

## Press Release

**Next-level innovation: the nominees for the INTERNORGA Future Award 2026 have been announced**

**Hamburg, 19 February 2026 – The stage has been set: the nominees have now been selected from a record number of impressive entries for the INTERNORGA Future Award. From functional ingredients from water, new beverage concepts, and upcycling solutions from fermentation to smart, digital processes, robotics, barrier-free product design and active inclusion: the nominees for the INTERNORGA Future Award 2026 show how diverse the range of innovations shaping the foodservice and hospitality market now is. The three groundbreaking ideas that will receive the coveted award will be announced at the award ceremony on the OPEN STAGE at 12 p.m. on 13 March 2026.**

Since 2011, the **INTERNORGA Future Award** has been presented to companies that lead the way with impressive innovations and strategic vision, combining economic performance with a sense of responsibility for the environment and society. The 2026 nominees clearly demonstrate the wide variety of ways in which the industry can be made fit for the future: in the 'Food & Beverages' category, regionally produced fresh spirulina as a functional B2B ingredient, a fruit puree that turns into a hot drink in seconds, and koji-fermented flavour concentrates made from organic waste provide an insight into the nutrition of tomorrow. The nominees in the 'Technology and Equipment' category, ranging from digital washing systems and barrier-free coffee self-service to autonomous cooking robots, impressively demonstrate how digitalisation and robotics can support and relieve pressure from both guests and employees in an inclusive manner. In the 'Catering & Hotel Industry' category, the nominees show how innovation is combining enjoyment, efficiency and responsibility in new ways within the foodservice and hospitality market with customisable plant-based concepts, active inclusion and sustainable catering in the care sector.

An independent jury comprising trend researcher **Hanni Rützler**, scientist **Dr J. Daniel Dahm**, engineer **Carl-Otto Gensch** and nutritionist **Rainer Roehl** decides which companies will receive the prestigious award. The large number of visionary and groundbreaking entries made the decision a particularly exciting and inspiring task. 'The high number of strong entries and the creativity, innovation and diversity of the nominees are impressive proof of the enormous potential for sustainable development in the hospitality and foodservice market. They make it clear that the industry is by no means allowing itself to be slowed down by current challenges, but is moving forward with determination, courage and a focus on solutions, shaping the future together,' emphasises **Hanni Rützler**. The announcement will take place during the awards ceremony on the **OPEN STAGE** on 13 March at 12:00 pm. **Patrice Bouedibela** will host the event, and **Dr. Christoph Ploß**, Coordinator of the Federal Government for Maritime Industry and Tourism, will give a speech.

## The 2026 nominees

### ‘Food & Beverages’ category

- **ALGENWERK c/o PUEVIT GmbH – fresh spirulina:** economical, scalable and delicious: fresh spirulina, produced regionally and in a food-safe manner as a functional, nutritious ingredient for B2B
- **Pomom GmbH – HOTLY:** frozen fruit puree on a stick that turns into a hot fruit drink when added to hot water
- **REDUCED ApS – REDUCED Concentrates:** uses koji fermentation to transform organic waste into high-quality stock concentrates that intensify flavours and make it possible to reduce salt content

### ‘Technology & Equipment’ category

- **WeWash GmbH – WeWash Box/Care:** digital invoicing system for washing machines in communal areas of hospitality, camping and microliving facilities – resource-saving, socially relevant and smart
- **Schaerer Deutschland GmbH – Schaerer Easy Access:** inclusive product design: barrier-free self-service for fully automated coffee machines, specially developed for wheelchair users
- **GoodBytz GmbH – goodBytz:** automated cooking systems for restaurants and communal catering as a robotic solution to produce freshly cooked meals

### ‘Catering & Hotel Industry’ category:

- **FoundingRestaurants GmbH – Kaspar Schmauser:** modern restaurant concept based in Nuremberg that combines healthy, plant-based dishes with modern technology; the dishes can be customised and ordered on-site or online
- **Impact Concepts & Invest GmbH – coffee, brownies & downies:** gastro-cafe day bar in Oberursel (Rhine-Main region) with active inclusion: people with and without disabilities work together in a happy and economically successful environment
- **Servicegesellschaft Nordbaden mbH:** offers a comprehensive, sustainable and high-quality catering concept in the care sector, demonstrating that good food is possible even on a tight budget

The **INTERNORGA Future Award** is now one of the most important prizes on offer for forward-looking business models in the foodservice and hospitality market, both nationally and internationally. Together with the **NEXT CHEF AWARD** and the **German Gastro Startup Award**,

it provides a stage at INTERNORGA for the talents, ideas and innovations that will shape the industry of tomorrow.

## **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/S7L25](http://hmc.canto.de/b/S7L25)

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