

## Press Release

**INTERNORGA Future Award being handed out digitally at IDX\_FS International Digital Food Services Expo powered by INTERNORGA (IDX\_FS Expo)**

**These are the finalists.**

**Hamburg, 12 February 2021 – The INTERNORGA Future Award is a highly coveted prize for both recently founded and long-established companies with promising and sustainable ideas. This year, the awards ceremony is being moved to the digital realm and will be handed out virtually as part of the IDX\_FS International Digital Food Services Expo powered by INTERNORGA (IDX\_FS Expo). For the first time, all registered trade visitors to IDX\_FS Expo can follow the awards ceremony via a live stream, which was otherwise only possible for a select group of invitees. Due to the cancellation of the event last year as a result of the pandemic, the 10th INTERNORGA Future Award was virtually handed out at a later date, on the afternoon of 15 March 2021. The high-calibre jury has selected nine finalists from the numerous applicants, who have submitted concepts that stand out with a particularly innovative sustainability strategy, high efficiency and responsible action. The winners will be honoured in the categories ‘Food & Beverages’, ‘Technology & Equipment’ and ‘Catering & Hotel Industry’.**

‘The Future Award is taking place for the tenth time this year. Indeed, not during the accustomed occasion of the opening of INTERNORGA, but instead on a great stage in an excellently set-up studio in our trade fair halls. And this during the fair grounds’ 100th anniversary year and for the first edition of IDX\_FS Expo powered by INTERNORGA. It has an enormous impact on the entire industry and is one of the most sought-after international prizes in the foodservice and hospitality market. We are pleased to be able to promote exemplary work and forward-looking ideas once again after a long standstill,’ says Bernd Aufderheide, member of the jury for the INTERNORGA Future Award and Chairman of the Management Board of Hamburg Messe und Congress GmbH.

Once again, the concepts submitted for the tenth year of the award have very much impressed the jury: ‘For the majority, innovation and sustainability, for example, are among the most important quality characteristics in production and company identity,’ says scientist and jury chairman Dr J. Daniel Dahm. In addition to Dr J. Daniel Dahm and Bernd Aufderheide, the five-

member jury includes food trend researcher Hanni Rützler, engineering graduate and sustainability expert Carl-Otto Gensch, and nutritionist Rainer Roehl.

The following companies have been nominated for the INTERNORGA Future Award:

**In the 'Food & Beverages' category:**

**Essento Food AG:** This Swiss start-up shows that insects can also be the basis of protein-rich foods here in Germany. The range includes products such as organic burgers, organic 'Bio Balls', protein bars and crispy snacks, for which the company sets high quality requirements and sustainability standards. With that in mind, it exclusively uses insects from animal-friendly rearing in Switzerland and the EU.

**Just Taste GmbH:** With its organic vegetable pasta varieties, this company offers interesting alternatives for people who want or need to avoid cereals that contain gluten. The edamame spaghetti, black bean spaghetti, chickpea fettuccine, sweet-potato glass spaghetti and sweet-potato glass fettuccine are all certified organic, gluten-free, vegan and kosher. They stand out with 80% less carbohydrate, three times more protein and ten times more fibre than wheat pasta.

**Yuu'n Mee fine foods Vertriebs-GmbH:** Sustainably farmed shrimp from the protected mangrove forest in the Mekong Delta in Vietnam is the flagship project of this Austrian company. The quality programme, which is implemented together with partner shrimp farms, focuses on environmentally conscious management, social responsibility and the highest product quality. The culinary result of this sustainable form of shrimp farming is a clear, natural taste and firm bite.

**In the 'Technology & Equipment' category:**

**Blanco Professional GmbH + Co KG:** The COOK I-flex cooking station from this kitchen specialist combines well-thought-out, future-proof design with state-of-the-art cooking technology and an extractor in one system. Thanks to the permanently installed induction technology with up to three cooking hobs, the device offers great flexibility in pro kitchens. It picks up on the trend of preparing food fresh and on-site, providing new impetus in event catering in particular, one of the most important growth areas in the foodservice and hospitality market.

**Gefässerrie:** With its living plant wall, this company offers an appealing alternative to conventional technical solutions for improving indoor climate. The modular system uses interchangeable plant cassettes to bring natural life to indoor and outdoor spaces. This also has a positive effect on

room acoustics. In urban everyday life in particular, the living plant walls contribute to a better quality of life.

**Hobart GmbH:** With its two washing chambers, the two-level dishwasher from the Offenburg-based cleaning specialist provides capacity for double the washing volume. Different materials can be washed separately at the same time. Due to its compact design, however, the appliance still does not require more space in the scullery area than a conventional dishwasher, and is therefore a major benefit for small kitchens in particular.

**In the 'Catering & Hotel Industry' category:**

**Manifesto Market:** This company represents urban, creative outdoor culinary concepts. At two sites in Prague, it has already transformed a formerly unused area into a vibrant location. Local restaurants, street-food vendors, retailers and artists come together and offer a wealth of experiences there. The market concept is focused on sustainability and innovation in the interests of all, including the environment.

**Markgräfler Alte Post Hotel GmbH & Co. KG:** At the Alte Post rural hotel, there is a consistent focus on sustainability and ecology – from the ecologically equipped rooms to the vibrant natural cuisine with fresh products from the region. The company was named the 'First environmentally friendly hotel in Germany' in the early 1990s. Since 2006, the eco-hotel has also been EMAS-certified.

**Tress Gastronomie GmbH & Co. KG:** The family-owned company Tress works strictly according to Demeter guidelines on its organic farm with accompanying restaurant. Only entire animals are processed in the restaurant – in line with the 'nose to tail' principle. In combination with the organic production plant, which offers products from organic crop and livestock farming, a diverse medium-sized company has developed.

The accreditation process is now open to journalists at <https://idxfs.de/press>. This site also contains additional press releases, images and videos for downloading.

For further information about exhibitors and visitors, please go to <http://idxfs.de/>.

### **About INTERNORGA**

INTERNORGA has been the leading international trade fair for hotels, restaurants, bakery and confectionery for 100 years and takes place annually on the grounds of Hamburg Messe und Congress. Due to the coronavirus pandemic, it cannot be held physically in March 2021. Instead, the first [IDX FS International Digital Food Services Expo powered by INTERNORGA](#) is taking place digitally from 15 to 17 March 2021.

For more information on INTERNORGA, see the [website](#) and social media:



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### **About IDX.EVENTS**

IDX EVENTS is a globally active digital technology and event management company headquartered in Cologne. The company accompanies global firms in the B2C and B2B areas in the conception, technological enabling and operative implementation of their global digital events and sales engagement platforms.

Further information about IDX.EVENTS 2021 on social media:

<https://www.facebook.com/100674655214311>

<https://www.linkedin.com/company/69695397>

[https://www.instagram.com/idx\\_events/](https://www.instagram.com/idx_events/)

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### **About the ICA – Institute of Culinary Art**

The ICA is the exclusive network for the top decision-makers in the foodservice industry. The network brings together, inspires and develops specialists and top international decision-makers in the foodservice industry by providing a secure, strong and independent platform that makes knowledge transfer, networking and personal development possible.

Further information about the Institute of Culinary Art is available on the website

<https://ica-germany.com/> and on social media:

<https://www.facebook.com/ICA.Academy/>

[https://www.instagram.com/querilla\\_chefs/](https://www.instagram.com/querilla_chefs/)

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