



Text modules



INTERGASTRA

Leading trade fair for the hotel & gastronomy business

7.-11.2.2026 | Messe Stuttgart (DE)

Text modules for INTERGASTRA 2026

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Ideelle und fachliche Träger:

Hotel- und Gaststätten-
verband DEHOGA
Baden-Württemberg e.V.
Landesinnungsverband
des Konditorenhandwerks
Baden-Württemberg

Messe Stuttgart



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Stefan Lohnert
Carsten Poralla

Aufsichtsratsvorsitzende:
Ministerin Dr. Nicole
Hoffmeister-Kraut MdL



1. INTERGASTRA 2026

1.1. Boilerplate

Don't miss it! From 7 to 11 February 2026, we'll be exhibiting at INTERGASTRA, the leading trade fair for the hotel and gastronomy business in Stuttgart! www.intergastra.com

1.2. Calendar entry

INTERGASTRA – Leading trade fair for the hotel and gastronomy business
7 to 11 February 2026

1.3. Text version approx. 1,400 characters

INTERGASTRA: This is where it's at!

One of the most important events for the hospitality industry will be taking place once again in Stuttgart from **7 to 11 February 2026** – **INTERGASTRA**, the leading trade fair for the hotel and gastronomy industry will be showcasing the latest innovative products, creative concepts and brand-new ideas for sustainable business success.

Look forward to fascinating live demonstrations, personal encounters and an inspirational programme of accompanying events that will certainly influence your day-to-day business. Whether it's **kitchen systems, food trends, furnishings and tableware** or **beverages and coffee** – INTERGASTRA will be providing guests with a unique overview of the latest industry developments.

GELATISSIMO will also be taking place, the largest trade fair for gelato north of the Alps – an event not to be missed for both newcomers and industry professionals.

Workshops, tastings, presentations and competitions have transformed this trade fair into an interactive platform for know-how and networking. On the **DEHOGA stage**, visitors can expect a strong mix of entertainment, expert knowledge and a level playing field for discussion.

The special area **FOKUSVENDING** will once again turn the spotlight on smart sales and supply solutions – ideal for hotels, restaurants, business catering and public facilities.

FOKUSCOFFEE has been tailored to the requirements of coffee professionals and enthusiasts: from the coffee beans to their perfect preparation – the focus here is on the taste experience. In the **Food & Concept Court**, visitors will have the chance to explore the future of the food service and retail market. And introductions will be made to the latest exciting industry start-ups in the **NEWCOMER Areas**!

The special show **OUTDOOR. AMBIENTE. LIVING.** will be showcasing state-of-the-art solutions for sun and weather protection in outdoor dining areas – concepts that create the perfect atmosphere at any time of the year.

www.intergastra.com/at-a-glance

1.4. Text version approx. 300 characters

INTERGASTRA: This is where it's at!

New products and concepts for long-term business success: discover the trends of tomorrow at INTERGASTRA, the leading trade fair for the hotel and gastronomy business, from 7 to 11 February 2026. Enjoy an electric atmosphere, a varied programme of accompanying events and personal encounters that will benefit your business.

www.intergastra.com/at-a-glance



1.5. Text version approx. 450 characters

INTERGASTRA: This is where it's at!

Taking place from **7 to 11 February 2026**, **INTERGASTRA** – the leading trade fair for the hotel and gastronomy business – is the place to discover the latest trends, make valuable connections, benefit from a direct interaction with exhibitors and share information with colleagues. Delivering a compact view of the market for **kitchen systems and food, furnishings and tableware, beverages and coffee**, visitors can look forward to an electric atmosphere, an inspirational programme of accompanying events and encounters that will benefit both them and their business.

www.intergastra.com/at-a-glance

www.instagram.com/intergastra_stuttgart

INTERGASTRA – successful recipes live!

Stuttgart is the place to be from **7 to 11 February 2026** for anyone involved in the hotel and gastronomy business – when the industry will gather for **INTERGASTRA**. Discover fresh ideas, the latest trends and exciting innovations – from **kitchen systems to food, furnishings and tableware, beverages and coffee**. Meet with exhibitors, exchange information with colleagues and expand your business network. Enjoy the ultimate trade fair experience with inspirational programme highlights and encounters that open up entirely new perspectives.

All information www.intergastra.com/at-a-glance



Leitmesse für die
Hotellerie & Gastronomie

Leading trade fair for
hotel & gastronomy business

Messe Stuttgart
07. – 11.02.2026

www.intergastra.de

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2. Invitation – Visitor letter

2.1 Version 1

INTERGASTRA 2026 – You're invited!

