

## Alles für den Gast 2025: Dynamik, Wandel und Gastlichkeit

Alles für den Gast 2025 zeigte mit 719 Ausstellern und 36.000 Fachbesuchern starke Dynamik, Innovation und zentrale Trends der Gastronomiebranche.



Gourmetfein verwöhnte das Messepublikum mit feinstem Leberkäse: Inhaber Fritz Floimayr (l.) und Geschäftsführer Florian Hippesroither hatten leicht lachen. © HaRo

J ]Yf`HU[ Y ``Ub[ `di `g]YfhY `XUg`A YggYnYbhfi a `GU`nVi f[ `]a  
 F \mh\ a i g`XYf`; Ughfcba ]Y``K Ug`X]Y`5``Yg`ZØf`XYb` ; Ugh`gc  
 VYgbX Yfg`a UW\ hž`g]bX`X]Y`A YbgW\ Ybž`X]Y`g]Y`[ YghU`hYb` +%-  
 5i gghY``Yf`i bX`fi bX` \* "\$\$` ; UW\ VYgi W\ Yf`a UW\ hYb`X]Y`A YggY  
 Ui W\ `&\$\$` )`YfbYi h`ni `Y]bYa ``YVYbX][ Yb`HfYZZdi b\_h`XYf`6fUbW\ Y  
 ]a `5`dYb!8cbUi !5Xf]U!FUi a ``GY]h` )` )`U\ fYb`ghY\h`X]Y` ; Ugh`ZØf  
 `b`bcj Uh`cbž` `gd]fUh]cb`i bX`XYb ``YVYbX][ Yb`5i ghUi gW\ nk ]gW\ Yb  
 `b[ i b\YfbY\ a Yfb`i bX`6fUbW\ Yb]\_cbYb`

K Ug`Y]bgh`U`g`\_`Y]bY` ; UW\ a YggY`VY[ cbbYb` \Uhž` \Uh`g]W\ `]a` @Ui ZY

XYf`J\fnY\bhY`ni a 'VYXYi hYbXghYb`HfYZZdi b\_h`ZOf'; Ughfc bca ]Yž  
<chY``Yf]Y`i bX`; Ybi gg\_i `hi f]a [ YgUa hYb`5`dYb!8cbUi !5Xf]U!  
FUi a 'Ybhk ]W\_Y`h`I b\_hYf`XYa 'A chhc` 8mbUa ]\_``K UbXY``  
; Ugh`]W\_Y]h` dfAgYb]YfhY`g]W\_X]Y`A YggY`U`g`]bgd]f]YfYbXYfž  
j ]Y`gY]h][ Yf`i bX`ni \_i bZhgc]Ybh]YfhYf`C fhž`Ub`XYa` bbkj Uh]cb`Ui Z  
@Y]XYbgWUZh`hf]Zzh`i bX`; Ugh`]W\_Y]h`i ba ]hhY`VUf`Yf`YVVUf`k ]fX"  
8]Y`Y `V]`Ai a gUi g[ UVY`XYf`[ fO» hYb`6&6!A YggY`2 ghYffY]Wg`nY][ hY  
Y]bXfi W\_gj c``ž`k ]Y`Yb[ `HfUX]h]cbž` cfhgWf]hh`i bX`YW hYg  
; Ugh`YVYfhi a `ni gUa a Yb[ Y\OfYb"

## 6fUbWXY`]b`6Yk`Y[`i`b[

K Yf`Xi fW\_X]Y`U`Yb`[ ]b[ ž`gdØfhY`gcZcfh`<]Yf`[ ]b[ `Yg`i a `k Y]h  
a Y\`f`U`g`DfcXi \_hY``9g`[ ]b[ `i a `6Y[ Y[ bi b[ ž`i a `XYb` `i bX`i a  
XYb`Ghc`nž; Ugh`YVYf`ni `gY]b`J cb`XYf`6]ck Y`h`ØVYf`X]Y  
; YhfÀb`Yk Y`h`V]g`ni f`GhUfh`i d!5fYU`k i fXY`dfcV]Yfhž`X]g\_i h]Yfh  
i bX`Yb[ U[ ]Yfh`dfAgYb]Yfh` bbkj Uh]cb`hfUZ`Ui Z<UbXk Yf\_ž  
HYWb`c`c[ ]Y`Ui Z`HfUX]h]cb` `i bX`[ YbUi`X]YgY`8mbUa ]\_`a UW hY  
X]Y`; Ugh`YggY`Ui W`a`V]`Ai a g`U\`f`ni `Y]bYa`VYgcbXYfYb  
9f`YVb]g"

