibition Area: Startups & Drinks

KoRo Handels GmbH

“INTERNORGA 2026 was a great success for us, and we look back on a week full of valuable momentum. (...) Above all, we appreciated the direct exchange: it was an enriching experience to meet our customers again in person and gain important insights for our daily work through their immediate feedback. INTERNORGA remains the most important trend radar for the entire industry, helping to keep track of developments among other companies in the OOH sector. It functions as a central networking hub where crucial contacts are made that carry through the rest of the year.”

Niklas Ott, Team Lead Key Account Management OOH/B2B/Foodservice KoRo Handels GmbH

kukki GmbH

“For us, INTERNORGA is clearly the most important event of the year. We once started here as a startup. Today, we meet many of our existing customers in Hamburg every year to exchange ideas and discover new products with us. That is exactly what makes the trade fair so valuable to us: the entire industry gathers in one place. The fact that we now stand in the newly structured Hall B5 also shows how much we have grown together with the trade fair.”

Andreas Romanowski, Managing Director kukki GmbH

Trend Area: Future Food

ALGENWERK c/o PUEVIT GmbH

“INTERNORGA 2026 was a real milestone for us. Our absolute highlight was, of course, receiving the INTERNORGA Future Award – a tremendous catalyst for making fresh spirulina visible as an innovative platform raw material for the entire industry. For ALGENWERK, INTERNORGA is the strategic leading trade fair. This is where the future of nutrition meets. The huge interest in algae shows us that the market is ready for the green driving force behind new product worlds. The trade fair offers us the ideal stage to (...) reach decision-makers from gastronomy, communal catering, and industry in one place.”

Gunnar Mühlstädt, CTO and Visionary behind ALGENWERK c/o PUEVIT GmbH

KULT FARM GmbH

“INTERNORGA is incredibly valuable to us. We are very pleased with the high number of visitors, particularly in the Future Food Area, and the outstanding demand for our product. The direct feedback and concrete order requests help us tremendously in planning our growth for the coming months.”

Hendrik Kaye, Co-Founder and Managing Director KULT FARM GmbH

MushRoots

“The Future Food Area at INTERNORGA 2026 was the perfect stage for MushRoots to showcase the potential of mushrooms for a sustainable and, above all, delicious future. Our highlights were the curiosity of the INTERNORGA audience and the enthusiastic feedback on our mushroom products.”

Henrike Schwickert, Sales Lead MushRoots

The new protein Partners NL

“We are very happy to be at INTERNORGA this year and have had many good conversations. We really like the newly structured Hall B5 with all the innovations – we are exactly in the right place here.”

Drs. Jochem Wolthuis, National Programme Leader Germany The new protein Partners NL

SHO by Med Food Lab

“For us, INTERNORGA is the ideal platform to gain visibility for SHO in the German market and connect directly with restaurants and catering businesses. Over the past days, we, together with our partners from La Bilancia, have had many great conversations and made valuable contacts.”

We especially like the new design of the Newcomers Area this year, which provides a strong stage for young brands.”

Liat Cinnamon, Chief Commercial Officer SHO by Med Food Lab

The Crushy B.V.

“INTERNORGA is particularly important to us because it brings together many key distributors and wholesalers in the industry. We’ve already been able to establish many new distribution partnerships at the trade show and expand our network in Germany.”

Martijn Klein, Commercial Director The Crushy B.V.

Specials / Stages

Café FUTURE live

“dfv and INTERNORGA have been closely connected for many years through a strong friendship and partnership. This bond symbolises what makes the trade fair so special. The sense of community within the industry is directly noticeable here. For us as trade media, but also for operators and suppliers, INTERNORGA is one of the most important events of the year to exchange ideas, discover trends, and experience live what will shape the industry in the coming months. I am always particularly impressed by the energy and innovative spirit that can be felt from the moment the trade fair opens and the International Foodservice Forum begins the day before.”

Thomas Meyer, Publishing Director dfv Hotel- und Gastromedien

Green Hospitality Conference

“On 14 March, Peter Joehnk and I were able to host our new event format, the Green Hospitality Conference, for the very first time as part of INTERNORGA. And what can I say: it was the right decision! INTERNORGA as the event location, along with the fantastic organising team of Hamburg Messe, significantly contributed to making our first sustainability conference for the hotel industry an outstanding success. It was the perfect setting for the content and our excellent speakers. We are already looking forward to repeating it next year.”

Dominik Tanner, Managing Director ID-Developers GmbH, Green Hospitality Conference

OPEN STAGE

“INTERNORGA is the big class reunion of the entire industry. Hardly anyone active in hospitality and foodservice misses this event. Nowhere else do so many industry specialists come together in such a short time. Over the past few years, OPEN STAGE has developed into a true knowledge hub: This is where the topics shaping the industry are discussed, and concrete solutions are developed together with experts. Anyone who misses INTERNORGA misses the chance to get up to date, take away first-hand innovations, and be part of this important industry exchange.”

Michael Kuriat, CEO TNC Group, Moderator OPEN STAGE

PINK CUBE

“Since 2013, we have been a permanent institution at INTERNORGA and can say: the event was once again a complete success: networking, energy, motivation & family feeling.”

Karin Tischer, PINK CUBE, Trend Researcher, Food Specialist food & more, Kaarst

ProVeg

“For ProVeg, INTERNORGA is the central platform for direct dialogue with the industry. In 2026, it has become clear: plant-based products are increasingly becoming a fixed part of assortments. The focus is also shifting away from promotion towards the discreet exchange of individual components. This is an important step toward normalisation, and we look forward to driving this development forward together with industry experts.”

Katleen Haefele, Director Corporate & Institutional Engagement Germany ProVeg

What the Food! – by foodlab

“We really enjoyed INTERNORGA this year. A particular highlight for us was the new hall with our stage and the startups. The new structure has really brought them out of the corner and given them strong visibility. In addition, we received consistently positive feedback.”

Christin Siegemund, Founder & CEO foodlab

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