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Press Release

HOGA Nurnberg 2027: Strong Participations and new Themes at Bavaria's Hospitality Trade Fair

The visit that transforms your business: HOGA Nuremberg invites to the Messe Nürnberg from January 17 to 19, 2027. Around 500 exhibitors will present offers, products, solutions, and innovations for daily operations and business development at Bavaria's hospitality trade fair. Highlights include informative stage programs, competitions, and entertaining cooking shows. DEHOGA Bavaria is technical sponsor of the trade fair. HOGA is accompanied by the FOODSpecial trade fair organised by the Service-Bund.

Nuremberg – Spanning four halls, HOGA offers everything for the restaurant, hotel, and commercial kitchen industries. The event is primarily aimed at restaurant owners, hoteliers, cafeteria operators, commercial kitchen buyers, as well as chefs, caterers, service staff, and food truck operators. Exhibitors at HOGA 2027 include well-known companies such as Kröswang, Top Service, Chefs Culinar, Kaiser Bräu, XXXL Neubert, Daudert Coffee Machines (Franke), Casablanca Hotel Software, Ulmrich, UNOX, Schuster Hotel Furnishings, Pyraser, Getränke Geins, Grapos, Selgros, Froneri Ice Cream, and many others. BÄKO Franken-Oberbayern Nord is presenting a special offering specifically for bakers and pastry chefs. 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, providing a foundation for further developing menu concepts. Exhibitors at FOODSpecial include 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 cooking shows.

“Inspiring – warm – innovative”

HOGA is the gathering place for Bavaria’s hospitality professionals. The event is organized by DEHOGA Bayern, which, together with BTG Bayern Tourist, welcomes its members at its large exhibition booth and offers networking opportunities. Key topics include the next generation of professionals and vocational training. Competitions are planned to give young professionals in the industry the opportunity to showcase their talents at HOGA.

New: The Host Space – A Closer Look at Vacation Rentals

In HOGA’s new themed area, various exhibitors – in collaboration with the German Vacation Home Association (DFV) and the German Tourism Association (DTV) – are showcasing solutions and products for vacation rental providers, such as booking systems, kitchen furnishings, software, and door-closing systems.

Cooking Shows and Competitions

In cooking demonstrations on the “HOGA Main Stage sponsored by Selgros” in Hall 3, chefs showcase the latest trends and offer tips for everyday work. At HOGAnovum, industry startups will present their forward-thinking ideas and innovative concepts. The winners and finalists of the 2027 Gastro Innovation Awards will also be in attendance. The Specialty Coffee Association (SCA) German Coffee Championship, featuring the Barista, Latte Art, and Coffee in Good Spirits categories, will take place at HOGA 2027 in Nuremberg. Accompanying the event is an extensive lineup centered on coffee, a key revenue driver in the foodservice industry. The focus here is on roasteries, coffee machines, milk, and milk alternatives. Pizza championships are also planned for HOGA 2027.

About HOGA Nuremberg

HOGA Nuremberg will take place from January 17 to 19, 2027, at Messe Nürnberg. The trade fair for the hotel, restaurant, and institutional kitchen industries showcases innovative offerings, high-quality food products, and useful items in the areas of food and beverage, hospitality, interior design, and kitchen technology, as well as services and IT solutions. Trending topics such as regional and international specialties, non-alcoholic spirits and beverages, and digital innovations will also be featured. Experts will discuss current challenges facing the industry, while workshops, presentations, and cooking demonstrations will round out the trade

fair experience. HOGA has a new visual identity and is debuting a redesigned logo and new colors. This gives HOGA a more modern look while maintaining its connection to the Bavarian hospitality industry.

Gastro Innovation Award 2027

The Gastro Innovation Award is moving into its next round: Interested startups and companies can submit their innovative ideas for the hospitality industry and win an exhibition booth at HOGA. The winners of the 2027 Gastro Innovation Award will be announced during the grand finale at the trade show's opening. Interested parties can already register at wettbewerb@hoga-messe.de a high-caliber jury will evaluate all submissions.

Aktuelle Informationen unter www.hoga-messe.de



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