K ]Y`Ui g`Gh]a a Yb`Ui g`XYf`6fUbWXY`Yfj cf[ ]b[ ž`U`h`X]Y`A YggY`ZOf  
j ]Y`Y`I b\_hYfbY\`a Yb`gY]h`J\fnY\bhYb`Y]bY`nYbhfU`Y`6YXYi hi b[  
7\f]ghcd`i bX`A Uf]c`A cfUbXY`j cb`A cfUbXY`bbkj Uh]cbU`Yhk U  
Yf]bbYfhYb`XUfUbž`XUgg`g]Y`gY]h`%, \*`Xi fW\_X`Y\`YbX`XUVY`g]bX`  
i bX`X]Y` ; Ugh`V]g`Yi hY`U`g`Y]bY`XYf`k ]W h][ ghYb  
6fUbWXYba YggY`gWÀhnYbž`b]W h`bi f`k Y[ Yb` fO» Y`i bX`E i U`]hÀhž  
gcbXYfb`Ui W`k Y[ Yb`GU`nVi f[ `U`g`VYk`À`fhYa`GhUbXcfh"

NU\`fY]WXY`6Yhf]YVY`ZY]YfhYb`XUfØVYf`]bUi g`YfZc`[ fY]WXY  
`V]`AYb`6"DFC`5i ghf]U`f%\$`J\fYž`<Ø[ `]`f` \$`J\fYž`  
@c`VYf`Yf`f%\$`J\fYž`B UbbYf`f) \$`J\fYž`<c[ Ugh`f) \$  
J\fYž`c`i`f%`&\$`J\fYž`K`Ua g`Yf`f%) \$`J\fYž`i`bX`  
7UgUV`UbWU`<chY`gcZhk`UfY`f` )`J\fYž`5i W`U`Ub[ `A`f][ Y  
DUfhbYf`k`]Y`Gh]Y`VfUi`YfY`i`bX`F`YX`6i`k`UfYb`j`YfhfYhYb  
`Y]b`NY]WXYb`ZOf`X]Y`VfY]hY`J`YfUb`Yfi`b[ `XYf`J`YfUbghU`hi`b[ `]b`  
XYf`6fUbWXY`

→ a di `gYž'5i ghUi gWž'6Y[ Y]ghYfi b[

8]Y'6Ø\ bYb'XYf'; Ugha YggY'k UfYb'8fY\! i bX'5b[ Y`di b\_hžØf  
K ]ggYbž'DfUI ]gbÀ\Y i bX'øgd]fUh]cb"5i Z'XYf'; Ughfc!7]fWY!6Ø\ bY  
ghUbXYb'nYbhfu'Y'HY Ya Yb]a : c\_i g.'B UW\ \u2022h][ \_Y]hž  
8][ ]hU]g]Yfi b[ ž: ]bUbñ]Yfi b[ 'i bX'GhfUhY[ ]Yb'ZØf'Y]bY  
ni \_i bZhgZÀ\][ Y'6fUbWY"DUfU\Y'XUni 'VchYb'X]Y'A UghYfWUgg!  
6Ø\ bY'i bX'XYf'A UghYf'7i VY']b'XYf'; YhfÀb\_Yk Y'h\UbXk Yf\_]WY  
9]bV']W\_Yž'Yhk U'VY]a 'DUh]ggYf]Yk YhhVYk YfV'8ci I <YfcYgž'k c  
DfÀn]g]cbž?fYUhj]hÀh'i bX'[ fc» Yg'?ØbbYb'Ui ZY]bUbXhfUZYb"

