



# FOOD INNOVATION CAMP

EXPO · CONFERENCE · NETWORKING · PITCH

13. JUNI 2022

Review



# Food Innovation Camp 2022

On June 13, 2022, the Food Innovation Camp (FIC2022) after three years finally opened its doors again at the Hamburg Chamber of Commerce.

As an industry meeting place for the sustainable food scene, the camp offered up to 1,300 trade visitors space for inspiration, targeted networking and business. Top decision makers from retail, gastronomy, investment and politics met more than 100 innovative food startups, learned exciting industry insights at the conference and watched more than 40 startup pitches on the pitch stage.

The highlight: The new FIC Show Kitchen, where professional chefs prepared the finest delicacies from the startup world live.







# Impressions FIC 2022





# FIC 2022 in figures

- 1.300 guests
- 500 matchmaking talks
- 40 pitches on the FIC pitch stage
- 800 plates from the FIC Show Kitchen
- 100 food startups with
- 130 innovative products/startup ideas
- 90 dialogue partner for the startups from retail, investment, hospitality and production
- 18 press reports
- 100,000 impressions across all social media channels
- 20 exciting programme items on the FIC stages

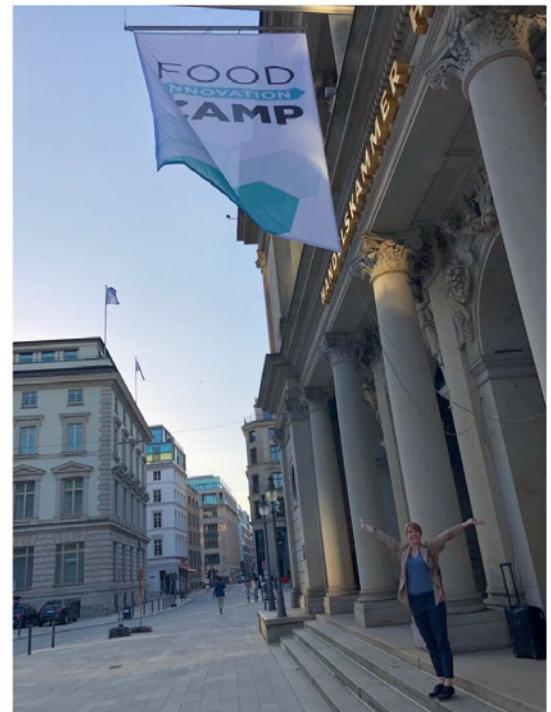
Prominent guests, among them: Ralf Dümmel, Dr. Georg Kofler, TV chef Zora Klipp, Olympic champion Matthias Steiner, Hamburgs Second Mayor Katharina Fegebank and many more.





**Sina Gritzuhn** · Sie  
Managing Director and Founder of Hamburg Startups & Event-Organisa...  
3 Monate · 1

Heute ist es endlich soweit! Nach drei Jahren gibt es endlich wieder ein echtes **Food Innovation Camp**! Wir erwarten über 1200 Gäste in der Handelskammer Hamburg und freuen uns auf viele tolle Gespräche! Sehen wir uns dort?  
<https://lnkd.in/dF6Zxg>



Dieter Pries und 434 weitere Personen  
51 Kommentare · 3 Shares

Reaktionen

25.490 Impressions

Analysen anzeigen

# Voices from the community

**Dr. Katharina Reuter** · 1.  
3 Monate · ...

Der nachhaltigen Wirtschaft eine Stimme geben.

Tolles Format! Hat Spaß gemacht - und ich habe was dazu gelernt! U.a., dass KoRo allein mit Pistazienmus 1,5 Mio. EUR Umsatz jährlich macht. (Hab' beschlossen, dass ich das Pistazienmus unbedingt mal probieren muss - aber, warum gibt es das nicht in Bio-Qualität??) Für die Zukunft der Food-Innovati ... mehr anzeigen

**Christin Siegemund** · 1.  
3 Monate · ...

Founder & CEO of foodlab. I Host I Feminist I Mentorship I Support...

Sina! Du rockst!!! Glückwunsch zu dieser tollen Veranstaltung und wie schön, dieses Event so wachsen zu sehen! Wahnsinn, was heute hier passiert!

**Vivien Hansen** · 1.  
3 Monate · ...

Chief Executive Acquisition bei WIN Creating Images (Packagingde...

