

ambiente

Online Event "HoReCa": Food trends, emotional customer loyalty and sustainability are future topics

Frankfurt am Main, October 2022. Current food trends, an emotional customer approach and different aspects of sustainability were the focus of the online event "HoReCa" on 12 October. In advance of Ambiente welcoming the national and international consumer goods industry to Frankfurt am Main from 3 to 7 February 2023, the online event "HoReCa" provided a head start in hospitality and front-of-house business knowledge. More than 300 interested parties from 53 countries learned more about the latest developments in the HoReCa sector at the online event.



Thomas Kastl, Director Ambiente Dining, Messe Frankfurt Exhibition GmbH and moderator Heleri Rande, strategist and partner at Think Hospitality, at the "HoReCa" online event in the studio. Graphic: Messe Frankfurt

What are the new trends in meat substitutes? How are unforgettable experiences created in gastronomy and what role does emotion play here? How has the corona virus pandemic changed the industry? These and other current questions were answered at the online event "HoReCa". With the expertise of four international speakers, the online event provided an exclusive additional offer and added value for the global hospitality industry.

In the first lecture, **Hanni Rützler** spoke about "Future Food - How mankind will feed itself in the future". The food trend expert from Austria took a look at alternative foods such as in-vitro meat, insects and algae. Her key message on this was that already now the development towards meat substitutes is in full swing and will continue to develop. "At the same time, the importance of regional products and vegetarian or vegan food continues to grow. There is a real food change. Every regional cuisine has to find its way to accompany this trend while remaining authentic," says Rützler, who sees this as a real

challenge. She advises that every restaurant owner or hotelier has to find their own focus in order to stand out from the crowd, whether with purely vegetarian cuisine, with new interpretations of traditional cuisine or a focus on regional products.

The US hospitality expert **Anna Dolce** spoke about emotion and customer loyalty in her lecture "How to turn your guests into regular customers". Winning new customers is the most difficult, expensive and time-consuming task. So why not, therefore, inspire regular customers anew each time and turn them into advertising ambassadors for your own restaurant or hotel, according to their thesis. "Fifty percent of customers are regulars, so if they advertise through word-of-mouth, you gain more than if you target new and unknown customer groups," Dolce says. "Hospitality and emotion should always be the focus, because that's what the customer remembers. The combination of service and quality is only perfect when emotion and feeling good occupy at least as much space."

The online event was rounded off with a special highlight: the "Hospitality Trends Talk" with **Jesper Efferbach**, designer, influencer and consultant for the international tableware industry, Jeff&Co Group from Denmark, and **Dave Turner**, US journalist for TabletopJournal. At the beginning of the discussion round, the two speakers addressed the changes that the coronavirus pandemic meant for the HoReCa industry and how to deal with them. "Creativity was and still is in demand. During the pandemic, it was about customer loyalty and adapting to their desires, keyword takeaway. Now it's about emphasising the experience of going to a restaurant and focusing on hospitality," says Turner. At the same time, Efferbach emphasised the importance of regionality and sustainability: "The origin and cultivation of food is just as important today as the interaction with the staff. A good atmosphere in the restaurant should be just as present as proof of the origin of ingredients. Vegetarian and vegan products and dishes are also experiencing an upward trend and equally belong to the sustainability category."

The expert lecture by Anna Dolce and the roundtable discussion with Jesper Efferbach and Dave Turner were recorded in German and English.

They are available free of charge at any time at: ambiente.messefrankfurt.com/horeca-online.

Hanni Rützler's lecture was not recorded for copyright reasons, but her presentation slides are available for download at the above link. The lecture "Emotion & Passion 360 Degrees" by Hubert Sterzinger unfortunately had to be cancelled due to short-term illness.

The next Ambiente will take place from 3 to 7 February 2023.

Note for journalists:

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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.

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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.

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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.

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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