PRODUCERS & STARTUPS | 2027 EDITION

ONE PITCH.
SIX USE CASES.
MORE THAN ONE WAY TO WIN.

The Hot Kitchen Challenge puts your food, beverage and food-tech innovations directly in front of decision-makers from leading hospitality and catering companies.

Your business opportunity

Explore six challenges in hotels, workplace dining and institutional catering. Apply for one or more use cases. More than one partner can select your company for a collaboration. Selected companies pay a participation fee.

Four jury partners: Culinair, Klüh Catering, WISAG Business Catering and PRIMESTAR Group (including June Hotels).

14 pitch slots: In April 2027, up to 14 companies selected for their fit with the briefs will present on the Hot Kitchen Arena stage.

Every pitch reaches the full jury: All four partners attend every pitch and test the products or solutions presented on stage.

Multiple opportunities: A single pitch can address several briefs. Partners plan to announce their selections at Food Innovation Camp in June 2027.

What to expect

Meet potential major customers, get feedback on your innovation and explore opportunities for trials, product placements or partnerships. You will agree implementation details directly with each partner.



HOW TO APPLY

01 Choose your use cases
Select the briefs that suit your product or solution. The booklet includes six opportunities, with a separate Expo format for the sixth.

02 Submit your application
Email scouting@foodinnovationcamp.de with a short description of your product, how it would be used, your supply capacity and pricing, and how it meets each brief.

03 FIC screens applications
The FIC team assesses suitability and checks how closely each application meets the partners' requirements.

04 Discuss the pitch and agree terms
We discuss the pitch, what is included and the fee with shortlisted applicants. Places are allocated to eligible applicants in the order in which firm commitments are received.

05 Pitch at the Arena in April 2027
Up to 14 selected companies present on stage. The full jury attends every pitch and tests the products or solutions.

06 Partner selections in June 2027
The partners announce their selections at Food Innovation Camp. More than one partner may select the same company.

07 Work with the partners
Trials, procurement, collaboration and next steps are agreed separately for each use case.

Participation fee: We explain the fee and what it covers in person. Applying does not guarantee a pitch slot or selection by a partner. A maximum of 14 Arena pitch slots are available.

THE SIX USE CASES AT A GLANCE

PARTNER / CASE	WHAT IS NEEDED?	POTENTIAL OPPORTUNITY
01 PRIMESTAR Group	Hotel bar menu of 3–5 pre-portioned snacks	Hotel bar trial and possible supply discussions
02 June Hotels / PRIMESTAR	Signature dish or small lobby menu	Joint development and possible supply
03 CULINAIR / Airbus Marché	New lunch dish, menu component or small menu concept	Planned trial in the staff restaurant
04 WISAG Business Catering	Food, beverage, technical or digital innovation	Three-month trial with a major client
05 Klüh Catering	Innovative regional food product with potential to scale	Possible trial at an EUREF dining venue
06 CULINAIR	Food, snacks and drinks for self-service	Possible Future Food 24/7 FIC ON TOUR roadshow stop

One pitch can address several briefs

List every use case your innovation fits. You can propose the same product for several cases if you show how it would work for each partner.

Additional opportunity: Special Use Case

Culinair Future Food 24/7 is a separately priced Expo format with a possible roadshow invitation. It does not include a regular Arena pitch. See page 9.

Your snack menu for PRIMESTAR

PRIMESTAR GROUP

PRIMESTAR is looking for a contemporary hotel bar menu for its Hampton by Hilton and Holiday Inn Express franchise properties. Propose a coherent range of three to five pre-portioned snacks or small dishes, rather than a single product or separate components. Any cuisine is welcome, from bowls, pasta and pad thai to tapas, antipasti or dishes served in jars.

WHAT ARE WE LOOKING FOR?

A coherent range of three to five pre-portioned snacks or small dishes such as bowls, pasta, tapas or antipasti. A single product is insufficient.

WHAT MATTERS MOST?

Fast service without a full kitchen, ideally using a microwave or Merrychef oven. No combi oven. Frozen products are preferred, but fresh and ambient products are also possible. Indicative purchase price: €4–8 per portion.

WHAT TO INCLUDE IN YOUR APPLICATION

Show the full menu, portion sizes, preparation, equipment, prices, storage, shelf life and delivery model. Direct delivery is possible. A wholesale listing is optional.

YOUR BUSINESS OPPORTUNITY

An agreed trial in a hotel bar, followed by supply discussions if successful. The trial properties, volumes and duration will be agreed separately.

Selected applicants will pitch to the full jury at the Hot Kitchen Arena in April 2027. The partners plan to announce their selections in June 2027.



Your signature dish for June Hotels

JUNE HOTELS / PRIMESTAR GROUP

June Hotels wants a signature lobby concept that combines mindful eating with easy preparation. Guests should be able to eat in or take away. The concept may suit one or more times of day: a salad, pasta or rice dish, a sweet afternoon treat or a light evening meal.

