

Realise Ideas & Set Trends



Invitation to participate
in the competition

suedback.com/trendaward

Mitten im Markt

Messe Stuttgart



The südback Trend Award with Audience Award

südback Trend Award 2026

In 2026 we will present the südback Trend Award for the 15th time. This award honours innovations which correspond especially to the interests and quality demands of the market. **Winners of the Trend Award secure themselves a market advantage.** The specialist public pays particular attention to this seal. Whether you are a professional or a newcomer, present your future-oriented idea for the südback Trend Award and benefit from the publicity!

Register, take part, win!

Become a trendsetter and submit your innovative idea, your concept or your technology for the Trend Award 2026. Register your product in one of the three categories online at suedback.com/trendaward. You can find all important information and the terms and conditions of participation here.

With Audience Award

For the third time, the professional audience will be able to vote online for their favourite innovations. The nominated ideas, concepts and technical innovations will be published in the run-up to the event on the südback websites. Getting feedback from the market couldn't be more direct. The winners will be announced at südback.

Your benefit

- Exclusive competitive advantage
- Quality seal
- Publication in the media
- Seals for your marketing activities
- Support for the market introduction for your product

31 May 2026

Closing Date

Please register online at
suedback.com/trendaward



Terms and Conditions of Participation

Evaluation criteria

The following criteria, among others, are considered for the evaluation:

- Degree of innovation
- Benefit for the user and user-friendliness
- Use or implementation with economically viable costs
- Function and operational safety
- Environmental compatibility, recycling and hygiene

Organisers

The südback Trend Award is presented by Messe Stuttgart. The trade journals Allgemeine Bäcker-Zeitung (ABZ) and BÄKO-magazin support this competition as partners. The co-organisers are the BÄKO Head Office and the Württemberg Regional Association of Bakers' Guilds.

Terms and Conditions of participation

Eligible for participation in the südback Trend Award 2026 are only innovations (products, concepts, strategies) which have been introduced on the market after the südback 2024 or have been developed into a marketable commodity and will be launched on the market soon. Prototypes are not permitted. All domestic and foreign companies in the industry exhibiting at südback are eligible for participation. Entered for the competition can be fully functioning installations, complete furnishings or parts thereof (accessories) as well as concepts. Participation in the competition is free of charge. The jury reserves the right to change the categories in consultation with the companies. The evaluation will be performed by the jury on the basis of the written and visualised entries.

Copyright/Use of publication

All copyrights remain the property of the entrants. Messe Stuttgart obtains permission from the sender to report about the competition entries in press releases about the südback Trend Award 2026 or südback 2026. The same also applies for the result of the competition.

Submitting the products

The submitted products must be adequately insured by the participants themselves, primarily against fire, theft, breakage and damage. The organiser will accept no liability whatsoever for damage to or loss of the submitted competition entries and documents.

Designation and author's declaration

If products are submitted for which the copyright does not exclusively belong to the sender, written consent from the owner of these copyrights must be enclosed. This consent must also be provided for the press publications on this competition and the results.

Composition of the Jury

The jury, which is made up of representatives of südback partners, the specialist media and science, as well as representatives from the bakery and confectionery trades, reaches its decision by simple majority. The decision of the jury cannot be challenged. The judges' decision is final.

Awards, prizes, presentation

The winners will receive a trophy and a certificate. The prizes will be presented during südback 2026 at the official trade fair opening.

Commercial use

The südback Trend Award 2026 can be used commercially only for the award-winning products. All award-winning products can bear the new quality seal as a label. Messe Stuttgart provides free advertising media for this purpose.

Three categories

1. Marketing, Sales and Organisation (shop construction and business equipment, packaging, merchandise, EDP and cash register systems, etc.)
2. Raw Materials & Convenience (flour, flavours, oils and fats, fillings, frozen products, coffee, etc.)
3. Technology (working and operating technology)

We're here for you

südback Trend Award 2026

Organiser

Landesmesse Stuttgart GmbH & Co. KG
Messeplazza 1, 70629 Stuttgart
suedback.com/trendaward

Contact partner

Ricarda Warth
Managerin Exhibitions and Events
Tel. +49 711 18560-2185
ricarda.warth@messe-stuttgart.de

Partners

Allgemeine Bäckerzeitung
Mainzer Landstraße 251
60326 Frankfurt am Main
Tel. +49 69 7595-01
Fax +49 69 7595-2999
abzonline.de

BÄKO-magazin

Marktplatz 13, 65183 Wiesbaden
Tel. +49 611 36098-0
Fax +49 611 301303
baeko-magazin.de

Co-organisers

BÄKO-ZENTRALE eG
Am Kiekenbusch 4, 47269 Duisburg
Tel. +49 203 7684-0
Fax +49 203 7681-018
baeko.de

State Association of Guilds of Württemberg Bakers

Wilhelmstraße 7, 70182 Stuttgart
Tel. +49 711 16411-0
Fax +49 711 16411-80
baecker-bw.de

24 — 27

October 2026

Please register online at
suedback.com/trendaward

Messe Stuttgart
Mitten im Markt