Dear Mr./Mrs./Ms. XY,

Discover the latest innovative trends and creative ideas for the hotel and gastronomy industry at **INTERGASTRA** from **7 to 11 February 2026**!

Redeem your free trade fair ticket code XXXXXXXXXXXX now at <http://intergastra.com/tickets> and meet us in **Hall X, Stand XX**.



Everything you need to know about INTERGASTRA, how to get here, who is exhibiting etc. can be found at www.intergastra.com/at-a-glance

We look forward to seeing you in Stuttgart!

Kind regards

Max Muster



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2.2 Version 2

Meet us at INTERGASTRA 2026 in Stuttgart – Your free day ticket

Dear Mr./Mrs./Ms. xy,

Experience the entire spectrum of the hotel and gastronomy industry when **INTERGASTRA** comes to Stuttgart from **7 to 11 February 2026**! Five days of exhibition highlights and an exciting programme of accompanying events await!

Get set to be impressed by new products and concepts and look forward to inspirational encounters – at *the* 2026 industry get-together in Stuttgart.

Be our guest: come and join us at **INTERGASTRA** in Stuttgart! Enclosed with this letter is a code for your **free day ticket** to the trade fair! If you would like to speak with someone from our team or need further information, please don't hesitate to contact:

Max Mustermann, Phone xxx
info@musterfirma.de

Everything you need to know about INTERGASTRA, the tickets and travelling to the event can be found at www.intergastra.com/at-a-glance

We look forward to welcoming you to Stuttgart!

Kind regards
Max Mustermann



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3 Social media promotion

3.1 Before the trade fair

- New year, new trends – INTERGASTRA 2026!
Experience the leading trade fair for the hotel and gastronomy business live in Stuttgart. Discover the latest inspirational concepts, innovative products and fascinating insights directly from the industry experts.
- The new year is coming and so is INTERGASTRA 2026! When this innovative event for the hotel and gastronomy industry will be providing information about the latest products and trends.
- Have you heard? We are part of INTERGASTRA in Stuttgart, the innovative leading trade fair for hotels and gastronomy!
- INTERGASTRA will be taking place once again at Messe Stuttgart from 7 to 11 February 2026. Be there to discover our latest products and innovative ideas in Hall XY at Stand XY!

3.2 Trade fair setup and stand presentation (e.g. with images of the setup or the team on site)

- The countdown is on! And while our exhibition stand for INTERGASTRA may still be under construction, we are already fired up and ready to go! We look forward to seeing you in Stuttgart from 7 to 11 February 2026!
- It's all systems go... and only a few days left before it all kicks off at INTERGASTRA in Stuttgart! See you in Hall Z, Stand XY!
- Visit us at Stand XY in Hall Z at INTERGASTRA in Stuttgart from 7 to 11 February 2026 to find out everything you need to know about XY!
- You want to know everything about the latest XY trends and innovations? Come and speak with our team at Stand XY in Hall Z during INTERGASTRA! Taking place in Stuttgart from 7 to 11 February 2026.

3.3 After the trade fair

- Goodbye and until next time! Thank you to the many visitors who came to our stand at INTERGASTRA in Stuttgart.
- That was INTERGASTRA in Stuttgart. We hope you had as good a time as us and gained many valuable insights and inspiration during your visit.



4 General information

INTERGASTRA at a glance

Key topics and a list of the exhibiting companies, opening times and prices, travel arrangements and accommodation options. Find this and much more at:

www.intergastra.com/at-a-glance

You want to know more about the exhibiting companies, their products and services?

Then take a look at the INTERGASTRA Exhibitor Index. Use the convenient search function and compile a personal watch list with your favourites!

<http://www.intergastra.com/exhibitorindex>

Be part of the INTERGASTRA community

Follow us on Instagram, LinkedIn and Facebook and share your trade fair highlights at

#INTERGASTRA #INTERGASTRA2024 #WIRSINDINTERGASTRA

www.instagram.com/intergastra_stuttgart/

www.linkedin.com/showcase/intergastra/

www.facebook.com/INTERGASTRA/

Sign up for our newsletter at: [https://www.messe-](https://www.messe-stuttgart.de/intergastra/en/news/newsletter/)

[stuttgart.de/intergastra/en/news/newsletter/](https://www.messe-stuttgart.de/intergastra/en/news/newsletter/)

Information about INTERGASTRA

Event schedule: 7 to 11 February 2026

Event location: Messe Stuttgart

Opening times: 07.-10.02.26: 10:00 – 18:00

11.02.26: 10:00 – 17:00

Website: www.intergastra.com

Hashtag: #INTERGASTRA #INTERGASTRA2024 #WIRSINDINTERGASTRA



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5 Stuttgart / Entertainment

Enjoy Stuttgart!

