FOOD
INNOVATION
CAMP

FOOD INNOVATION CAMP 2027

14. JUNI 2027















FIC FUTURE BRANDS

Congratulations!

You have been selected for the FIC Future Brands Programme.

By taking part, you will join a curated selection of innovative food, beverage and food tech companies..

The next step is to create your individual trade show package.



FOOD INNOVATION CAMP 2027

The quick facts about Germany's most important industry get-together:

- **B2B-event** at the Hamburg Chamber of Commerce since 2017
- **1300+ trade visitors** from retail, food service/hospitality, wholesale, press and investment
- **Well known visitors** from politics and sport
- **Very high density of decision-makers** with a relatively low number of exhibitors: many opportunities and enough time to meet most decision-makers

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EXPO

- **70 exhibitors**
- **Premium Setting** in the Hamburg Chamber of Commerce: marble floor, 20m high ceilings, lots of light
- **4 sqm space** for start-ups, without partition walls
- **Electricity access -** furniture can be booked in addition
- **Preparation & Tasting** are very welcome! No frying,
- open flames or soot formation during cooking
- **Selling possible**

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NALU
96% WENIGER ZUCKER


FOOD CAMP
REWE Dein Markt
UKRAINE


REWE Dein Markt
FOOD CAMP


GESCHMACK SACK


MELLOW RUSH
Fühl den Kick ganz ohne Kater


swema
GEMÜSEBRÜHE













KONFERENZ

- **Main stage** with talks and panel discussions
- **Relevant Topics** for startups
- **Many well known faces** from trade, investment, sport, politics and TV


REWE


PREMIUM PARTNER
REWE
GOLD PARTNER
EatSmarter!
menoovo
SCHWARZ + HANSEN
WISAG








HOT KITCHEN Challenge
WINNER
WISAG

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MATCHMAKING

- **Your preferred matchmaking partners**, selected from our lists. We choose one of them as your matchmaking Partner
- **1 Chat**, 15min.

SPEED DATING

- **Specify your prefered Segment** : Investment, Food Service or Retail
- **We choose 4 patners for you** based on our market insights
- **4 chats,** subsequently, 10min. each (Total: 40min.)

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MATCH-
MAKING
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SPEED-
DATING
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FOOD
CAMP
Speed Dating
AREA
HANDEL
A



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PITCH STAGE

- **Live Pitch** on stage in front of live audience
- **3 Jurors,** mostly from investment and/or trade
- **Live tasting** und feedback
- **Pitch und Q&A ca. 10 min. all together**

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wisa



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MEDIA PACKAGE

Strong performance:

- **Advertising on Screens** on site at the event
- **Joint instagram-story** via our channels – we come to your booth for a live interview

FOOD INNOVATION CAMP

OUR REGULAR VISITORS INCLUDE RETAIL INVESTMENT & PRESS...

5 Season Ventures, A-ja Grömitz, Alecobio, Aldi Süd, Alnatura, Ankerkraut, Aramark, Astanor Ventures, Auxxo, Avocado Store, Bauer Media, BayWa AG, Beiersdorf, Bitburger Ventures, Bio Company, Block Gruppe, BUGA, Budni, Bünting, Capacura, CERES Capital, CHEP, Chefkoch.de, Cinemaxx, Compass Group, Darboven, Dennree, Deutsche Bahn, DFS Dewender Food Service, Die Grünen, Die Höhle der Löwen, dm, Döhler, Dohle Handelsgruppe Service GmbH & Co. KG, Drinks&More, DS Invest, east Group, Easymotion Fitness, Eatsmarter, EDEKA Foodservice, EDEKA Hafencity, EDEKA Niemerszein, EDEKA Struve, Eisenhardt Consulting UG, EIT Food, Enchilada Group, ENSO eCommerce, Evolution 4 Food, European Circular Economy Fund, Exbox (Lidl), Farmy, flink, foodfriends, Food News Germany, foodregio SH, foodschau, foodservice, Fresh Food Services (FFS), Fresh Nuts GmbH, Frischeparadies, Futury GmbH, Galeria, gategroup, Gekko Group, Globus, Göbber, Görtz Bäckerei, green lifestyle group, Green Generation Fund, Grell, Gruner+Jahr, Hamburg Invest, harderreform, hellofresh, Hermman's, HIT, HHLA, HWWI, Katjes Greenfood, Kitchentown, Koro, KPMG, Lekkerland, Lebensmittelzeitung, Lidl, L'osteria, LSG Group, Madison Hotel, Markant, Melia.com, Montblanc, mventures, myenso, Naturkost Nord, Netrocks / Startup Niedersachsen, OMR, Oysterbay, Penny, Ponnath, Primera Beteiligung, prizeotel, ProVeg, ProVeg Incubator, QVC, Radisson Blu, Reformhaus Engelhardt, Reformhaus Vitalia, REWE Nord, REWE Stani, REWE Süd, Rewe To Go, Roomers, Rossmann, Szene Hamburg, Servicebund, Seven Accelerator (Pro7Sat1), SevenVentures, Sony, SPAR Österreich, Square One Foods, Stern Wywiol, Süllberg, Superbude, Tank & Rast, TEC / Burda, TECH GmbH, tegut, THE FONTENAY, Tchibo, Tjadens, Transgourmet, TUI Cruises, Viva con Agua, Whole Foods Market, Women's Health, ZINTIUS, Bundesministerium für Wirtschaft uvm.

