

April 2026

## Press Release

# HOGA Nuremberg 2027: The visit that changed the business

From 17 to 19 January 2027, Bavaria's hospitality trade fair HOGA will take place at Messe Nürnberg. Over 500 exhibitors will be presenting services, products, solutions and innovations for hotel, restaurant and catering at HOGA Nuremberg. Highlights include informative stage programmes and entertaining cooking shows. The event is organised by DEHOGA Bayern. HOGA is accompanied by the FOODSpecial trade fair organised by the Service-Bund.

**Nuremberg** – „Inspiring – Welcoming – Innovative“ – HOGA offers trade fair visitors everything they need for their day-to-day work. Innovative offerings, high-quality food and useful products are showcased in the Food & Beverage, Hospitality, Interior Design and Kitchen Technology sectors, as well as in the Services and IT Solutions sectors. Trending topics such as regional specialities, non-alcoholic spirits and beverages, and digital innovations are also featured. Experts discuss current challenges facing the industry, whilst workshops, talks and cooking demonstrations round off the trade fair experience. HOGA has a new look and is presenting itself with a new logo and new colours. This gives HOGA a more modern image, whilst retaining its connection to the Bavarian hospitality industry.

## Everything you need for your daily work

Across four halls at the Messe Nürnberg, exhibitors at HOGA are presenting products and services aimed at, amongst others, restaurateurs, hoteliers, canteen operators, buyers for commercial kitchens, as well as chefs, caterers, service staff and food truck operators. Thanks to the strong participation of BÄKO Franken-

Oberbayern Nord, there is a particularly extensive range of products and services specifically for bakers and confectioners. The Service-Bund's FOODSpecial complements HOGA with an additional wide range of food offerings, ranging from reimagined classics to the latest trends and product innovations.

At HOGA, chefs will be showcasing the latest trends and offering tips for everyday work during cooking demonstrations. At HOGAnovum, start-ups from the industry will be presenting their forward-thinking ideas and innovative concepts. The winners and finalists of the 2027 Gastro Innovation Award will also be in attendance.

There will be special focus areas on various topics that play an important role in the catering industry; for example, a beer quarter and a wine arbour are planned. Country-specific themes, such as Italy and Turkey, will provide opportunities for restaurateurs specialising in Italian or Turkish cuisine. The Bavarian State Ministry of Food, Agriculture, Forestry and Tourism plans to participate under the umbrella brand "Genuss Bayern".

In addition, a new themed area focusing on holiday let properties is being prepared for HOGA 2027: the holiday let market is growing rapidly, and HOGA, in collaboration with industry partners, is dedicating a dedicated platform to this topic for the first time, featuring opportunities for holiday let providers.

### **Gastro Innovation Award 2027**

The Gastro Innovation Award is entering its next phase: from summer 2026, interested start-ups and companies will be able to apply with their innovative ideas for the hospitality industry. Finalists will have the opportunity to present their ideas at HOGA in Nuremberg, and the winners of the 2027 Gastro Innovation Award will be announced at the grand finale during the trade fair's opening ceremony. Those interested can already register at [wettbewerb@hoga-messe.de](mailto:wettbewerb@hoga-messe.de).

### **Save the date:**

HOGA Nuremberg will take place from 17 to 19 January 2027 at Messe Nürnberg. For the latest information, visit [www.hoga-messe.de](http://www.hoga-messe.de).



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