



Press Release

INTERNORGA Unveils New Brand Identity and Sets Course for its 100th Edition

- **New brand identity launched: Key visual and corporate design revealed**
- **Campaign slogan: “There’s more inside.”**
- **Anniversary edition in 2027: the 100th INTERNORGA takes place in Hamburg from 12 to 16 March 2027**

Hamburg, 17 September 2026 – INTERNORGA is unveiling a new brand identity for its 100th edition. Under the campaign slogan “There’s more inside.”, the leading international trade show for hospitality and foodservice now presents itself with a modern key visual and a refreshed corporate design. Both elements set the stage for the anniversary edition, which will take place from 12 to 16 March 2027 at the Hamburg exhibition grounds.

At the heart of the transformation is the new corporate design. It modernises the brand’s appearance and will shape all future communications. A central element is the circle: inspired by familiar symbols of the industry such as plates, tables and glasses, it now defines the logo, imagery and layouts. The colour palette is based on white, soft black and five accent colours, complemented by six category colours used throughout the wayfinding system and site map. The typography has also been updated. The new visual identity is completed by an image style that places people even more firmly at the centre, capturing authentic and direct moments from within the action. As a result, the brand reflects exactly what the trade show stands for: proximity, energy and hospitality.

The New Key Visual: The Pineapple Reveals What’s Inside

The pineapple remains the campaign’s familiar symbol, but it has evolved. The fruit opens up and reveals its interior. This reflects the central idea behind the campaign: “There’s more inside.” Previous visuals featured the “running pineapple” and represented action and movement. Now, the focus shifts inward, towards the ideas, networks and innovations that drive the industry. The concept was developed by GROW Agency.

“We deliberately chose to evolve the pineapple rather than replace it,” says **Matthias Balz, Director INTERNORGA**. “Together with the new campaign slogan ‘There’s more inside.’, our

communication serves as a direct invitation to Hamburg. Anyone who wants to discover what is shaping the industry should come to Hamburg in March.”

Corporate Design in Action

The transformation is already visible. All communication materials for the trade show now appear in the updated design. Anyone following INTERNORGA will encounter the new look long before the first day of the event.

100th INTERNORGA: An Anniversary with a Forward-Looking Perspective

In 2027, INTERNORGA will take place for the 100th time. To mark the occasion, a special anniversary logo, “100 times”, has been created. It continues the circular design language of the logo and carries the claim “Setting the standard in foodservice & hospitality”.

This claim is built on a strong foundation. Since 1921, INTERNORGA has showcased developments in the out-of-home market, from the first bread-slicing and washing machines to microwaves, smoothies, hybrid coffee machines, automation and digital solutions. At INTERNORGA, generations of professionals from gastronomy, hospitality, bakery, confectionery and foodservice have developed business ideas and built extensive networks.

“INTERNORGA has been an important meeting point for our industry for generations. Several regional associations of DEHOGA have supported the trade show as partners for many years and, through their commitment, have helped make it a platform for exchange, networking and fresh inspiration. The 100th edition represents an impressive success story while also highlighting the innovative strength of the industry and the future viability of the entire out-of-home market,” says **Jana Schimke**, Chief Executive Officer of the DEHOGA Federal Association.

The anniversary edition is clearly focused on the future: technologies, changing guest expectations and business models that are both sustainable and economically viable, always with people at their core. The refreshed brand identity will accompany this journey from the first announcement through to the final day of the trade show. What awaits the industry in this anniversary year will be revealed from 12 March 2027 in Hamburg: There’s more inside.

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.

Press material for download: hmc.canto.de/b/GAFAD

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