8][ ]hU'Y'øbcj Uh]cb'k Uf']b'bU\Yni 'U'Yb'<U'Yb'ni 'gY\Yb"Jcb  
]b'hY'']Yb'hYb'6i W\i b[ ggmghYa Yb'ØVYf'DfcnYggcdh]a ]Yfi b[ 'V]g  
\b'ni '5bk YbXi b[ Yb]a '6YfY]W\?Øbgh]W\Y'øhY'']Ybn inY][ hY  
g]W\ž'k ]Y'ghUf'\_X]Y'HYW\bc'c[ ]Y'\Yi hY'ni f'9bh'Ughi b[ 'j cb'HYUa g  
VY]hfU[ Yb'\_Ubb"8Yf?cW\fcVchYf'j cb'; ccXVmhn'j YfXYi h]W\hY  
VY]gd]Y'\UZhž'k ]Y'5i hca Uh]g]Yfi b[ '5V'Ài ZY'Yf'Y]W\hYfb'i bX'XYb  
: c\_i g'ghÀf\_Yf'Ui Z; ÀghY'i bX'GYf]W\ei U]hÀh'Yb'\_Ub"br  
; 'Y]W\hY]h][ 'k i fXY' 'k ]Y'Ui W\ 'Ui Z'CF: 'cb']bY'ni 'YgYb'k Uf'  
g]W\hVUfž'k ]Y'gY\ f'X]Y'k ]fhgW\UZhž]W\Yb'F U\ a YbVYX]b[ i b[ Yb'XUg  
J Yf\U'hYb'XYf'6Ygi W\Yf'dfÀ[ Yb"

J]Y'Y'6fUbW\Ybj YfhfYhYf'bi hñYb'X]Y'A YggYž'i a 'B Yi \Y]hYb'ni  
hYghYb'i bX'g]W\ 'Y]bYb', VYfV']W\ ØVYf'hYW\bc'c[ ]gW\Y  
9bhk ]W\i b[ Yb'ni 'j YfgW\UZZYb"'; fc»j c'i a ][ Y'8]fY\_hUVgW\ØggY  
g]bX'gY'hYbYf'[ Yk cfXYbž'øj Ygh]h]cbYb'YfZc'[ Yb'\Ài Z][ Yf'Yfgh  
bUW\XYf'A YggY'?i fh'K Ub\_Uhj cb'6"DFC'5i ghf]U'j Yfk ]Yg'Ui Z'Y]bY  
gdØfVUfY?Ui Zni fØW\U'hi b[ 'Ui Z[ fi bX'XYf  
[ YgUa hk ]fhgW\UZhž]W\Yb'G]h]Uh]cb']b'2 ghYffY]W\i bX'9i fcdU"5i W  
A Uf\_i g'GW\YZZ\_bYW\hj cb'L]K Y]bgmghYa Y'VYf]W\hYhYž'XUgg  
[ fØ»YfY'Dfc Y\_hY'a Y]gh]a 'B UW\ [ Ub[ 'Z]bU']g]Yfh'k YfXYbž'k À\ fYbX  
\_Y]bYfY' B UW\fØghi b[ Yb'k Y]hYf\]b'j cf'C fh'UV[ YgW\cggYb  
k YfXYb"

DYfgcbU'! i bX'NY]ha UbU[ Ya Ybh@Ogi b[ Yb'ghY' hY'XUg  
I bhYfbY\ a Yb'FchU'Ui g'C'2 j cf.'A Ufj ]b'5bXfUgW\cž; : i bX  
: 'Y]gW\Yfa Y]ghYf'5bXfYUg'Jc[ 'gck ]Y'GU']bU'Ga U']Wfj "'''| <UF c  
A YggYf'Yž'DfcZ]Z f'HU\_Y!Uk Um!J YfdUW\i b[ Yb'fj "'''? Ym!5W\c i bhl

A UbU[ Yf?Yj ]b[Ghc\gž'A Uf\_Yh]b[ W\Y]b[ ]U'Df]hn] i bX?Ym  
5W\c i bh! A UbU[ Yf'7\f]ghcd\Yf'9ma Yf" | <UF c'8Ug'HcdYfW\Yf!  
HYUa 'dfÀgYb]YfhY'bYi Y'GW\ bY]XYa UgW\]bYb'fj "'''L'; YfU'X  
A Y]Yf\c ZYfž'H\ca Ug': Uf\_U]hg! ?Ob][ ž'XYf[ YgW\ÀZhgZ\ fYbXY  
; YgY`gW\ UZhYf; i bhYf'NUd'YhU`i bX'8]Yha Uf'@Yhcb]U" | <UF c'9]b  
7ca YVUW\_ZY]YfhY'XUg' a dcfh\Ui g'GW\Yb\_Y'; ; 'A Ubi Y`?U]gYf  
i bX'gY]bY'J Yf\_Ui Zga UbU[ Yf]b'6f][ ]hhY'6]f\_bYf! < i gdY\_'' | <UF c'..

