

The gastronomy concepts of tomorrow: INTERNORGA sets the stage for start-ups and newcomers once again

Hamburg, 21 February 2024: The foodservice and hospitality market is dynamic and always on the lookout for fresh ideas and innovative concepts. In that context, the Newcomers' Area and AI CENTER trend areas at INTERNORGA will present groundbreaking product innovations and revolutionary technologies from 8 to 12 March 2024. World firsts in the areas of food and beverages and artificial intelligence will be revealed to the general public at the heart of the trade fair.

From vegan fried eggs to pork-free bacon, INTERNORGA is once again the place to be in 2024 when it comes to exciting taste experiences and other surprises from the hospitality industry. The **Newcomers' Area** is where new start-ups make their grand entrance and present their ideas for the foodservice and hospitality market of tomorrow to the sector.

Suppliers including Not Egg and Neggst will be there, impressively demonstrating that thanks to innovative product ideas, it now really is possible to make an omelette without cracking any eggs. The fact that you don't need any meat is exemplified by The Raging Pig Company, offering plant-based bacon and the new classic German Bratwurst, and Düzgün in collaboration with The Vegetarian Butcher, who have developed a plant-based kebab. The delicious vegan cheese alternatives from VANOZZA, made from cashews, make clear that non-dairy doesn't have to be scary. With its tempeh, the start-up fourTaste presents a meat alternative made from fermented pulses that provides pure, unadulterated flavour. Representatives from the non-food sector include companies such as MOONICH, which creates an atmosphere of well-being with its high-quality lifestyle and interior products, and Faitron, whose HeatsBox smart-heating lunchbox is the hot new product on the market. In their own way, each of the exhibitors in the **Newcomers' Area** will demonstrate just how diverse and inventive the foodservice and hospitality market of the future is going to be. Further information on all of these companies can be found on the [INTERNORGA website](#).

AI is the future! Start-ups explain the opportunities of new technologies in the AI CENTER Artificial intelligence (AI) and machine learning are terms on everyone's lips at the moment, and they are also playing an even greater role in the hotel and catering industries. Companies should view AI as a tool that makes innovation and competitive advantage along the entire value chain possible, and that is exactly the viewpoint provided by the **AI CENTER** at INTERNORGA. In collaboration with AI.HAMBURG, which promotes the use of AI in companies and start-ups, as well as education and training on its use, the trade fair will showcase the wide variety of solutions that AI can offer.

'AI is changing our economy and business processes on a fundamental level across all industries. That offers numerous opportunities for the hospitality sector, too,' explains **Petra Vorsteher**, co-founder and managing director of AI.HAMBURG and co-initiator of the **AI CENTER**. **Ragnar Kruse**, another co-founder and Managing Director of AI.HAMBURG and co-initiator of the **AI CENTER**, adds: 'We are glad to once again have the opportunity this year to provide visitors to INTERNORGA

with an insight into the many possible applications of AI in the catering and hotel industries with the **AI CENTER**. These days, it is impossible to imagine any industry without AI.'

The **AI CENTER** invites anyone interested to find out more about artificial intelligence and how to utilise it in their business. It provides visitors with a clear and practical overview of the tools and applications that can support them in their day-to-day business and how they can increase the efficiency of their work with the help of AI. The exciting developments being presented by innovative start-ups include the automatic temperature control system from Axino Solutions, the F&B management platform FoodNotify and the interactive menu presented by Menoovo. Foodforecast from Cologne will demonstrate how it optimises ordering and production processes with the help of artificial intelligence, while JOBMATCH.ME will be showing how it makes recruitment as simple as online dating. ONSEI and LIKE MAGIC, meanwhile, simplify the guest journey, processes and guest communication. supply.one is the kitchen management platform that digitises and optimises the flow of goods from start to finish, and APPRISIFY uses state-of-the-art hardware and software platforms to specialise in expanding the provision of digital information via windows. All the participating start-ups and AI.HAMBURG are agreed that, used sensibly, new technologies can provide a real boost to motivation and revenue in the sector.

Those who would like to learn more about the **AI CENTER** at INTERNORGA are warmly invited to the press event on Friday, 8 March 2024, at 12:30 in Hall A3, Booth 629. **Petra Vorsteher** and **Ragnar Kruse**, the founders of AI.HAMBURG, as well as selected start-ups, will be available as contact persons on site. Please register by 1 March 2024, using [this link](#).

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/M4CCS

Press releases: <https://www.internorga.com/en/infos/press/press-releases>

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About AI.GROUP

The AI.GROUP, headquartered in Hamburg, promotes successful AI innovations from Europe and their use in business. Founded in 2019 by Petra Vorsteher and Ragnar Kruse, the group is committed to ensuring that the economy and companies use the great innovations, opportunities and possibilities that AI offers as a new technology for a better future.

Within the AI.GROUP the not-for-profit initiative AI.HAMBURG offers a portfolio of activities to promote the use of AI and machine learning, including workshops, training courses and networking events. In addition the AI Accelerator AI.STARTUP.HUB is operated as part of a consortium. Together with Hamburg Messe, AI.HAMBURG has regularly organized AI CENTERS at trade fairs since 2023. The early-stage venture capital fund AI.FUND is investing in the best European AI startups. The latest member of the AI.GROUP is AI.IMPACT, an AI venture studio to create positive impact through projects and products with AI, from the idea to product to global scaling. More at <https://ai-group.ai/>

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