Liebe Sina, ich war in den letzten Wochen auf so einigen Messen unterwegs, keine hat mir so viel Spaß gemacht wie das Food Innovation Camp mit so vielen innovativen Produkten & Food-Konzepten. Einfach nur toll - vielen Dank für dieses Wow-Event! 🎉

**Sonja Meise** · 1.  
3 Monate · ...

Gründerin & Geschäftsführerin bei FM Foodnews Media GmbH

Ein Top Event ! Ich freu mich schon aufs nächste Mal

**Georg W. Broich** · 2.  
3 Monate · ...

GASTGEBER | BROICH.HOSPITALITYGROUP

TOLLE, INSPIRIERENDE VERANSTALTUNG... FREUE MICH AUF 2023 !!

Gefällt mir · 2 | Antworten · 1 Antwort

**Sina Gritzuhn** · Sie  
Managing Director and Founder of Hamburg Startups & Event-Organisa...  
3 Monate · 1

Der **Food Innovation Camp** Tag in Zahlen: 85 Food-Startups als Aussteller, 400 Matchmaking-Gespräche, mehr als 1000 Leckereien in der FIC Show Kitchen, 1300 Gäste, 60.000 Schritte, unendlich viele glückliche Gesichter bei den Mentoren, Startups und....  
1 Nachbericht von unserem **Mathias Jäger**:

<https://lnkd.in/euYYwD9a>

Herzlichen Glückwunsch an **Lini's Bites**, **STEINER's**, **Keen 4 Greens** und **Yammbits** und ganz herzlichen Dank an unsere Partner und Mitstreiter:innen: **REWE Group**, **Jochen Vogel**, **CHEFS CULINAR**, **Matthias Rilling**, **Daniel Kämmer**, **Zora Klipp**, **antje de vries**, **Jens Rittmeyer**, **The Social Chain AG**, **Dr. Georg Kofler**, **Sanja Stankovic**, **Bünting Unternehmensgruppe**, **Katjes Greenfood**, **Green Generation Fund**, **JUNG since 1828 GmbH & Co. KG**, **Open Kitchen**, **Insa Horsch**, **Veganz Group AG**, **Hamburger Morgenpost** (Morgenpost Verlag GmbH), **Freya Oehle**, **Sabela Garcia Cuesta**, **Tatjana Büchler**, **Gordon Prox**, **Philipp Westermeyer**, **Sven Brummerloh**, **Daniel MacGowan** von **Holstein Fabio Ziemssen** Dr. **Jesko Thron** **Johannes Aumann** **Dr. Katharina Reuter** **Mathias Kollmann** und viele, viele mehr!



Natalia Fritz und 236 weitere Personen  
17 Kommentare · 10 Shares

Reaktionen

12.992 Impressions

Analysen anzeigen



# Social media reach

## Instagram + Facebook (4,400 + 2,243 follower)

<b>Impressions overall for 8 feed posts at Insta and 7 Facebook posts</b>	<b>16,661</b>
Accounts reached overall	13,588
Own stories on the day of the Camp at Insta	55
Other Insta stories reposted by FIC on the day of the Camp	50
Insta stories mentioning the FIC Kitchen on the day of the Camp	30
Insta stories referring to the Camp from June 8 -16	about 180
Reach of the stories	31,000

## LinkedIn (4,100 follower)

<b>Overall 8 feed posts on the day of the Camp an 1 recap post the day after</b>	
Impressions overall FIC account	22,308
Individual impressions overall	15,739
Klicks overall FIC account	1,758
Impressions kickoff post Sina Gritzuhn	25,000
Impressions recap post Sina Gritzuhn	12900



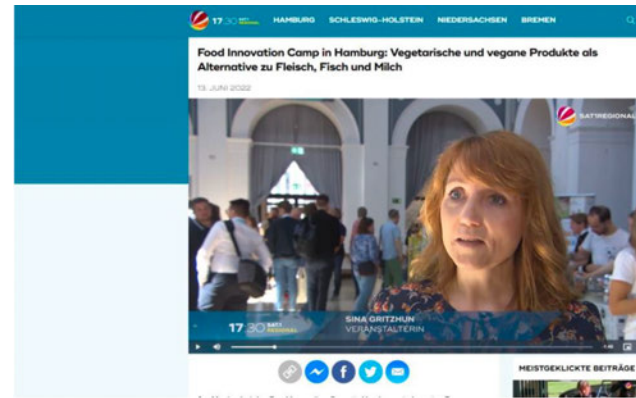
Panorama > Wissen > Messe in Hamburg: Welche neuen Lebensmittel wir bald kaufen können