## Ni \_i bZh'VfUi W\h'A Yb gW\Yb

= 'A ]hhY'di b\_hXYf'; Ugha YggY'&\$&) 'ghUbXYb'YbYž'X]Y'X]Y  
6fUbW\Y'hfU[ Yb. ; Ugh[ YVYfžI b\hYfbY\ a Yfž: UW\\_fÀZhYž'@Y\ f]b[ Y"  
K YhhVYk YfVY'k ]Y'XYf'5i ghf]Ub'6UfhYbXYf'5k Ufxž'XYf  
ž b[ VUf\_YYdYf\ bYb!K YhhVYk YfV'cXYf'X]Y'9\fi b[ Yb'XYf'Hcd') \$  
<chY']Yfg'2 ghYffY]W\g'i bX'Hcd') \$ ?ÒW\Y'GØXh]fc'g'a UW\hYb  
g]W\hVUfž'k ]Y'j ]Y'9b[ U[ Ya Ybhi bX'HU'Ybh]a [ Ughfcba ]gW\Yb  
5``hU[ 'ghY\W\h"

A YggY'Y]hYf'A ]W\UY'F Y]W\ 'VYhcbhYž'XUgg'hfchn'j cfg]W\h][ Yf  
?cbgi a gh]a a i b[ 'Y]bY'\c\Y'žj Ygh]h]cbgVYfY]hgW\UZh'VYghY\Y"  
J ]Y'Y'6Yhf]VYV'k ØfXYb'Ub[ Zf]gh][ 'XYb\_Yb'i bX'Ui Z'E i U']hÀh'i bX  
bUW\U'h][ Y'J YfVYggYfi b[ Yb'gYhnYb"8]Y' ; Ugh 'nY][ Y'J\ f'ZØf  
ž\ fž'k ]Y'YVYbX][ ž'YfbZÀ\][ 'i bX'a ch]j ]Yfh'X]Y'6fUbW\Y'gY]"

5i W\ '5'YI UbXYf'?f]Vi gž; YgW\ÀZhgZØ\ fYf'XYg'A YggYnYbhf'i a g  
GU'nVi f[ ž'\cV'X]Y'6YXYi h] b[ 'dYfgOb']W\Yf'6Y[ Y[ bi b[ Yb'Yfj cf.  
9b\hgW\Y]Xi b[ ghfÀ[ Yf'i bX'1 b\hYfbY\ a Yf'k ØfXYb'X]Y'A YggY'[ Yn]Y'h  
ZØf'; YgdfÀW\Yž?ccdyfUh]cbYb'i bX'K Y]W\YbghY'i b[ Yb'ZØf']\fY  
Dfc Y\_hY'bi hnYb"

## 6fUbW\Yb hfYZZYb'Ua'5VYbX

5i W\ 'UVgY]hg'XYf'<U'Yb'gd]Y'hY'XYf'5i ghUi gW\Y]bY'nYbhfU'Y  
Fc'Y'8Ug'G]XY!9j Ybh' B YI h; Ughfc'Vch'Ua'5VYbX'Y]bYb  
Yb\hgdUbbhYb'FU\ a Yb'a ]h; cfa UhYb'k ]Y'HYUa'J]YbbUž'Y]bYf  
GYW\Yh'6Uf'i bX'a Y\ fYfYb'\_i 'bUf]gW\Yb'GhUh]cbYb' 'Y]b  
HfYZZdi b\_hž'XYf'X]Y'J YfbYhni b[ 'XYf'6fUbW\Y'Ui W\ bUW\  
A YggYgW\i gg'k Y]hYfZØ\ fhY"

B UW\j ]Yf']b\hYbg]j Yb'HU[ Yb'j c'Yf'8]U'c[ ž'XYb'i bX  
Ni \_i bZh]a di 'gY'ghY\h'Zgh'8]Y'; Ughfcba ]Y'V'Y]Vh]b'6Yk Y[ i b[  
'i bX'X]Y'5'Yg'ZØf'XYb'; Ugh'V'Y]Vh]\f'k ]W\h][ ghYf'HFYZZdi b\_h'8]Y  
bÀW\ghY'5i g[ UVY'Z]bXYh'j cb'+'V]g'%'Bcj Ya'VYf'&\$&\*'ja

A YggYnYbhfia 'GU`nVi f[ 'ghUhh"

6Ygi WX Yb 'G]Y i bg 'Ui Z. 'Z Y]gWX i bXWc "Uh