

Press Release

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## Ambiente 2020: A glimpse of the vast range of front-of-house products in Hall 6.0

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**By opening Hall 6.0 as a new HoReCa fixture in 2020, Ambiente is substantially expanding its expertise in the hospitality sector. Two months before the event, a glimpse of the hall reveals the vast diversity of its front-of-house products, offered by both established and new exhibitors. This diversity makes Ambiente 2020 an absolute must for all major global decision-makers in the hotel and catering industry.**

Offering a vast diversity of front-of-house products, the new HoReCa Hall 6.0 will be celebrating its première at Ambiente 2020 in two months' time. It will unite all the elements of inspiring and highly memorable hospitality experiences in a single place, featuring a wide array of product groups: Buffet & Presentation, Chafing & Transport, Tabletop, Kitchen & Kitchen Aids, Menus, Boards & Displays, Table Linen & Napkins and Workwear & Waiter Supplies.



The new front-of-house hotspot at the forthcoming Ambiente 2020: Hall 6.0

“For a growing number of people, hotels are now turning into temporary homes several times a year. And gastronomically, the world is getting smaller too, particularly when you consider the vibrant hospitality market. Whether it’s a motley collection of tableware items in fine dining, bowl food sharing or solo dining to counterbalance the hustle and bustle of everyday life – when the new HoReCa Hall opens its doors for the first time at Ambiente 2020, its unprecedented front-of-house diversity will provide vital answers to the hospitality trends of tomorrow,” says Thomas Kastl, head of Dining.

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### **Established Ambiente exhibitors: premières and new horizons**

The expansion of Ambiente's front-of-house expertise has prompted a large number of established Ambiente exhibitors to change to the new HoReCa hotspot or to set up a second stand there. They include APS, Bauscher, Bonna, Kocel, Kütahya, Picard & Wilpütz, Porland Porselen, RAK, Revol, Schönwald, Steelite, Tafelstern, Vista Alegre and Zieher. Steelite from London has decided to leverage the new focus on HoReCa in a dedicated hall for its own, particularly exciting première. Working with D.W. Haber & Son Inc. – a company it acquired recently – Steelite will be presenting its Fusion Buffet System. This is a practical and versatile combination of juicers, shelves, heat lamps, metal bread baskets and induction ranges. This inspiring compilation owes its impact to risers of different sizes – three made from recycled teak lumber and two from metal. The look and feel of the teak collection add some upscale, rustic chic to any buffet. The natural properties of teak also make it resistant to harmful substances, so that this HoReCa arrangement is highly durable.



The Fusion Buffet System by the Ambiente exhibitor Steelite

Another première will be celebrated by the long-standing Ambiente exhibitor Sompex, who is exhibiting in the Dining area for the first time. Sompex will be casting a special light on some great hospitality experiences this year. Fully dimmable and available in eight different colours, the Troll table lamps by this German manufacturer are a perfect fit for the front-of-house area, as well as being ideally suited due to their special splash protection.

### **New exhibitors, new inspiration**

Ambiente will be welcoming both established exhibitors and around 35 new businesses to Hall 6.0. One example is Craster from London, a manufacturer whose Flow Hot & Cold Trolley, made of oak, is setting new standards in buffet versatility. The buffet trolley comes with dual cooling and heating functions which cover temperatures between -5°C and 140°C, so that a delicious soup will stay hot and rolled ice cream will stay cool. Moreover, the trolley has several compartments for food of different heights. Approaching a buffet can now feel like entering an extremely smart stage thanks to the silver-plated three-tier fruit bowl by the new Lebanese exhibitor Siom Orfèvres, or the copper chafing dishes by the new Indian exhibitor Hotel Needs India. Fresh inspiration for the presentation of signature drinks at the hotel bar will be provided by the

new exhibitors Drinkstuff and Halm. The elegant polycarbonate glassware in the Drinkstuff Strahl range of beverage ware is this UK manufacturer's answer to anyone seeking high standards in robustness and easy cleanability of HoReCa products. Halm is a start-up from Berlin that produces dishwasher-proof glass straws. Its straws add a pleasant tactile element to a bar experience, while also setting new standards in sustainability and meeting the needs of hotels and restaurants for durable products.

Two new exhibitors will be showcasing food presentation dishes of a special kind: Figgjo and 1handPlate. 1handPlate is a Danish family-owned company that produces a shrimp-shaped plate of the same name, enabling the pleasant, perfectly effortless and single-handed use of a plate during a reception at a hotel or restaurant. Due to its perfectly balanced design, the plate is easy to handle, stackable and has space for a glass in the centre. Figgjo from Norway has developed a special collection of plates called Tri for buffet dining. Its unique shape is based on an equilateral triangle where the corners have been given a soft rounding.



Available in three combinable sizes: the Tri collection of plates from Figgjo

When it comes to the user's needs, the German brand Koru Kids thinks outside the box. It has developed a booster seat with a three-point belt system, suitable for everyday use by toddlers in hotels and restaurants. The booster seats are stackable and therefore great space savers. Anyone looking for professional HoReCa workwear will be drawn to Vega and its sister brand Jobline who will be offering a wide selection of waiters' and receptionists' outfits, as well as unique bespoke workwear solutions. Whether it's a classic hotel uniform or something more casual, workwear is an important part of a hotel or restaurant's corporate identity and adds special authenticity to every HoReCa venue, signalling the overall vision of the hotel. Realising that HoReCa workwear needs to be very comfortable and also durable, the Belgian Katza Group features cowhide aprons under the brand name Aartefacto. Designed for highly visible barbecue staff and cocktail shakers behind the bar, these handmade aprons add a touch of premium quality and aesthetic pleasantness to any front-of-house scenario. Additional comfort is ensured by a neck strap with soft cotton padding.

Ambiente  
International Frankfurt Trade Fair  
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**Ambiente – a leading international trade fair**

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. From Ambiente 2020 onwards Hall 6.0 will be added as a dedicated Dining area that concentrates entirely on exhibitors in the HoReCa sector (hotels, restaurants and catering). An entire hall level, offering an additional, highly focused product line-up will therefore be occupied by this industry. Ambiente is "The Show" for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2019 featured 4,460 exhibitors from 92 countries, attracted 136,081 trade visitors from 167 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.

**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](http://www.conzoom.solutions)

**Nextrade – the digital marketplace**

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

[www.nextrade.market](http://www.nextrade.market)

**Background information about Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. It employs a workforce of 2,600\* at 30 sites and generates an annual revenue of around EUR 733\* million. We have close ties with our industry sectors, and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both on-site and online – ensures that customers worldwide enjoy consistently high quality and

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flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%). Further details from: [www.messefrankfurt.de](http://www.messefrankfurt.de)

\* Provisional key figures for 2019