**VOR ORT** FOOD INNOVATION CAMP

## Das Ende von Tofu: Was wir morgen essen und trinken sollen



Eigentlich wollten die Gründer eine Art vegetarische "Bifi" produzieren. Durch Zufall sind sie auf eine andere Idee gekommen. Die Sticks aus Gemüse werden im Ofen getrocknet und sind zum Knabbern gedacht. Am Stand gibt es auch echten Ziegenkäse, der aus demselben Dorf stammt, wie das Gemüse  
© privat



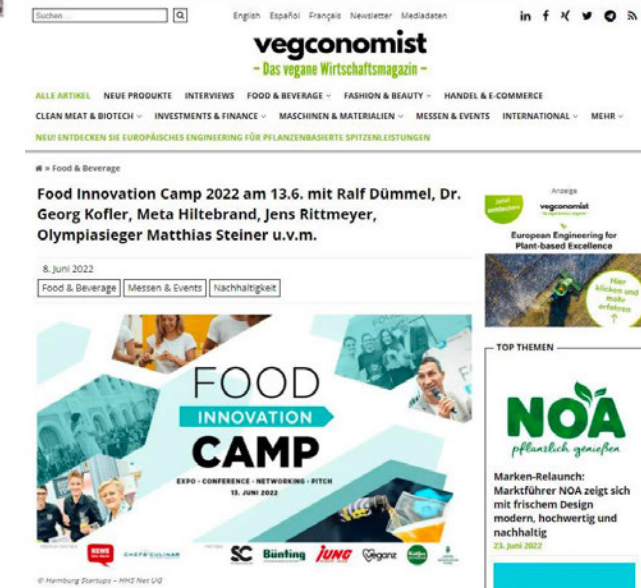
### MESSE Start-Ups zeigen nachhaltige Ideen auf Food Innovation Camp

Aktualisiert: 14.06.2022, 06:02



Georg Köfler (l.) und Ralf Dümmel im Gespräch mit Matthias Steiner.