WHAT ARE WE LOOKING FOR?

A high-quality, trend-aware signature dish or small lobby menu for eating in or taking away. Savoury and sweet options are welcome.

WHAT MATTERS MOST?

Ready to eat or easy to prepare using a microwave, contact grill or Merrychef oven. Offer variety over the year, with four variations as a guide. There is no fixed purchase-price ceiling.

WHAT TO INCLUDE IN YOUR APPLICATION

Show how the product becomes a finished dish. Include presentation, portioning, preparation, shelf life, price and delivery. Bulk packs are suitable if easy to portion.

YOUR BUSINESS OPPORTUNITY

Potential joint product development, a supply partnership and marketing activities. The properties, volumes and start date will be agreed separately.

Selected applicants will pitch to the full jury at the Hot Kitchen Arena in April 2027. The partners plan to announce their selections in June 2027.



Your lunch concept for Marché

CULINAIR / AIRBUS MARCHÉ

CULINAIR is Aramark's brand for employee catering at Airbus. The Marché staff restaurant wants a lunch offer that appeals to employees and works in daily service. Show a clear benefit in health and wellbeing, sustainability, variety, value for money or ease of handling. Propose a complete dish, a menu component with a specific application or a small menu concept.

WHAT ARE WE LOOKING FOR?

An innovative lunch dish, a component with a clear application or a small menu concept that combines flavour, an enjoyable dining experience and practicality.

WHAT MATTERS MOST?

Guests work in offices and production. For planning purposes, the restaurant serves around 530 main courses per lunch service, priced at €4.90–8.00. These figures are indicative.

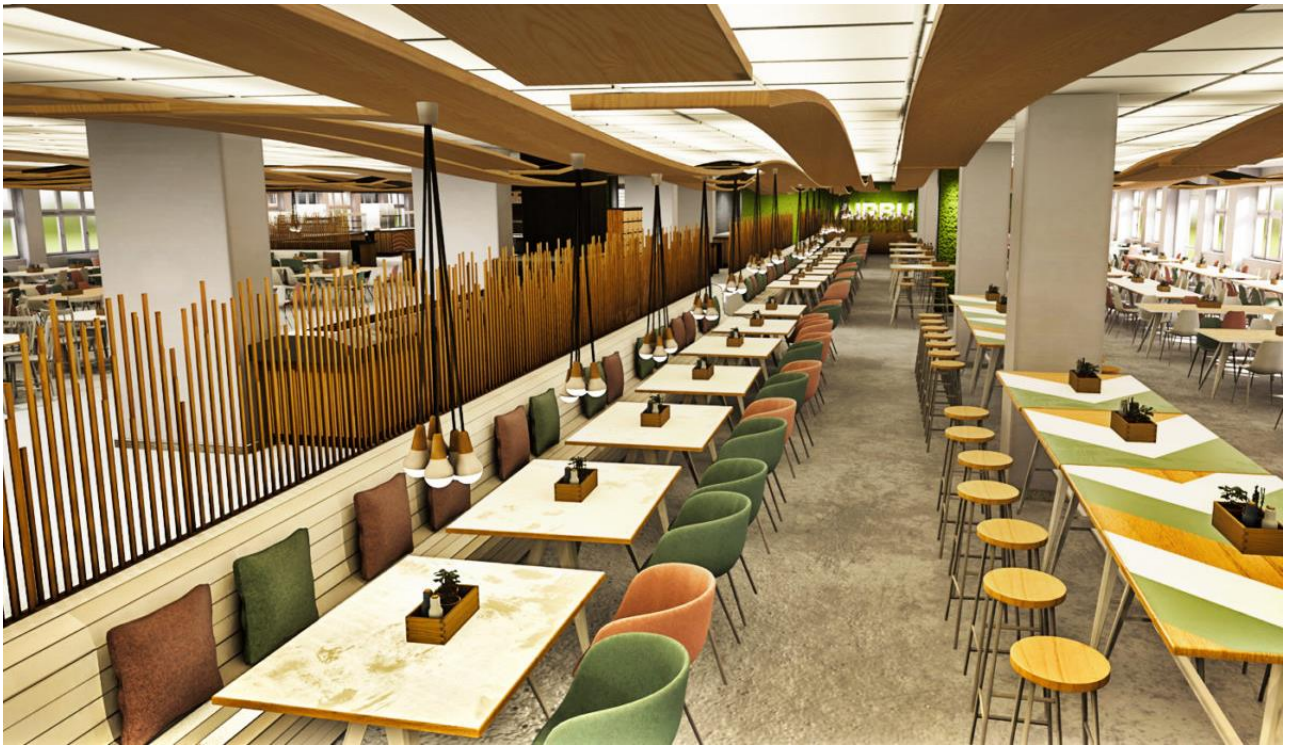
WHAT TO INCLUDE IN YOUR APPLICATION

Show the dish and how it could be presented or served at an interactive station. Include ingredient costs, staffing, equipment, portioning, storage, service and supply capacity.

