

ambiente

Ambiente Dining: hospitality is heading sustainably into the future

Frankfurt am Main, March 2024. Ambiente is and will remain the undisputed leading global marketplace for tableware, kitchenware and household goods. An important, integral component and strategic growth area is the HoReCa segment with its comprehensive range of products and services for modern hospitality. Ambiente is thus increasingly focussing on the hospitality sector. Across all product ranges, the focus was on one topic: sustainability.

Whether hip, trendy gastronomy or fine dining in a Michelin-starred restaurant, international buyers from the hospitality industry were able to be inspired by an unrivalled variety for every taste and budget in all areas at Ambiente: The products ranged from preparation (pots, pans, kitchen utensils, electrical appliances), keeping warm and transport to presentation and enjoyment (crockery, glassware, cutlery and decorations). Across all product ranges, the megatrend of sustainability also set the tone in the hospitality area. Particularly in the professional sector, "green topics" such as waste avoidance or a favourable CO2 balance are not only important factors in terms of cost savings. Rather, sustainability is increasingly becoming a success and experience factor, as guests want to be pampered in hotels and restaurants with a clear conscience.

Ambiente offers orientation with Ethical Style

"Sustainability is clearly the key topic of the future," says Julia Uherek, Vice President Consumer Goods Fairs at Messe Frankfurt, with conviction. "We are therefore delighted that we have been able to attract even more exhibitors to our Ethical Style sustainability programme this year." Numerous exhibitors in the hospitality sector, such as the Portuguese ceramics specialist Grestel, also carry the green Ethical Style label, which points trade fair visitors to companies that produce in an ethical and environmentally friendly manner. "Increasing concern for sustainability and resource conservation will continue to be at the centre of tableware decisions in the future. The hospitality sector is no exception. That is why we are introducing new designs and techniques, including new products made from Ecogres®, our sustainable clay. Innovation continues to be crucial to our company's strategy. The extraordinary feedback we received at Ambiente shows that we are on the right track," explains João Portugal, Sales Manager at Grestel.



All collections with the Ecogres® guarantee label from Grestel are made from recycled materials.
Photo: Beate Schraml

Pioneering solutions for professional hosts

Stephan Koziol, owner of the German company of the same name, also emphasises the importance of sustainable products for commercial end consumers: "Koziol began developing new product ranges such as the 'Move' reusable tableware or the Superglas collection with unbreakable glasses years ago, which can be used to address new customer groups from the catering and hotel industry, as well as event agencies. These collections offer smart solutions for current problems in these sectors with regard to sustainable behaviour."

The multiple design award-winning cutlery models from Studio William Welch can be found in the best hotels and restaurants as well as in British Airways First Class. Founder and creative mind William Welch has been a pioneer in sustainability for many years. He campaigns against the use of disposable cutlery and actively supports the International Tree Foundation to protect forests. "The best way to reduce waste is not to produce it, in the first place. High-quality cutlery lasts a lifetime," William Welch is convinced.

As an important player in the industry, Zwiesel Glas returned to Ambiente this year, now under the name of Zwiesel Fortessa Group. At this traditional glass manufacturer, consistent environmental management runs through the entire production process. For example, around half of every Zwiesel glass is made from recycled glass. "I am delighted with how well our first appearance as the Zwiesel Fortessa Group was received. The decision to return to the trade fair was the right one and was perceived extremely positively by all our partners, especially from the international sectors," Andreas Buske, company owner of Zwiesel Glas for the Zwiesel Fortessa Group, summarises positively.



The Tritan® glass set developed by Zwiesel Glas ensures special brilliance and a long service life. Photo Messe Frankfurt GmbH/ Petra Welzel

For Jens Wöldike Jensen, Sales Manager at Ideas Denmark, product longevity thanks to the highest quality is the key to sustainability. Thanks to first-class materials and high-quality workmanship, the company offers a 25-year guarantee on its CrushGrind® spice mills. The popular "Billund" series is made from a biocomposite. The material consists of a combination of wood cellulose fibres and the oils that are pressed out of the pulp during paper production. "We are proud to use an alternative to conventional plastic with a low carbon footprint," says the company.

NEW: Trade fair dates 2025

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. They will, however, be moved to the beginning of February to ensure that major global trade fair dates are aligned.

Ambiente/Christmasworld:	07 to 11 February 2025
NEW: Creativeworld:	07 to 10 February 2025

Note for journalists:

Discover inspiration, trends, styles and personalities in the [Ambiente blog](#). Further expert knowledge is provided by the retail hub [Conzoom Solutions](#) - with a daily newsroom and further inspiration as well as news on current and upcoming trends in retail. The [Conzoom Circle](#) embraces the global consumer goods market - with around 30 industry events around the world every year.

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Sustainability at Messe Frankfurt

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