MOST IMPORTANT INDUSTRY REPS...

Our regular trade visitors include industry leaders from the food service, wholesale and catering sectors

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- Service-Bund: Supplies over **30,000 restaurants** and hotels in Germany.
- aramark: Hospitals and universities throughout Germany
- sodexo: **Millions** of corporate offices and schools supplied daily
- COMPASS GROUP: Catering services for thousands of business and industrial customers
- apetito: Retirement homes and hospitals: over 1.3 million people every day
- AIRBUS: Employee catering for **37K employees**
- SV group: Catering for companies, educational and healthcare facilities
- Dussmann: Catering for hospitals, schools and companies

- BROICH CATERING: Catering for large events and trade fairs with thousands of guests every year.
- gategroup: Catering for various airlines

Every contact offers high sales potential with large purchase volumes

- TRANSGOURMET: Market leader in wholesale for the catering & hotel industry
- BLOCK HOUSE: More than 50 restaurants in Germany & other system catering outlets.
- CREMER: **Leading supplie**r of raw materials for the food industry

- Concept Family: leader in the chain restaurant industry with numerous franchise partners
- PRO-CURE SOLUTIONS: Commercial kitchens and caterers, **160+** hotels in Germany
- CHEFS CULINAR: Supplies thousands of food service kitchens and restaurants every day
- TUI Cruises: Supplies thousands of passengers on cruise ships
- EDEKA FOODSERVICE: Supplies millions of food retail and food service customers every year
- kük CATERING: Catering for hospitals, companies & public institutions
- sea chefs: Cruise ships with thousands of passengers per voyage
- Lekkerland: Supplies almost **100K POS** annually, including petrol stations and kiosks

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AUSSTELLER WERDEN!

STELLT EUREN AUFTRITT ZUSAMMEN!

STARTUP BOOTH PACKAGE

- ✓ **4m² Booth**
- ✓ **Mini-Portrait** in fair Guide
- ✓ **3 Tickets**

ALLROUNDER PACKAGE

- ✓ **STARTUP BOOTH PACKAGE**
- ✓ **Speed Dating**
- ✓ **Matchmaking**
- ✓ **Pitch Bühne**

MODULs
ADDITIONAL BOOKINGS

SPEED DATING

MATCHMAKING

PITCH BÜHNE

MEDIA PAKET

FIC WARM-UP

FIC WARM-UP

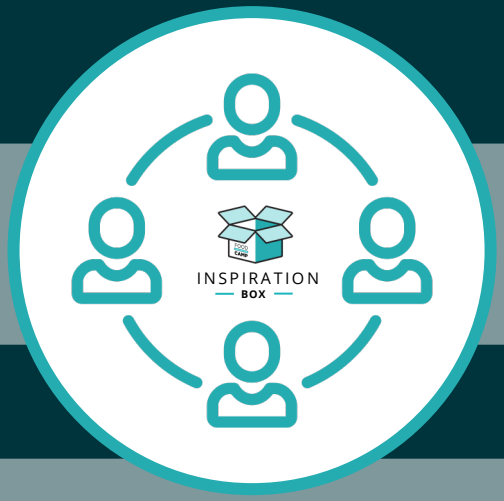
CONNECT BEFORE THE EVENT

Die aufgeführten Logos dienen lediglich als Beispiele



Pre-Lookbook

- Your startup in our **digital catalog**
- Visible to over **200 decisionmakers** from retail, foodservice, and investment
- Contact details shared with mentors
- Mentors use it to make their Matchmaking & Speed dating wishes



Inspiration Box

- **Upfront Presentation:** Your
- product sent directly to 8
- buyers or investors selected by
- you

Included:

- **Product Shipping**
- **Pitch Video**

FOOD INNOVATION CAMP

strategic
Visibility-Boost

before- and during the event!

GET IN TOUCH!

WWW.FOODINNOVATIONCAMP.DE

@FOOD_INNOVATION_CAMP





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