

ambiente

Online Event "HoReCa" focuses on the latest food trends and tips for customer loyalty on 12 October 2022

Frankfurt am Main, September 2022: The international consumer goods fair Ambiente already placed a special focus on Hospitality at previous events. For hoteliers, restaurateurs and all other Hospitality decision-makers, Ambiente is the leading international platform for the front of house business. Before the doors open in Frankfurt am Main from 3 to 7 February 2023, the free "HoReCa" online event about hospitality ensures that you already have your finger on the pulse. On 12 October, five internationally renowned hospitality experts will report on food trends, the future of alternative food, hospitality and customer loyalty.

What are the global trends for table settings, buffets and food design? How is the increasing quest for good nutrition influencing the industry? How are unforgettable experiences created in gastronomy and what role does authenticity play here? These and other topics related to the hotel, restaurant and catering industry alternate with practical expert tips at the online event "HoReCa". With the expertise of the international speakers, the online event provides an exclusive additional offer and added value for the global hospitality industry.

The programme begins at 4 p.m. (CET) with a short welcome by Messe Frankfurt Exhibition GmbH. Immediately afterwards, **Hanni Rützler** will speak about "Future Food - How mankind will feed itself in the future". In her lecture, the food trend expert from Austria will take the audience into the future and open up a strategic vision of alternative foods such as in-vitro meat and fish, insects and algae. In doing so, she provides answers to future nutrition-related questions and presents upcoming challenges.

At 16:45, the programme continues with US hospitality expert **Anna Dolce** and her talk "How to turn your guests into regular customers". In her talk, Dolce, who has been in the hospitality industry for 20 years, explains why focusing solely on attracting new customers means businesses are slowly dying. She highlights the difference between attracting and retaining customers and explains how both aspects can work positively. She also explains how regular customers are won and retained.

"Emotion & Passion 360 Degrees" will be the topic from 5:15 p.m. with speaker **Hubert Sterzinger**. The German gastronomy and hotel designer and restaurateur has the motto: "start small, think big". He enriches this motto in his lecture with emotion and passion. He also proves his opinion that the employee should always be the focus. Sterzinger also explains how to convince with a strong presentation.

At the end of the online event, a special highlight will follow at 5:45 p.m. In the "Hospitality Trends Talk", **Jesper Efferbach**, designer, influencer and consultant for the international

tableware industry, Jeff&Co Group from Denmark, and **Dave Turner**, US journalist of TabletopJournal, will address current topics such as the effects of the global shortage of materials and personnel. On the other hand, aspects that are important in the daily hospitality business will be addressed, such as fine dining versus casual dining as well as seasonal adjustments and the various starting points for improving hospitality. The return to the new normal will also be addressed.

The online event is primarily aimed at hospitality entrepreneurs, interior, ceramic, product and tabletop designers, buyers and manufacturers and provides valuable insights and industry-relevant news.

The lectures will be offered in German and English.

Pre-registration is required - once you have registered, you will automatically receive the dial-in link before the free event and can then take part in all the lectures.

Click here for free registration:

ambiente.messefrankfurt.com/horeca-online

From February 2023, Ambiente will be held at the Frankfurt exhibition center at the same time as the leading international consumer goods trade fairs Christmasworld and Creativeworld.

Ambiente/Christmasworld: February 3 to 7, 2023

Creativeworld: February 4 to 7, 2023

Note for journalists:

For more information, please visit: ambiente.messefrankfurt.com

Press information & images:

<http://ambiente.messefrankfurt.com/press>

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Leading international trade fair Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

Welcome Home

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

nmedia.hub - The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com