INTER NORGA

Press Release

Innovation meets responsibility: ALGENWERK, goodBytz and Servicegesellschaft Nordbaden win the INTERNORGA Future Award 2026

Hamburg, 13 March 2026 – Fresh microalgae, autonomous cooking systems and sustainable catering – three ideas, one shared aim: innovation with impact. Economically relevant, responsibly designed and implemented with genuine conviction. ALGENWERK c/o PUEVIT GmbH, goodBytz GmbH and Servicegesellschaft Nordbaden mbH are setting new standards in hospitality and foodservice with their diverse concepts and were today recognised with the INTERNORGA Future Award 2026.

INTERNORGA is the most important stage for ideas that will drive the industry in the future. This year's **INTERNORGA Future Award** ceremony once again highlighted the tremendous innovative power, creative drive and the spirit of optimism currently evident in the hospitality and foodservice sector. From blue food and robotics to a pioneering catering concept in the care sector: this year's winners address key challenges in different ways and demonstrate how innovation, responsible entrepreneurship and sustainability are combining to further develop the foodservice and hospitality market. With concepts that go beyond the ideas stage, gain momentum, prove themselves in practice and create real added value. **Dr Christoph Ploß**, the **German government's coordinator for maritime affairs and tourism**, got a first-hand look at the industry's future-oriented potential and opened the awards ceremony with a welcome speech. 'The foodservice and hospitality market stands for innovative power, entrepreneurial spirit and great economic significance, especially for Germany as a business and tourism location. The winners of the INTERNORGA Future Award impressively demonstrate how creative ideas and sustainable concepts are driving the industry forward. The fact that these inspirations are visible here in Hamburg at INTERNORGA underlines the role of the trade fair as an important platform for exchange, innovation and international networking,' said **Dr Christoph Ploß**.

The final selection was made by a high-calibre, independent jury: scientist **Dr J. Daniel Dahm**, graduate engineer **Carl-Otto Gensch**, nutritionist **Rainer Roehl** and trend researcher **Hanni Rützler** combined their expertise and contributed their eye for trends, quality and interdependencies to the **INTERNORGA Future Award**. 'With their diverse concepts, ranging from sustainable food production and new technologies to future-proof catering concepts, the award winners demonstrate how solution-oriented the industry is in responding to the current challenges. Here, the future is not being managed, but actively shaped,' says **Dr J. Daniel Dahm**, scientist and chairman of the jury. The award ceremony took place live on the **OPEN STAGE**, hosted by **Patrice Bouedibela**. The concepts of the winners and nominees in the '**Food & Beverages**' and '**Technology & Equipment**' categories can be experienced live in the exhibition areas at INTERNORGA.

Three categories, three groundbreaking concepts

- **'Food & Beverages' category: ALGENWERK c/o PUEVIT GmbH – fresh spirulina**
- **'Technology & Equipment' category: goodBytz GmbH – autonomous cooking system**
- **'Catering & Hotel Industry' category: Servicegesellschaft Nordbaden mbH**

'Food & Beverages' category: ALGENWERK c/o PUEVIT GmbH
ALGENWERK shows how sustainable nutrition can be implemented in an economically viable and enjoyable way and brings fresh spirulina to professional kitchens. The microalgae is produced regionally in a self-developed water greenhouse in Dresden and is food-safe and industrially scalable. As a functional ingredient, it opens up new possibilities for modern recipes and can replace emulsifiers and stabilisers. Compared to dried algae, fresh spirulina retains its full natural functionality. That means greater nutritional value and better product performance. With up to 100 times higher space efficiency than soy, spirulina is also an important lever for sustainable protein production. As part of the Pürstinger Group, **ALGENWERK** combines food expertise with over 30 years of experience in industrial scaling and consistently drives forward sustainable protein strategies. Further information about **ALGENWERK c/o PUEVIT GmbH.**

Also nominated were **Pomom GmbH** with **HOTLY**, frozen fruit puree on a stick that turns into a hot drink when added to hot water, and **REDUCED APS** with **REDUCED Concentrates,** which convert residual organic materials into intense flavour concentrates through koji fermentation.

'Technology & Equipment' category: goodBytz GmbH
goodBytz from Hamburg develops autonomous cooking systems for everyday use in restaurants and communal catering. Robotics, software and culinary expertise merge into an integrated system that produces fresh food reliably, in consistently high quality and on a scalable basis. People define the taste and quality, machines take care of the precision and efficiency. The systems are already in use and demonstrate that modern robotics is practical and economical. They relieve the burden on kitchen operations, reduce resource consumption and generate reliable workflows. This creates new opportunities for a stable, sustainable supply that provides answers to skills shortages, rising costs and complex processes, and offers a reliable supply of freshly cooked food in the long term. Further information about **goodBytz GmbH**.

Also nominated were **WeWash GmbH** with **WeWash Box/Care**, a digital invoicing system for washing machines in communal areas, and **Schaerer Deutschland GmbH** with **Schaerer Easy Access**, a barrier-free self-service concept for fully automated coffee machines.

'Catering & Hotel Industry' category: Servicegesellschaft Nordbaden mbH
Servicegesellschaft Nordbaden mbH from Wiesloch shows that even under financially challenging conditions in the care sector, it is possible to offer a diverse, attractive and sustainable range of catering services. With a holistic concept, it serves patients, employees and public guests in equal measure. From patient services, staff restaurants and hotel services in the comfort ward to

conference and event catering, a self-service shop, a cafe and out-of-home catering, it has created a diverse range of services that combine high standards of quality with everyday practicality. Many years of organic certification, a consistently quality-oriented approach and a focus on regional and sustainable structures make **Servicegesellschaft Nordbaden mbH** an inspiring role model for future-oriented communal catering in the care sector. Further information about **Servicegesellschaft Nordbaden mbH**.

Other nominees included **FoundingRestaurants GmbH** with its digital, plant-based restaurant concept **Kaspar Schmauser**, based in Nuremberg, and **Impact Concepts & Invest GmbH** with **coffee, brownies & downies**, an inclusive cafe and day bar in Oberursel.

The **INTERNORGA Future Award** is one of the most important prizes for pioneering concepts in hospitality and foodservice and marks the start of further highlights: until 17 March, there will be numerous formats, competitions and stage programmes that will provide fresh impetus for the foodservice and hospitality market.

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 and on the INTERNORGA LinkedIn, Instagram, YouTube and Facebook social media channels.

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