Foto: Michael Rauhe / Michael Rauhe / FUNKE Foto Services



# Press reviews



# Voices of our partners



**FOOD INNOVATION CAMP**

**INTERVIEW MIT JOCHEN VOGEL (REWE NORD)**



**JOCHEN VOGEL**  
VORSITZENDER DER  
GESCHÄFTSLEITUNG REWE  
NORD

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**FOOD INNOVATION CAMP**

**INTERVIEW MIT MATTHIAS RILLING (CHEFS CULINAR)**



**MATTHIAS RILLING**  
PROKURIST  
LEITER KEY ACCOUNT HOSPITALITY  
CHEFS CULINAR

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**FOOD INNOVATION CAMP**

**INTERVIEW MIT DR. GEORG KOFLER & RALF DÜMMEL (THE SOCIAL CHAIN AG)**

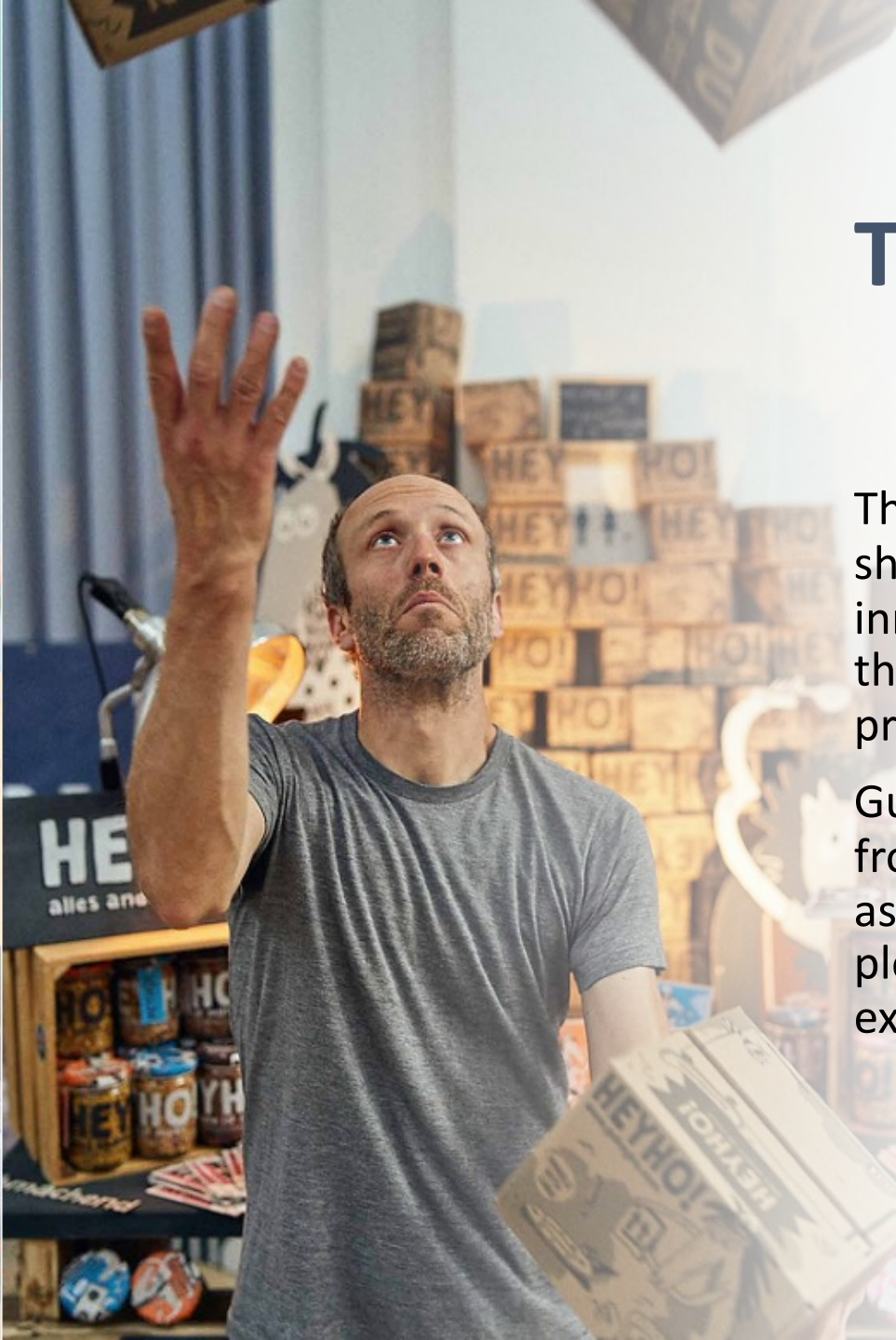



**DR. GEORG KOFLER**  
AUFSICHTSRATSVORSITZENDER  
THE SOCIAL CHAIN AG

**RALF DÜMMEL**  
INVESTOR & VORSTAND, THE  
SOCIAL CHAIN AG & DS GROUP

Powered by   





# THE EXPO

The Food Innovation Camp trade show offers space for up to 85 innovative exhibitors to present their products to a broad professional audience.

Guests can expect innovations from the food and beverage sector as well as food accessories in a pleasant ambience of the extraordinary location.









# CONFERENCE

Talks on innovative food topics, panel discussions with decision-makers and innovators, and workshops on topics such as financing, patents, law, marketing, e-commerce, and sustainability ensure extensive know-how transfer for startups and the established food industry.

Special 2022: The future of hospitality











# PITCH STAGE

Here, more than 40 food startups present themselves to interested decision-makers from retail, gastronomy and investment. A jury of experts will provide direct feedback and the winners will receive an attractive prize package.







# MATCHMAKINGS

In order to bring food startups together with the right discussion partners, we organize speed dating and individual matchmaking sessions for our exhibitors with decision-makers from investment, retail, gastronomy and the press, as well as potential cooperation partners.









# FIC SHOW KITCHEN

The kitchen professionals, including TV chefs such as Zora Klipp, Jens Rittmeyer and Antje de Vries, were given access to innovative food products and created under the guidance of the CHEFS CULINAR kitchen professionals culinary highlights, which were presented at the Food Camp Show Kitchen.







Fokusprodukte

Show K





# FUTURE OF HOSPITALITY



As part of the conference, the FIC in cooperation with CHEFS CULINAR offered guests exciting insights from the world of hospitality.

For a whole day, it served as a stage and platform for the gastronomy and hotel industry to deal with innovative topics and to meet startups that support the industry in its transformation with their ideas.



The supporting programme, curated with our partners and consisting of talks, panel discussion and workshops, offered exciting content for startups and trade visitors and featured special insights into the world of gastronomy and hospitality.