



Press Release

IFF International Foodservice Forum: Former Wu-Tang Manager Eva Ries, Bompas & Parr and Dr Nico Engel Come to Hamburg

- **Eva Ries on courage and failure, Bompas & Parr on experience design**
- **Dr Nico Engel on managing multiple brands under one roof**
- **Presentation of the TOP 100 ranking of Germany's leading foodservice players**

Hamburg, 22 October 2026 – The IFF International Foodservice Forum 2027 presents itself with a new look and, for its 45th edition, is bringing experts from the worlds of music and experience design to the stage. On 11 March 2027, **Eva Ries**, former manager of the Wu-Tang Clan, **Sam Bompas** from the London-based creative studio Bompas & Parr and **Dr Nico Engel** from the Gustoso Group will speak at the CCH – Congress Center Hamburg. Their topics include bold decision-making, memorable guest experiences and growth through a multi-brand strategy. Guiding the audience through the day will be moderator **Andrea Thilo** together with **Ilona Renner** from the leading industry publication foodservice. Considered Europe's largest congress for the professional foodservice industry, the event brings together decision-makers in Hamburg on the day before INTERNORGA.

Looking beyond the boundaries of the industry has always been a hallmark of the forum. Today, success is no longer just about competing for guests, but also for attention and a sense of belonging, an area in which music scenes and experience designers have been operating for decades. Their experiences can be applied to concepts that keep guests coming back and to brands that are championed by their fans. By placing these perspectives alongside the realities of the out-of-home market, the event creates learnings that participants can take back to their own businesses.

„As the leading trade show, we aim to look beyond the obvious and provide genuine added value for our guests,“ says **Matthias Balz**, Director INTERNORGA. „Participants come to the IFF expecting ideas they have not encountered before and perspectives that inspire new ways of thinking.“

What Foodservice can learn from Experience Design and Music

The congress day opens with **Sam Bompas**, co-founder of the London creative studio Bompas & Parr, delivering a short wake-up call that engages all the senses. In the afternoon, he will explore the increasingly important role of multisensory experiences in foodservice. **Eva Ries** accompanied the rise of the Wu-Tang Clan as its manager and now works as a psychologist and business consultant. On stage, she will share which decisions required courage, where she experienced failure and how she moved forward afterwards.

Multiple Brands under one Roof

How growth can be successfully organised is demonstrated by **Dr Nico Engel**, Managing Director of the Munich-based Gustoso Group, which includes Ciao Bella, 60 seconds to napoli and Ruff's Burger. More brands mean more ways to reach guests, more locations and more opportunities for growth, provided the organisation behind them is strong enough to support it. Alongside insights from outside the industry, the programme will therefore also feature a successful example from within the sector itself.

TOP 100 Ranking and the Foodservice Mall

Katrin Wißmann, dfv Media Group, will once again present the exclusive "TOP 100 Ranking" of the largest foodservice players and outline the developments currently shaping the industry and its future. The Foodservice Mall provides the ideal setting for the industry's big reunion, both before the congress begins and during the breaks. With coffee, refreshments and a wide variety of exciting snacks and dishes, there will be plenty of opportunities for networking and exchanging ideas with colleagues.

It pays to be quick: tickets are available at the Early Bird rate until 31 October 2026.

International Foodservice Forum becomes IFF

The forum has been one of the industry's most important annual events for decades. For its 45th edition, it will carry the name IFF International Foodservice Forum, making visible what it has long stood for: a gathering that extends far beyond the German-speaking market and inspires participants year after year. The abbreviation IFF will also become the event's logo, turning it into a memorable and recognisable brand.

Branchentag der Gemeinschaftsgastronomie on 15 March

A second congress highlight is scheduled during the trade show week: the Industry Day for Contract Catering will once again take place on Monday, 15 March 2027, in Room Chicago at the Hamburg exhibition grounds. The programme is currently being developed, with further details to follow in the coming weeks.

About INTERNORGA

INTERNORGA is the leading international trade show for hospitality and foodservice. As the annual meeting place for the hotel, restaurant, bakery and confectionery sectors, it will take place from 12 to 16 March 2027 at Hamburg Messe und Congress. National and international exhibitors present their products, trends and innovations for the entire out-of-home market to professional visitors, accompanied by internationally attended conferences, supporting events and 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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Contact:

Annika Meyer

Press & PR

Tel.: +49 (0)40 3569 2445

Email: annika.meyer@hamburg-messe.de