

## Press Release

### INTERNORGA 2025: a platform for innovation in the bakery industry

Hamburg, 09 January 2025 – The industry is undergoing change – and therein lies its opportunity. The increasing demand for innovative products and mindful moments of indulgence provides fresh possibilities for bakeries and confectioners. Snacks and coffee as well as vegan and healthy takeaway alternatives are particularly popular and offer potential for growth and differentiation. At the same time, the shortage of skilled workers is presenting companies with challenges that require creative solutions. INTERNORGA 2025 will demonstrate how companies are actively shaping this change and which trends will have a lasting impact on the industry. From 14 to 18 March 2025, the leading trade fair for the foodservice and hospitality market will offer a unique platform for innovation, inspiration and interaction – and show ways in which the bakery industry can successfully master the future.

#### Inspiring and future-ready snack culture and vegan options

"The trend towards smaller, portable products that can be quickly consumed on the go remains unbroken. Consequently, demand for snacks or vegan to-go alternatives, for instance, is especially growing in urban areas. Warm offerings are also becoming increasingly relevant for bakeries, such as grilled focaccias, bagels, sandwiches, and more, providing hearty and quick meal options – the snack market is booming," explains **Karin Tischer**, the internationally recognised trend researcher from **food & more** in Kaarst. For the bakery industry, this is both a challenge and an opportunity to expand its product range with innovative, easy-to-consume options. The long-established company **Ditsch** provides one example. The company has been presenting new trends annually at INTERNORGA for many years – and recently caused a stir with its new vegan Pretzel Bites. These bites in a snacking format stand out for their high level of convenience – ready to eat in just a few minutes. Other exhibitors will also be presenting their latest food concepts at INTERNORGA 2025. Among them is **Bakerman**, which specialises in both sweet and savoury high-quality frozen baked goods. "As the most important industry meeting point, INTERNORGA provides us with the perfect platform to discuss trends and innovations with customers, partners, and curious foodies. The trade fair in Hamburg is the essential hotspot for the entire out-of-home market," says **Heiko Thees**, owner of Bakerman. "This is where innovation and inspiration come together, which is why this year we will be presenting snacks with unique flavor combinations. Our conviction: Taste is the future – and that aligns perfectly with INTERNORGA."

#### High-quality and sustainable coffee

At this year's INTERNORGA, leading companies such as **Melitta**, **Dallmayr** and **Darboven** will once again provide insights into the coffee culture of the future and present the most relevant innovations for 2025. "We are delighted to be represented at INTERNORGA again this year. The exciting discussions with customers as well as top decision-makers at national and international level always inspire us to further develop our hot-beverage concepts. Continuously increasing appreciation for coffee, tea and cocoa and offering our customers suitable service concepts are

important to us. We stand for the highest product quality and personalised service,” says **Nils Stoevesand**, Head of Key Account Management at **J.J. Darboven**.

## **New prospects for the bakery industry through digitalisation and AI**

These days, it is hard to imagine bakeries and confectioners without digitalisation. Artificial intelligence and modern technologies offer numerous opportunities to optimise processes and improve customer service. Especially given the current shortage of skilled workers, these digital solutions can provide valuable support. At INTERNORGA 2025, providers such as **Lightspeed** and **42 GmbH** will be showcasing innovative solutions for digital POS systems and applications for HR planning and management that help to make work more efficient.

In addition to the many new developments and product innovations for bakeries and confectioners, INTERNORGA 2025 offers a broad overview for the entire foodservice and hospitality market in a total of 11 halls, as well as the opportunity for discussion, knowledge transfer and networking through formats including the innovative **OPEN STAGE** and the **OFF THE RECORD** Afterwork Lounge.

## **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](http://www.internorga.com) and on the INTERNORGA [LinkedIn](#), [Instagram](#) and [Facebook](#) social media channels.



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