

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 Hippeirother hatten leicht lachen. © HaRo

J]Yf`HU[Y`Ub[`di`g]YfhY`XUg`A YggYnYbhfi a`GU`nVi f[`ja
F \m\`a i g`XYf`; Ughfcbca]Y`K Ug`X]Y`5`Yg`Z0f`XYb`; Ugh`gc
VYgcbXYfg`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 hni `Y]bYa `YVYbX][Yb`HfYZZdi b`h`XYf`6fUbW`Y
]a`5`dYb!8cbUi !5Xf]U!FUi a`"GY[h])`>\fYb`ghY`h`X]Y` ; Ugh`Z0f
`bcbj Uh]cbž`b`gd]fUh]cb`i bX`XYb`YVYbX][Yb`5i ghUi gW`nk]gW`Yb
& b[i bhYfbY`a Yfb`i bX`6fUbW`Yb]_cbYb"

K Ug`Y]bgh`U`g`_`Y]bY': UW`a YggY`VY[cbbYb`U`hž`U`h`g]W`ja`@Ui ZY

XYf`>\fnY\bhY`ni a`VYXYi hYbXghYb`HfYZZdi b_h`ZØf`; Ughfcbca]Yž
<chY`Yf]Y`i bX`; Ybi gg_i`hi f`ja`[YgUa hYb`5`dYb!8cbUi !5Xf]U!
FUi a`Ybhc]W_Y`h`i bhYf`XYa`A chhc`8mbUa]_`K UbXY`"
; Ugh`]W_X]h" `dfÄgYbh]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``&bcj Uh]cb`Ui Z
@Y]XYbgWUZh`hf]Zh`i bX`; Ugh`]W_X]h`i ba]hhY`VUf`Yf`YVVUf`k]fX"
8]Y`ž V]`Äi a`gUi g[UVY`XYf`[fØ» hYb`6&6!A YggY`² ghYffY]W_X`nY][hY
Y]bXfi W_gj c`ž`k]Y`Yb[`HfUX]h]cbž: cfhgW_X]h`i bX`YW_XhYg
; Ugh[YVYfhi a`ni gUa a`Yb[Y`\ÖfYb"

6fUbW_XY`]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
; YhfÄb_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`dfÄgYbh]Yfh" &bcj Uh]cb`hfUZ`Ui Z`<UbXk Yf_ž
HYW_Xbc`c[]Y`Ui Z`HfUX]h]cb` `i bX`[YbUi`X]YgY`8mbUa]_`a UW_XhY
X]Y`; Ugha`YggY`Ui W_X]a`ž V]`Äi a`gU`f`ni`Y]bYa`VYgcbXYfYb
9f`YVb]g"

K]Y`Ui g`Gh]a a`Yb`Ui g`XYf`6fUbW_XY`Yfj cf[]b[ž`\Uh`X]Y`A YggY`ZØf
j]Y`Y`i bhYfbY`a`Yb`gY]h>\fnY\bhYb`Y]bY`nYbhfU`Y`6YXYi hi b["
7`f]ghcd`i bX`A Uf]c`A cfUbXY`j cb`A cfUbXY`&bhYfbUh]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_Xh[ghYb
6fUbW_XYba`YggY`gW_XÄhYbž`b]W_Xh`bi f`k Y[Yb`; fØ»Y`i bX`E`i U`]hÄž
gcbXYfb`Ui W_X`k Y[Yb`GU`nVi f[`U`g`VYk Ä`fhYa`GhUbXcfh"

NU`\fY]W_XY`6Yhf]YVY`ZY]YfhYb`XUfØVYf`\]bUi g`YfZc`[fY]W_XY
ž V]`ÄYb.`6"DFC`5i ghf]U`fP\$`\$`>\fYŁž`<Ø[`]`f`- \$`>\fYŁž
@c`VYf[Yf`fP\$`\$`>\fYŁž`B`Ub`bYf`f) \$`>\fYŁž`<c[Ugh`f) \$
>\fYŁž`\c`i`fP&\$`>\fYŁž`K`Ua`g`Yf`fP) \$`>\fYŁž`i bX
7UgUV`UbWU`<chY`gcZhk`UfY`f))`>\fYŁž`5i W_X`Ub[`Ä`f][Y
DUfhbYf`k]Y`Gh]Y[`VfUi`YfY]`i bX`FYX`6i`k`UfYb`j`YfhfYhYb
`Y]b`NY]W_XYb`ZØf`X]Y`VfY]hY`J`YfUb_Yfi b[`XYf`J`YfUbghU`hi b[]b
XYf`6fUbW_XY"

⇒a di `gYž'5i ghUi gWł ž'6Y[Y]ghYfi b[

8]Y'6Ø\byb'XYf'; Ugha YggY'k UfYb'8fY\!i bX'5b[Y'di b_h'ZØf
K]ggYbž'DfUI]gbÅ\Y'i bX'ᄡgd]fUh]cb'"5i Z'XYf'; Ughfc!7]fWY!6Ø\by
ghUbXYb'nYbhfU`Y`H\Ya Yb'ja ' : c_i g.'B UWł \U'h][_Y]hž
8][]hU`]g]Yfi b[ž:]bUbn]Yfi b['i bX'GhfUHY[]Yb'ZØf`Y]bY
ni _i bZhgzÅ\][Y'6fUbWłY""DUfU`Y`XUni `VchYb'X]Y'A UghYfWUgg!
6Ø\by'i bX'XYf'A UghYf'7i VY']b'XYf'; YhfÅb_Yk Y'h\UbXk Yf_]WłY
9]bV`]W_Yž'Yhk U'VY]a 'DUh]ggYf]Yk YhVYk YfV'8ci l '<YfcYgž'k c
DfÅn]g]cbž'?fYUh]j]hÅh'i bX'[fc»Yg'?ØbbYb'Ui ZY]bUbXhfUZyb"

