

Press Release

The nutrition of tomorrow at INTERNORGA: Newcomers Area and the new trend area Future Food

Hamburg, 11 February 2025 – Where trends take off: The motto of INTERNORGA runs like a common thread through all exhibition halls, transforming the event from 14 to 18 March 2025 into the place to be for the entire out-of-home market and an increasing number of visitors from the food retail and retail sectors. Two areas stand out in particular this year: In the new Future Food trend area, creative minds are already showcasing today the innovations that will shape the nutrition of tomorrow. Meanwhile, the Newcomers Area is all about groundbreaking product and service innovations for gastronomy, hospitality, bakeries, and pastry shops.

With the new **Future Food** trend area in Hall B3.0G, INTERNORGA presents an exciting highlight for innovative and sustainable food concepts and innovations. From alternative proteins to food tech and fermentation, visitors will meet pioneers who are revolutionizing nutrition in the out-of-home market. 'In a time when resource scarcity, climate change, and shifting consumer demands are shaping the food industry, offering future-proof solutions is becoming increasingly important,' says **Matthias Balz**, Director of INTERNORGA. 'As a trendsetter for the industry, it is even more crucial for us to provide a suitable platform for these inspiring examples. That is why we have created the new **Future Food** trend area, offering impressive insights into how the out-of-home market's nutrition of tomorrow can be shaped.'

Among the companies exhibiting there will be **Verrano**, which uses a newly developed, unique maturing process to create a completely new taste experience from turnips, celery and beetroot. The smoked root vegetables are served as thin slices or a mix of cubes. **Planetary**, on the other hand, uses mycoprotein to create meat and dairy alternatives that impress with their high protein and iron content and low fat content. **Rival Foods** focuses on plant-based versions of chicken fillet, pulled chicken and pork, and satay based on pea, soya and wheat protein. During production, the company places particular focus on the fibrous texture typical of the product. Further information on the exhibitors in the **Future Food** area, such as **Mondarella**, **Verdino Green Foods**, **Vanozza**, **Billie Green** and **Wanted Vegan**, can be found [here](#).

The **Newcomers Area** on the upper floor of Hall B4 will once again be the hotspot for exciting new products and innovative services from the entire foodservice and hospitality sector in 2025. The exhibition area has been functioning as a barometer for trends for years and has already helped many companies and products achieve a breakthrough. The exhibitors tackle current challenges with creativity and innovation and offer a wide range of solutions. **Gastrong**, for example, dedicates its efforts to dealing with the shortage of skilled staff: the app is designed to connect catering businesses with qualified staff in a quick, targeted and precise way using an intelligent algorithm. **Global Village Fruit** offers jackfruit-based meat substitutes and aims to raise awareness of jackfruit while promoting impact-oriented entrepreneurship, from cultivation to processing, in India. The

founders of **traceless materials** have declared war on global plastic pollution. The start-up produces natural organic material from plant waste, creating a holistically sustainable alternative to conventional (bio)plastics that can be processed into a variety of forms – such as sustainable disposable tableware. More information about the exhibitors in the **Newcomers Area**, such as **The Oater**, **PolarFoxx.com** and **The Farm Route**, can be found [here](#).

For a look into the future of food or an outlook on shaping the foodservice and hospitality market of tomorrow – as a partner on equal footing, INTERNORGA provides exciting inspiration, innovations and networking opportunities to shape change together.

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 14 to 18 March 2025 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.



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