

HOME OF
CONSUMER GOODS

ambiente

the show

3.–7. 2. 2023

FRANKFURT/MAIN



HORECA

The
meeting point

messe frankfurt

Ambiente brings hotel, restaurant and catering to the table.

The HoReCa sector thrives on constant change. Flexibility is essential. The effects of the Covid-19 pandemic have led to numerous quickly improvised strategies and practical innovations. It is an exciting, fast-paced and vibrant field of business – only players who keep their finger on the pulse of the times are successful long term.

Ambiente is the international hotspot for new gastronomy and hospitality concepts, as well as the latest furnishing and design ideas. Anyone who wants to find out about the demands the sector will face tomorrow or to showcase their innovations to a high-calibre audience will be present at Ambiente in Frankfurt from 3 to 7 February 2023.

In 2023, Ambiente will be held for the first time concurrently with Christmasworld and Creativeworld: Home of Consumer Goods. These three leading consumer goods fairs will generate synergy effects in Frankfurt from which both exhibitors and buyers benefit. Make sure you're here.

Product groups.

- Buffet, presentation and food dispensing
- Chafing and transport
- Tabletop
- Café and bar
- Ovenware
- Disposable and reusable tableware
- Kitchen and kitchen gadgets
- Menu, chalkboards and display
- Kitchen and electrical built-in appliances
- Pre-cooking and cooking preparation
- Kitchen equipment
- Restaurant equipment



HoReCa

Welcome to the melting pot.

Ambiente, the world's most important consumer goods fair, is THE place to explore all themes, products and trends around hotels, restaurants and catering. With its Dining area – the undisputed global number one for table, kitchen and household – it brings together the major players in the HoReCa sector.

Play host to an international audience.

Ambiente attracts highly specialist exhibitors and companies involved in the HoReCa and retail sectors. As a supplier, you will encounter a diverse trade audience – from food and beverage managers, restaurateurs, chefs and hotel purchasing departments to architects, outfitters, designers and project developers. The enormous spectrum of the offer reflects the wide range of visitors interested in hospitality and Contract Business.

Greet lots of new and familiar guests.

Buyers come here looking for front-of-house products, such as original cutlery and crockery, fashionable glassware and exciting buffet presentation ideas. They're also interested in back-of-house items – from large pots and gastro pans to electrical appliances for large kitchens. And the out-of-house sector is attracting increasing attention. This is also where buyers stock up on attractive and sustainable take-out packs and containers for meal prepping. Before the event starts, visitors can find companies using the online exhibitor search.

Your presence in the HoReCa hall.

HoReCa occupies a lot of space at Ambiente 2023 with Hall 11.0 completely reserved for this segment. The venue offers visitors a warm and welcoming atmosphere and, as well as hosting the stands of numerous top companies, it also houses the HoReCa Academy. The hall is centrally located in the midst of the Table, Kitchen, Accessories & Baking and Cook & Cut product groups.

Learn something new at the HoReCa Academy.

The HoReCa Academy will continue to offer detailed insights for exhibitors and buyers in 2023. Renowned industry experts will be here sharing their experiences and visions of the future in a programme of lectures. The areas of focus cover new concepts and strategies around hospitality, interiors, decorations and the latest ideas from professional kitchens. New developments and solutions will be presented, e.g. how buffets can comply with pandemic hygiene measures and still appeal on an emotional level.



Benefits.

Central

Thanks to the positioning of Hall 11.0 as an industry meeting place and its location in the vicinity of the busy Dining halls, you and your products are at the heart of the action.

Professional

You profit from optimal structures in a high-quality environment.

Unmissable

Your presence at the most important trade fair for new products and international trends will significantly raise your profile.

Ideally positioned

You display your products on the world's leading platform for consumer goods and the number one global showcase for everything to do with the table, kitchen and household.

Tailor-made

You are able to address your target groups – from hoteliers and wholesalers to chefs and major international buyers for HoReCa and Contract Business projects.

Promising

The product mix within the Dining and HoReCa sections at Ambiente generates an impressive range of synergies for you.

Seize your opportunities – as a HoReCa exhibitor at Ambiente 2023.

Register for a non-binding location proposal at
ambiente.messefrankfurt.com/exhibitor

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We look forward to talking to you.