YOUR BUSINESS OPPORTUNITY

A trial at Marché is planned. Purchasing arrangements, trial duration, volumes and support will be agreed separately.

Selected applicants will pitch to the full jury at the Hot Kitchen Arena in April 2027. The partners plan to announce their selections in June 2027.



Your innovation at WISAG Business Catering

WISAG BUSINESS CATERING

WISAG Business Catering is seeking food and beverage innovations and technical or digital solutions for a major client. Your offer should work reliably during normal service and deliver a clear benefit for the kitchen, operations or the guest experience. Alcoholic products are excluded. Glass packaging is accepted.

WHAT ARE WE LOOKING FOR?

Food and beverages or technical and digital solutions that deliver a tangible benefit for a major client. Alcoholic products are excluded. Glass packaging is accepted.

WHAT MATTERS MOST?

Demonstrate quality, reliable handling, integration into existing operations and a credible plan for ongoing supply or support.

WHAT TO INCLUDE IN YOUR APPLICATION

Describe the application, benefits, economics and proposed trial. For food, include allergens, shelf life, pack sizes and storage. For technology, cover interfaces, setup, training and support.

YOUR BUSINESS OPPORTUNITY

A three-month trial is planned with a major client whose operations span up to 20 sites. The trial may cover a subset of these sites. Scope and costs will be agreed.

Selected applicants will pitch to the full jury at the Hot Kitchen Arena in April 2027. The partners plan to announce their selections in June 2027.



Your food innovation for EUREF campus dining

KLÜH CATERING

Klüh Catering seeks innovative food products with a regional connection for a dining venue it operates on an EUREF campus. All product categories are welcome. Products or menu components should be market-ready, offer a clear benefit to guests and be practical and economical for the kitchen.

WHAT ARE WE LOOKING FOR?

Market-ready food products or menu components with regional roots, great flavour and a realistic prospect of supplying larger volumes.

WHAT MATTERS MOST?

Explain origin, production location, delivery routes, capacity and limitations. The region and trial venue will be chosen jointly. Immediate nationwide delivery is not required.

WHAT TO INCLUDE IN YOUR APPLICATION

Describe the application, kitchen workflow, preparation, staffing, equipment, cost per portion, allergens, shelf life and delivery model.

YOUR BUSINESS OPPORTUNITY

A trial may be agreed, such as a themed day at a Klüh-operated EUREF dining venue. Location, volumes and costs will be agreed separately.

Selected applicants will pitch to the full jury at the Hot Kitchen Arena in April 2027. The partners plan to announce their selections in June 2027.



FUTURE FOOD 24/7

CULINAIR / SMART FOOD & DRINKS & BETTER SNACKING

Showcase your product at the Arena Expo in April 2027

Culinair is looking for innovative food, snacks and drinks for convenient self-service during short breaks, variable working hours and shift work. Selected exhibitors may also be invited to the roadshow.

WHAT ARE WE LOOKING FOR?

Ready-to-eat meals, sandwiches, wraps, bowls, breakfast items, savoury and high-protein snacks, better-for-you products and innovative soft drinks. Products must suit fridges, smart fridges or vending machines. No glass bottles. This call is for food and beverage suppliers, not vending machine or technology manufacturers.

HOW THE EXPO FORMAT WORKS

The special use case includes your own stand at the Hot Kitchen Conference & Arena Expo in April 2027. Present your products, offer tastings and meet potential partners. This is separate from the 14 regular pitch slots and does not involve an additional Arena competition.

YOUR APPLICATION AND NEXT STEPS

Include the product, eating or drinking occasion, price, shelf life, storage, pack dimensions, supply capacity and suitability for self-service. FIC screens suppliers. Selected suppliers may be invited to the planned Future Food 24/7 FIC ON TOUR roadshow stop in autumn 2027.

Separate pricing: The special use case has its own participation package, including an Expo stand. We will discuss terms with you directly. A roadshow invitation, listing or pilot is not guaranteed.



APPLY FOR THE CHALLENGE

Could your product make a difference in one or more use cases? Get in touch to discuss your application and how to present your innovation at the Hot Kitchen Challenge 2027.

What to include in your first email

• A short profile of your company and innovation

• The use cases you wish to apply for

What to bring to the first conversation

• Product specifications, pricing and areas you can supply

• An idea for how the product would be used in the partner's operation

• Food: shelf life, allergens and preparation. Technology: readiness for deployment and support.

Applications and enquiries

Food Innovation Camp / Hot Kitchen Challenge
foodinnovationcamp.de/hot-kitchen-challenge/

Pitch places are limited to 14. FIC first assesses suitability. Eligible applicants are allocated places in the order in which firm commitments are received. The participation fee is discussed individually.

These use cases offer concrete opportunities to develop business relationships. Trials, orders, listings and longer-term partnerships each require a separate agreement.