

Press release

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High satisfaction and positive response: Successful launch for HoReCa hall

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For the first time, Ambiente has opened a dedicated hall for the hotel, restaurant and catering industry, increasing this year its total number of HoReCa exhibitors to around 650. In the show's new hall 6.0, brands from 23 nations presented their latest collections and offered insights into the global hospitality industry. Glowing reviews go to show: Ambiente has firmly established itself as the leading international front of house platform.

As a sign of its forward-looking approach, Ambiente enlarged its dining area to create a dedicated platform for the hotel, restaurant and catering sector. In view of a growing global market, Hall 6.0 – newly created in 2020 – was a perfect hotspot for national and international decision-makers from the hospitality segment – including hotel chains, restaurant owners, catering companies, cruise lines and airlines. The inclusion of specialised HoReCa offerings in the world's largest consumer goods fair also gave buyers a unique opportunity to order not only table and kitchenware, but also products from the latest lifestyle collections in the Giving and Living halls. In this context, the daily “HoReCa Meets Contract” trend tours also proved to be very popular. Conducted by HoReCa expert Pierre Nierhaus, they highlighted new trends and design concepts from selected front-of-house exhibitors in the Dining and Living areas.



International hospitality decision-makers met 88 exhibitors from 23 countries in Hall 6.0

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
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Positive reviews and high satisfaction in the HoReCa hall

The opening of a hall as a central port of call for national and international decision-makers in the hospitality segment met with an overwhelming response from new exhibitors such as US-based Front of

the House and the family-owned 1handPlate: “The atmosphere and visitor quality of HoReCa Hall 6.0 surpassed all our expectations. The clientele was exactly our target group and we were able to gain customers from all over the world,” says Marina Moraitis, co-founder of the Danish brand.

With 88 exhibitors from 23 countries in Hall 6.0 alone, plus another 205 Dining exhibitors listed in the Contract & HoReCa Guide and a large number of unlisted HoReCa suppliers in further Dining halls, Ambiente featured a total of around 650 HoReCa exhibitors with an outstandingly broad array of front-of-house offerings for a growing sector that is more multi-faceted and diverse than ever. “We are really seeing a worldwide hospitality boom right now. We, as trade-fair organisers, already realised its potential some years ago and I am very pleased that, thanks to the opening of the new HoReCa Hall 6.0, Ambiente was perceived more than ever before as the leading international front of house platform this year,” says Nicolette Naumann, Vice President Ambiente. In the HoReCa Academy, international keynote speakers also provided an expert outlook on relevant industry trends. As a speaker and presenter of the HoReCa Academy, Heleri Rande, F&B expert and partner of the Think Hospitality Group, was impressed by the global focus and depth of content at the premiere: “The launch of the HoReCa Academy went far beyond what I had expected. The speakers and contents were of a world class quality and made a magnificent addition to the multi-faceted offerings of the HoReCa exhibitors in Hall 6.0. I am curious to see how the Academy will further shape the hospitality industry as a global communication and knowledge-sharing platform in the future.”



Pierre Nierhaus, Volker Köhnen and Heleri Rande (from left to right) in the panel discussion

Ambiente 2020: Answers to global front of house trends

Ambiente 2020 offered HoReCa visitors global answers to tomorrow’s front of house trends. The healthy eating trend, which hotels increasingly incorporate in their breakfast buffets in the form of freshly prepared juices, smoothies and blenders, inspired exhibitor Steelite to present a teak buffet at this year’s show – using a material with natural properties that offer resistance to harmful substances and thus contribute to product longevity. The unbroken mix’n match trend with plates, dishes and bowls in a wide range of sizes and colours – including earth hues as in the RAK collection featured in 2020 – also allowed visitors to choose between virtually endless constellations and individual presentations.

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Other exhibitors stood out for unusual materials and colour choices. This year, the stoneware range by the Portuguese exhibitor Vista Alegre even included shades of turquoise. Imitations of natural materials such as slate or even tree bark – as presented by the Tafelstern brand at Ambiente 2020 – offered further inspiration.



Innovative buffet systems: Steelite presented a HoReCa arrangement in teak

Sustainability was also a focal topic in the new hall. Product longevity has always played a major role for purchase decisions in the HoReCa sector. Restaurant and hotel owners have exacting standards when it comes to the quality of HoReCa products. The Tritan crystal glass collection by exhibitor Zwiesel is particularly break-proof thanks to a specially tempered stem surface – the traditional German brand's solution to the great sturdiness demanded of HoReCa products. In addition, the company commits to resource-friendly production and uses no heavy metals such as lead. Exhibitor Halm also set new standards with dishwasher-proof glass straws for a great bar experience, not only in terms of feel and sustainability, but also meeting the needs of HoReCa visitors for durable products. Both companies were featured in the Ethical Style Guide this year. The curated directory lists exhibitors with eco-friendly and socially responsible production credentials at Ambiente. The current edition features 314 exhibitors from 49 countries, an increase of 27 per cent since last year.

The next Ambiente will take place from 19 to 23 February 2021.

Note for journalists:

Discover inspirational ideas, trends, styles and personalities in the [Ambiente Blog](#).

Press information and photographic material:

www.ambiente.messefrankfurt.com/journalisten

On social media:

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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. It is "The Show" for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2020 featured 4,635 exhibitors from 93 countries, attracted around 108,000 trade visitors from 158 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 revenue. 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

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

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 revenues 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 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, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further details from: www.messefrankfurt.de

* Provisional figures for 2019