Stuttgart certainly has plenty to offer when it comes to art, culture and culinary experience. Find out here where the nicest squares, best wines, tastiest food and most interesting entertainment are located:

www.intergastra.com/leisure

Stuttgart – young, lively, diverse

Stuttgart is located in southwest Germany, i.e. at the heart of Europe. Surrounded by vineyards, this fascinating city intrigues with charming contrasts. Enjoy its cultural strengths and classic Swabian cuisine. Discover the unique sights and experience local events such as wine tastings and musicals. Stuttgart is certainly well worth a visit after the trade fair too!

<https://www.stuttgart.de/en/>



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6 Travel and accommodation

Our tips for convenient travel

Travelling to INTERGASTRA is easy thanks to the superb accessibility of Europe's most modern trade fair and congress centre. Enjoy a stress-free arrival in Stuttgart and the trade fair itself with direct connections from the A8 or B27 motorways, the international airport, as well as by tram and train.

Tip: with an online trade fair ticket, you can use the Stuttgart public transport system (VVS) free of charge.

Important information about:

Getting there www.intergastra.com/travel-and-accommodation

Prices and opening times <https://www.messe-stuttgart.de/intergastra/en/tickets-opening-times/>

Found your hotel?

There are many hotels in the direct vicinity of Messe Stuttgart. Book your preferred hotel as early as possible!

www.intergastra.com/travel-and-accommodation

7 Get your ticket today

Registration and tickets available online!

Fascinating trends, live presentations and a comprehensive programme of accompanying events: it's well worth getting up early for INTERGASTRA in Stuttgart. Tickets are only available online – simply use our service and register conveniently at home.

<https://www.messe-stuttgart.de/intergastra/en/tickets-opening-times/>

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8 Trade fair app

Optimum trade fair preparation

Have you already installed the Messe Stuttgart app on your phone?

Plan your visit to the trade fair – in addition to the exhibitor index or the site and hall layout plan, the app contains all the information you need for INTERGASTRA and the service facilities on the grounds – an A to Z of everything you'll find at the trade fair can be found here.

www.intergastra.com/at-a-glance

9 Other advertising media

Take a look online at our free promotional material – benefit from banner generators to invitation vouchers, even a logo download:

<https://www.messe-stuttgart.de/intergastra/en/exhibitor-services/registration-services/free-advertising-material/>



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10 Links

INTERGASTRA Website	Deutsch: www.intergastra.de Englisch: www.intergastra.com
Overview	Deutsch: www.intergastra.de/auf-einen-Blick Englisch: www.intergastra.com/at-a-glance
Exhibition highlights	Deutsch: https://www.messe-stuttgart.de/intergastra/messe/fokusthemen/ Englisch: https://www.messe-stuttgart.de/intergastra/en/fair/focus-topics/
Hall plan	Deutsch: https://www.messe-stuttgart.de/intergastra/ausstellung/messegelaende-ausstellerverzeichnis/gelaendeplan/ Englisch: https://www.messe-stuttgart.de/intergastra/en/exhibition/trade-fair-centre-exhibitor-index/site-plan/
Exhibitor directory	Deutsch: www.intergastra.de/ausstellerverzeichnis Englisch: www.intergastra.com/exhibitorindex
Purchase tickets	Deutsch: www.intergastra.de/ticket Englisch: https://www.messe-stuttgart.de/intergastra/en/tickets-opening-times/
Travel and accommodation	Deutsch: www.intergastra.de/anreise-und-unterkunft Englisch: www.intergastra.com/travel-and-accommodation
Leisure	Deutsch: www.intergastra.de/freizeit Englisch: www.intergastra.com/leisure
Facebook	facebook.com/INTERGASTRA/
LinkedIn	https://www.linkedin.com/showcase/intergastra/
Instagram	www.instagram.com/intergastra_stuttgart/
Hashtags	#INTERGASTRA #INTERGASTRA2026 #WEAREINTERGASTRA



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