

INTERNORGA Future Award 2024: and the 'industry Oscar' goes to ... Hotel einsmehr, OMG plantbased Food AB and Rational AG

Hamburg, 8 March 2024: The Open Stage brought a gala atmosphere and a touch of glamour this morning with the presentation of the INTERNORGA Future Award. For the 13th time, the prestigious prize was awarded to future-oriented companies that set new standards in the foodservice and hospitality market and are pioneers in their field. Journalist and TV chef Felicitas Then guided the audience through the morning's entertainment.

The record number of entries this year made clear just how coveted the **INTERNORGA Future Award** is. Nine finalists were nominated and ultimately faced the judgement of the high-calibre jury, which included trend researcher **Hanni Rützler**, scientist **Dr J. Daniel Dahm**, engineer **Carl-Otto Gensch** and nutritionist **Rainer Roehl**.

'INTERNORGA has always stood for innovation and progress in the catering and hotel industry. With that in mind, it makes sense that each year the **INTERNORGA Future Award** honours the most creative minds who are shaping the future of the foodservice and hospitality market with their passion, courage and visionary ideas. The winners of this year's award are setting new standards for sustainability, inclusion and quality and are an inspiration for all of us to actively help shape and improve the industry,' explains **Matthias Balz**, Director of INTERNORGA.

The following products and companies were recognised for their responsible entrepreneurship and innovative solutions today:

- **Catering & Hotel Industry category: Hotel einsmehr**
- **Food & Beverages category: 'Oh Mungood!' product range from OMG plantbased Food AB**
- **Technology & Equipment category: iCareSystem 'AutoDose' from Rational AG**

Catering & Hotel Industry category: Hotel einsmehr

The 75-room Hotel einsmehr, which opened in Augsburg in November 2020, is run by the association einsmehr Initiative Down Syndrome für Augsburg und Umgebung e. V. Half of the hotel's 24 employees have a disability. In this way, the initiative is sending an important signal in support of inclusion and diversity in the hospitality industry. The inclusive hotel in Augsburg is a prime example of a win-win situation with a high level of social awareness: attractive working conditions and ongoing further training and education opportunities lead to an extremely committed team. In addition, einsmehr focuses on sustainability and quality assurance through the use of real

wood furniture, upcycled and recycled materials, and organic and regional products. [Further information about Hotel einsmehr.](#)

Also nominated in this category were Berlin-based **Haferkater GmbH** for its 'Porridge to go' franchise concept and **eurekantine.de by Celebrate Streetfood Catering & Event GmbH** from Frankfurt for its innovative 24/7 Smart Cloud Canteen Concept, which provides location-independent and self-sufficient catering.

Food & Beverages category: 'Oh Mungood!' product range from OMG plantbased Food AB

In the Food & Beverages category, the Swedish company OMG plantbased Food AB received the 'industry Oscar' for its plant-based product range 'Oh Mungood!'. The company offers the first plant-based alternative centred on the mung bean – a traditional healthy ingredient in vegetarian cuisine that comes from the earth, rather than a laboratory. The recently founded company launched in 2020 with the 'Oh Mungood!' burger. The current range also includes plant-based and protein-rich Bits and mince. The concept is simultaneously comprehensible, simple and innovative: no additives, only pure ingredients from certified organic farming, no gluten, lactose or soya, and quick and easy to prepare without compromising on flavour. [Further information on OMG plantbased Food.](#)

Also nominated were **The Garum Project** from Bolzano (Italy) for Garum, a traditional fermented seasoning made from local by-products, and **Juicy Marbles Bevo d.o.o** for Bone-in Ribs, a vegan alternative to spare ribs.

Technology & Equipment category: Rational AG

With the iCareSystem 'AutoDose', the kitchen appliance manufacturer Rational AG has developed an automated cleaning and storage system for iCombi Pro tabletop appliances. The iCareSystem 'AutoDose' starts either at a specific time, for example always after closing time, or at the touch of a button to suit the workflow. Cleaning can be programmed separately for each day based on appliance usage or according to the weekly schedule. The iCombi Pro also automatically takes the exact dose of cleaning agent required for hygienic cleanliness from the integrated solids cleaner. This increases occupational safety thanks to the safe handling of cleaning chemicals, reduces the workload for employees and guarantees HACCP hygiene safety, as well as saving time and money. [Further information about Rational AG.](#)

Other nominees in this category included **Cimbali Group SpA**, the Italian specialist for filter coffee machines, for its resource-saving LaCimbali M40 model, and **Delicious Data GmbH** from Munich for its precise demand forecast to reduce food waste and increase profitability.

Since 2011, the **INTERNORGA Future Award** has recognised companies that define new benchmarks with exceptional courage and outstanding commitment and act as a driving force for

sustainability in the foodservice and hospitality market. In each case, the concepts and solutions from the winners stand out for their high levels of efficiency, responsible entrepreneurship and exemplary sustainability strategies. This approach is setting new standards for a more sustainable foodservice and hospitality market in a wide variety of ways.

The presentation of the **INTERNORGA Future Award** marked the start of the leading international trade fair for the foodservice and hospitality market, which will be the fulcrum of the industry for a full five days until 12 March. Ten halls offer inspiration, ideas and innovative new products in the areas of food and beverages, digital developments and artificial intelligence, sustainable packaging solutions, restaurant and hotel equipment and smart kitchen technology. The winners of the INTERNORGA Future Award can also be found at INTERNORGA, and their products put through their paces in person.

About INTERNORGA

INTERNORGA is the leading trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 8 to 12 March 2024 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](#) and [Facebook](#) social media channels.



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

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