

## Press Release

### Future Food & Newcomers Area at INTERNORGA 2026: These companies are showcasing the latest products and innovations

Hamburg, 17 February 2026 – Inspiration, trends, bold ideas and genuine surprises: from 13 to 17 March, INTERNORGA 2026 will showcase the things that are set to revolutionise the hospitality and foodservice world of tomorrow. Hall B5 will be the hotspot for fresh concepts, new products and pioneering approaches: the innovation cluster also includes the Newcomers' Area and Future Food trend areas and looks sure to be a visitor magnet that will attract even more attention to startups. From plant-based nutrition, alternative protein sources and sustainable tableware to food-tech solutions, this is the place to see what will drive the future of the industry.

#### Newcomers' Area: pioneering, sustainable, inspiring

For many years, the **Newcomers' Area** has been considered a trend barometer not only for INTERNORGA, but for the entire industry. In 2026, it will once again offer up-and-coming companies an attention-grabbing platform to present new products and services, receive valuable feedback from the industry and establish new contacts. At the same time, it gives visitors the chance to not only discover new products on the market at an early stage, but also to try them.

**Fruit Rebel**, for example, offers a new take on a popular classic: with its Apple Fries, the company brings crispy apple sticks to the restaurant and catering industry as a versatile, frozen convenience product for use as a snack, dessert or as part of a menu. **Wiesenkiez** pursues a deliberately regional approach, combining tradition, organic farming and sustainable quality to offer premium drinks such as spritzers, ciders and aperitifs from local orchards. A new approach is also being taken when it comes to materials and processes, such as at **Nature Line Cutlery Oy**, which offers reusable tableware made from 95% renewable, bio-based raw materials that combine durability and resource conservation. **ZEEN Tech** is disrupting the healthy snack market with its patented food processing technology, which allows crisps and other snacks to be processed using only water, without any oil, fat or air. By chefs, for chefs: **SHO by THE MEDITERRANEAN FOOD LAB** produces rich vegan stocks with complex, deep flavour profiles by fermenting grains, legumes and by-products from the food industry. Detailed information on these and many other companies from the Newcomers' Area can be found on the [INTERNORGA website](#).

#### Future Food: what's next on the plate

Right alongside is the **Future Food** trend area, which, following its successful launch in 2025, is returning this year with even more space and an even stronger focus on sustainable, climate-conscious and pioneering nutrition concepts. Here is a first taste of the innovative companies, new

approaches and groundbreaking products on show there: **ALGENWERK** develops fresh, regional and sustainable spirulina as a functional, scalable food ingredient for the restaurant, catering and food industry. As a technological system solution, it replaces additives, improves the Nutri-Score, is taste-neutral and makes clean ingredient lists possible. **AlgMighty** is also all about nutrient-rich food, sourced from water. The startup develops microalgae-based emulsifiers that replace animal ingredients such as egg yolk and enable clean-label recipes with full functionality. Sustainable, protein-rich foods based on legumes, refined using mycelium fermentation, can be found at **KULT FARM**. A great source of protein, they contain only five ingredients, are low in allergens and rich in fibre, and impress with their umami flavour, firm texture and wide range of uses in professional kitchens. **MushRoots** turns mushrooms into modern, sustainable products with a real touch of umami. The innovative mushroom products combine modern nutrition and sustainable production, and offer a wide range of applications for food concepts. **The Green Table** supplies plant-based, allergen-free ready meals with high nutritional value, a long shelf life without refrigeration and a low carbon footprint, ideal for various sections of the foodservice and hospitality market. **REDUCED** uses koji fermentation to turn unused organic raw materials such as vegetable and mushroom trimmings into powerful umami concentrates that intensify flavours, make it possible to reduce salt content, and lower the carbon footprint by up to 83%. You can find out which other companies are presenting their innovations in the Future Food area on the [INTERNORGA website](#).

In addition to the **Newcomers Area** and **Future Food**, visitors will find many other exciting exhibitors from the **Startups & Drinks** sector in the hall, as well as the **What the Food! – by foodlab** stage and the popular **OFF THE RECORD** meeting and afterwork lounge. With its mix of insights, food for thought, and opportunities for interaction and networking, as well as startups and new concepts, INTERNORGA 2026 not only reflects trends, but also actively promotes the pioneering further development of the industry.

## About INTERNORGA

INTERNORGA is the Global Platform for Hospitality and Foodservice. As an annual meeting place for those industries, it will take place from 13 to 17 March 2026 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](#), [YouTube](#) and [Facebook](#) social media channels.

Press material for download: [hmc.canto.de/b/L8SSL](http://hmc.canto.de/b/L8SSL)

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)

---

---

---