

EuroShop 2026

THE GLOBAL
RETAIL FESTIVAL
22 – 26 FEB 2026

The Global Retail Festival

proudly presents:

The Food Service Innovation Hub

Rock retail gastronomy – on the perfect stage for your performance!



No festival is complete without catering: at the Global Retail Festival – aka EuroShop 2026 – an attractive special area is dedicated to the topic of gastronomy in retail: the **das Food Service Innovation Hub**.

Because: retail goes food service – a megatrend with great business potential. Take advantage of the momentum: from **22. bis 26. February 2026**, EuroShop, in the Food Service Equipment dimension.

EuroShop is the world's largest and most important trade fair for international retail and its partners. **In short: the perfect stage for your appearance.**

The dimensions of EuroShop 2026 – a seven-star menu in a league of its own:

- Shopfitting & Store Design
- Lighting
- Retail Marketing
- EuroCIS / Retail Technology
- Food Service Equipment
- Refrigeration & Energy Management
- Expo & Event Marketing

Everything you need to know about EuroShop 2026 can be found here!



Food Service Innovation Hub:

After success comes more success.

Following its successful launch at EuroCIS 2025, the Hub will take another step forward at EuroShop 2026. Its floor space has been significantly expanded to accommodate the growing interest from exhibitors and trade visitors. **And it is excellently located: in Hall 13**, in the Food Service Equipment section, which focuses on food and gastronomy in food retail.

Come and present your solutions to the industry. **The Food Service Innovation Hub special area** is the perfect place for you if you offer innovations for food service in smart stores, e.g.:

- **Forecast systems:** Food forecast, order optimisation, forecasting, food waste reduction, staff scheduling, product availability, AI
- **Digital ordering:** Self-order terminals, click & collect ordering, voice commerce, voice assistants
- **Payment:** Automatic checkout systems, RFID, fingerprint, facial recognition
- **Vending:** Smart snack and beverage vending machines, kiosk systems, vending machine kiosks
- **Robotics:** Cooking robots, baking robots, salad robots, barista robots, service robots, ghost kitchen

Look forward to inspiring encounters, intensive discussions and professional conversations with experts from the world of international retail and its partners.

Your audience will come from the following areas:

- Top management with decision-making
- authority Corporate management
- Marketing
- Shop fitting/design
- Research/development

Take advantage of this high quality – for new, long-term contacts.

Attend – and do business



Dimension:
Food Service Equipment

Food Service goes innovation.

With your performance at EuroShop 2026.

If you are still wondering why you should be an exhibitor at the most important retail event, here are a few more good reasons:

The food service industry is undergoing a significant digitalisation phase due to the rapid pace of digitalisation.

A multitude of technological innovations are helping to improve the customer experience, streamline internal processes and increase efficiency.

Digitalisation is revolutionising the way consumers will be supplied with freshly prepared food and meals in the future. Examples of technologies being used include digital signage and self-service applications, automated and smart checkout and payment solutions, intelligent device control, and robotics applications in the kitchen and customer service.

Food Service Innovation Hub:

strikingly positive striking.

We ensure that the special area catches the eye – and with it, your booth:

- Custom design for the area. And a stage special on a EuroShop stage
- Special promotion for you as part of the promotion for the hub
- Additional marketing campaigns on social media, including LinkedIn, newsletters and EuroShop mag
- Station on the Guided Innovation Tours or press tours
- Eye-catching visualisations via banners and hanging displays.

The regular EuroShop stand/square metre prices apply.



Register here!



For further information and to register, please contact:

Kathrin Brüggemeier
Food Service Equipment, Shop Fitting, Store Design,
Visual Merchandising & Designers' Village

Tel.: +49 211 4560-586

Mail: BrueggemeierK@messe-duesseldorf.de

