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Press Release

Bavaria's hospitality trade fair HOGA Nuremberg: inspiration, networking and innovation

When the hospitality industry gathers at the Messe Nürnberg from 17 to 19 January 2027, the focus will be on the latest trends, new business opportunities and networking. HOGA Nuremberg brings together the hotel, restaurant and catering sectors and, across four exhibition halls, showcases solutions to today's challenges and tomorrow's opportunities.

Nuremberg – HOGA, the trade fair for the hotel, hospitality and commercial kitchen sectors, is the meeting place for Bavaria's hospitality professionals: the event is aimed at decision-makers and specialists from the hospitality, hotel, institutional catering and catering sectors.

Offers for international hosts – Partner Turkey

HOGA, in collaboration with DEHOGA Bavaria, is organising a forum for Turkish hospitality providers. Coordination is being handled by Cemal Cevizci, the curator of the Turkey Initiative, who has worked to ensure that HOGA is included in the international Turkish trade fair support programme. Items on display will include catering equipment, crockery and packaging, amongst other things.

The industry is gathering in Nuremberg

Exhibitors at HOGA 2027 include numerous leading suppliers from the food & beverage, kitchen technology, fit-out, digitalisation and services sectors. Among those represented are METRO, KRÖSWANG, CHEFS CULINAR, Daudert, Casablanca, SELGROS and numerous other companies. The professional partner of HOGA is DEHOGA Bayern. Together with BTG Bayern

Tourist, the association offers a space at its exhibition stand for discussion, networking and information on recruiting young talent and vocational training.

The Service-Bund's FOODSpecial complements HOGA with a further extensive range of food offerings, ranging from reimagined classics to the latest trends and product innovations, and provides a basis for the further development of menu concepts. The more than 100 exhibitors at FOODSpecial include, amongst others, Nestlé, Heinz, Hilcona, Unilever, Magnum Ice Cream, Mondelez, Dr August Oetker, Develey and Salomon, as well as Service-Bund's own brands. FOODSpecial features live demonstrations and cookery shows. The BÄKO Franken-Oberbayern Nord is presenting a range of products specifically for bakers and confectioners.

As part of the HOGA stage programme, renowned chefs will offer insights into current trends and practical techniques. The programme is complemented by talks, keynote speeches and masterclasses on topics such as wine and spirits. The focus is also on the next generation of the industry: the DEHOGA Bavaria HOGA Youth Competition 2027 has the theme "Young Talent Meets Passion".

New: The Host Space – Holiday apartments in the spotlight

In HOGA's new themed area, various exhibitors, in collaboration with the German Holiday Home Association (DFV) and the German Tourism Association (DTV), are showcasing solutions and products for holiday let providers, such as booking systems, kitchen fittings, software and door locking systems.

Cooking programmes and competitions

A particular highlight will be the Specialty Coffee Association (SCA) German Coffee Championships in the Barista, Latte Art and Coffee in Good Spirits categories. Alongside these, there will be an extensive range of offerings centred on coffee, which is a key revenue generator in the hospitality sector. The focus here will be on roasters, coffee machines, milk and milk alternatives. Pizza championships are also planned for HOGA 2027.

Extension of the deadline: Gastro Innovation Award 2027

Entries for the Gastro Innovation Award will be judged by a high-calibre panel of experts: Thomas Förster, First Vice-President of DEHOGA Bavaria; actress Silke Popp, best known for her role in the TV series "Dahoam is Dahoam"; top chef Diana Burkel; cabaret



artist Django Asül; Peter Inselkammer, restaurateur and President of the Chamber of Industry and Commerce for Munich and Upper Bavaria; and Frank-Ulrich John, Editor-in-Chief of “Gastgeber Bayern”. Start-ups and companies interested in taking part can apply with their innovative ideas for the hospitality industry until 16 October and win an exhibition stand at HOGA. The winners of the Gastro Innovation Award 2027 will be announced at the grand finale at the opening of the trade fair. Those interested can apply at wettbewerb@hoga-messe.de.

www.hoga-messe.de

