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Press Release

Gastro Innovation Award 2027: HOGA Nuremberg is looking for the best innovations

From 17 to 19 January 2027, Bavaria's hospitality trade fair, HOGA, will take place at Messe Nürnberg. The Gastro Innovation Award is already entering its next round. For the first time, young start-ups will have the chance to prove themselves in two categories before a high-calibre panel of industry experts. The best entries in the "Food" and "Non-Food" categories can each win a trade fair stand at HOGA 2027. The winners in each category will also receive a marketing budget of 1,000 euros. The closing date for entries is 9 October.

Nuremberg – Whether it's innovative food products, digital solutions or smart products for day-to-day operations: with the Gastro Innovation Award, HOGA Nuremberg is seeking out the most promising innovations for the catering and hospitality sectors. Applications are open until 9 October. The best ideas will be showcased in January 2027 at Bavaria's largest hospitality trade fair in front of industry experts, decision-makers and potential customers. The finalists will thus have the opportunity to present their innovations to a specialist audience from the catering, hospitality and institutional catering sectors and to forge valuable contacts for further market development.

Entrepreneurs, start-ups, companies and innovative minds who have developed solutions for the catering and hospitality sectors are invited to apply. We are looking for ideas that make day-to-day work in the sector easier, make it more sustainable or provide completely new impetus for the hospitality industry. As well as a platform to

showcase their innovations, the six finalists will receive a free exhibition stand in the HOGAnovum innovation area.

The six finalists will present their innovations on 17 January 2027 on stage at HOGA Nuremberg in a three-minute live pitch to an audience and a panel of expert judges. Immediately afterwards, the winners in the Food and Non-Food categories will be announced.

The Gastro Innovation Award is being held for the fifth time as part of HOGA Nuremberg, and for the first time it will be presented in two categories. The “Food” category focuses on innovative food products, ingredients, drinks and dining concepts. The “Non-Food” category covers, for example, technical developments, digital applications, interior design concepts, sustainability solutions and other innovations that improve day-to-day working practices in the hospitality industry.

An attractive support package awaits the six finalists: each will receive an exhibition stand in the HOGAnovum innovation area at HOGA Nuremberg 2027. In addition, the finalists will benefit from coverage across DEHOGA Bavaria’s media channels. The top three finishers will also be offered presentation opportunities at GastroFrühling, as well as a free stand at the Bavarian Hospitality Day. The winners of the two categories will also each be awarded a marketing budget of 1,000 euros.

A high-calibre panel of experts and the final at HOGA

The finalists will be selected by a high-calibre panel of experts. The jury members are: Thomas Förster, 1st Vice-President of DEHOGA Bavaria; actress Silke Popp, 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”.

Full details of the Gastro Innovation Award 2027 can be found at www.hoga-messe.de.

HOGA Nuremberg will take place from 17 to 19 January 2027 at the Nuremberg Exhibition Centre. For the latest information, visit www.hoga-messe.de.



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