



Food Innovation Camp 2026

# HOT KITCHEN CHALLENGE

From Stage to Real Life – Visibility,  
Market Access & Real Impact

FOOD  
INNOVATION  
CAMP



# HOT KITCHEN CHALLENGE

## Startups compete for market opportunities!

The Hot Kitchen Challenge connects startups and industry experts – with the goal of turning the **best match** into a **real use case** that has an impact in practice.

This is not just about ideas – it's about real implementation:

Each partner or juror awards **an individual prize** – a real use case, such as a product test in their own canteen, a pilot listing in retail, or a joint product development.

This creates a format for **true business matches**: startups pitch for real market opportunities, while partners secure innovations that fit their needs.



# A Jury with Lion's Strength!

Our jury doesn't just evaluate – they help shape the challenge:

In the Hot Kitchen Challenge, partners select startups whose products they want to test directly in their companies – including real use cases.

Here, practice meets innovation, and food ideas turn into market-ready solutions.

# THREE PHASES CHALLANGE

**“Cook. Pitch. Scale.” – Innovation you can Taste, Experience, and Implement.**

1

## HOT KITCHEN ARENA

Live Cooking at foodlab Hamburg

Startups present their products in the kitchen to B2B decision-makers and jurors. Together, they cook, taste, discuss, and evaluate – innovation you can touch.

2

## LIVE PITCH at the FIC

Live pitch + Award Ceremony

On the big stage, startups present in front of the jury, partners, press, and audience for the final evaluation and decision.

3

## Practical Test

real use case with the partner.

Each partner/juror awards their own prize: from canteen test runs to pilot listings in retail or co-developing a product.



Phase 1: Pre-FIC

# HOT KITCHEN ARENA

## Convince in the kitchen!

- In the Hot Kitchen Arena, 4–6 food startups meet a jury of experts, caterers, and industry partners.
- Products are prepared live, tasted, and discussed – **real feedback firsthand**.
- Practical evaluation: Jurors taste and assess the products.



Phase 2: FIC

# LIVE PITCH at FIC

## Convince on Stage!

- At the Food Innovation Camp, startups present their products live to the jury, partners, investors, media, and trade audience.
- In short, pointed pitches, they show what makes their innovation unique.
- The audience experiences the most exciting food trends up close, while the jury decides which presentations are most convincing and which ideas have the greatest market potential.



Phase 3: Post-FIC

## Practical Test

**Your chance at real markets!**

- Each partner awards their own prize: a concrete use case – from a canteen test run to a pilot listing in retail or joint product development.
- This turns the stage into a real market entry test.

Access to decision-makers, stage, and real-world use cases

# Offer for Startups

- Chance for market access via a juror's real use case
- Exclusive product presentation in the Hot Kitchen Arena
- Direct access to relevant caterers, foodservice operators, and retailers
- 4 m<sup>2</sup> exhibition space at the Food Innovation Camp (incl. 3 tickets)
- Pitch slot on the main stage (product presentation to trade audience)
- Visibility through a 2-month communication campaign
- Participation in the award ceremony with a jury from retail and foodservice

Starting from  
4900 €



Select, test, and scale new food innovations

# Offer for Partners

- Opportunity to bring your own business-relevant use case
- “Shark Tank”-style: each juror selects exclusive products for their own use case
- Option to award a prize
- Visibility in a 2-month communication campaign
- Visibility as jury member during the final & award ceremony on the main stage
- Direct interfaces with pre-selected startups, retail, and trade audience
- Partners can select, test, and scale new food innovations.

Starting from  
7500 €





# Join In & Co-Create!

## Experience, Test, & Shape Innovation!

- 2-month communication & visibility campaign – online, live & in the press
- Direct market access to decision-makers from foodservice, retail, and gastronomy
- Exclusive access to new products & startups – be the first to experience and co-develop them
- Strong stage & network through two events: Hot Kitchen Arena and Food Innovation Camp
- Real impact through practical use cases and genuine cooperation

# ADDITIONAL MODULES FOR FIC 2026

## VISIBILITY & COMMUNICATION

Logo placement in overall FIC marketing and communication (basic level)	8.000 €
Ad in trade magazine (1/1 page)	2.000 €
Ad in trade magazine (1/2 page)	1.300 €
FIC video interview for social media (short version, event day)	990 €
Editorial portrait on FIC website	1.490 €
Digital ad on Expo screens	1.490 €
Partner profile (dedicated landing page under “Startup Partner”)	1.490 €
Goodie bag insert (up to 700 pieces)	2.400 €

## PARTICIPATION & ENGAGEMENT

6 m <sup>2</sup> booth incl. 3 tickets	4.500 €
Workshop / Talk on Main Stage (30 min)	6.000 €
Workshop / Talk on Pitch Stage (30 min, Silent Conference)	3.500 €
Jury seat on Pitch Stage	1.500 €
Award presentation on Pitch Stage	3.900 €
Participation in curated matchmaking (incl. pre-scouting)	2.000 €
Participation in Speaker get together	3.000 €
Co-hosting Speakers Dinner / Partner with exclusive product presentation	12.500 €
5 conference tickets	699 €
10 conference tickets	1.299 €

All prices exclude VAT

# GET IN TOUCH!

[www.foodinnovationcamp.de](http://www.foodinnovationcamp.de)



**Sina Gritzuhn**

Gründerin & Managing Director

[sina.gritzuhn@hamburg-startups.net](mailto:sina.gritzuhn@hamburg-startups.net)



**Diana Rogalla**

Key-Account-Managerin

[diana.rogalla@hamburg-startups.net](mailto:diana.rogalla@hamburg-startups.net)