8][]hU`Y'ᄡbcj Uh]cb'k Uf']b'bU\Yni `U`Yb'<U`Yb'ni `gY\Yb""Jcb
]bhY`][YbhYb'6i Włi b[ggmghYa Yb'ØVYf'DfcnYggcdh]a]Yfi b[`V]g
\]b'ni `5bk YbXi b[Yb'ja `6YfY]Wł' ?Øbgh]WłY'ᄡbhY`][Ybn'nY][hY
g]Włž'k]Y'ghUf_X]Y`HYWłbc`c[]Y`Yi hY'ni f'9bh'Ughi b[]cb`HYUa g
VY]hfU[Yb'_Ubb""8Yf'?cWłfcVchYf'j cb'; ccXVmh'n] YfXYi h`]WłhY
VY]gd]Y`\UZhž'k]Y'5i hca Uh]g]Yfi b[`5V`Åi ZY`Yf`Y]WłhYfb'i bX'XYb
: c_i g'ghÅf_Yf'Ui Z; ÅghY'i bX'GYfj]Włei U`]hÅh`Yb_Yb'_Ubb"
; `Y]WłnY]h][`k i fXY' `k]Y'Ui Wł'Ui Z'CF: `cb`]bY'ni ``YgYb'k Uf'
g]WłhVUfž'k]Y'gY\f`X]Y'k]fhgWłUZh`]WłYb'F U\ a YbVYX]b[i b[Yb'XUg
J Yf\U`hYb'XYf'6Ygi WłYf'dfÅ[Yb"

J]Y`Y'6fUbWłYbj YfhfYhYf'bi hYb'X]Y'A YggYž'i a `BYi \Y]hYb'ni
hYghYb'i bX'g]Wł`Y]bYb', VYfV`]W_`ØVYf'hYWłbc`c[]gWłY
9bhk]W_`i b[Yb'ni `j YfgWłUZZyb""; fc»j c`i a][Y'8]fY_hUVgWł`ØggY
g]bX'gY`hYbYf'[Yk cfXYbž'ᄡj Ygh]h]cbYb'YfZc`[Yb`\Åi Z][Yf'Yfgh
bUWł`XYf'A YggY""?i fh'K Ub_Uh'j cb'6"DFC`5i ghf]U`j Yfk]Yg'Ui ZY]bY
gdØfVUfY'?Ui žni fØW_\U`hi b[`Ui Z[fi bX'XYf
[YgUa hk]fhgWłUZh`]WłYb'G]hi Uh]cb`]b'^2 ghYffY]Wł'i bX'9i fcdU""5i Wł
A Uf_i g'GWłYZZ_bYWłh'j cb'L]`K Y]bgmghYa Y`VYf]WłhYhYž'XUgg
[fØ»YfY'Dfc`Y_hY`a Y]gh'ja `B UWł[Ub[`Z]bU`]g]Yfh'k YfXYbž'k Å\fYbX
_`Y]bYfY`B UWłfØghi b[Yb'k Y]hYf\]b'j cf`C fh'UV[YgWł`cggYb
k YfXYb"

DYfgcbU`!i bX'NY]ha UbU[Ya Ybhl@Øgi b[Yb'ghY`hY`XUg
l bhYfbY\ a Yb'FchU`Ui g'C^2 `j cf.`A Ufj]b'5bXfUgWł_cž; : `i bX
: `Y]gWłYfa Y]ghYf'5bXfYUg`Jc[`gck]Y`GU`]bU`Ga U`Wfj """"| `<UFc
A YggYf`Yž'DfcZ]Z f`HU_Y!Uk Um]YfdUW_i b[Yb'fj """"Ł`?Ym]5Włci bh

A UbU[Yf'Yj]b'Ghc\gž'A Uf_Yh]b[WXYZb'ž]U'Df]hn]'i bX'Ym!
5Wwci bhl'A UbU[Yf'7\f]ghcd\Yf'9ma Yf''| ' <UF c'8 Ug'HcdYfWhYf!
HYUa 'dfÄgYbh]YfhY'bYi Y'GWXbY]XYa UgW]bYb'fj ""Ł ; YfU'X
A Y]Yf\cZYfž'H\ca Ug': Uf_U']hg!?'Öb][žXYf'[YgWÄZhgz\fybXY
; YgY'gWUZhYf'; i bhYf'NUd'YhU'i bX'8]Yha Uf'@Yhcb]U"| ' <UF c'9]b
7ca YVUW_ZY]YfhY'XUg'æ dcfh\Ui g'GWXyb_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 WXh'A YbgWXYb

æ 'A]hhY'di b_h'XYf'; Ugha YggY'&\$&) 'ghUbXYb'YbYž'X]Y'X]Y
6fUbWXY'hfU[Yb.'; Ugh[YVYfž'i bhYfbY\ a Yfž': UWÄ_fÄZhYž'@Y\ f']b[Y"
K YhhVYk YfVY'k]Y'XYf'5i ghf]Ub'6UfhYbXYf'5k UfXž'XYf
ž b[VUf_YYdYfæbYb!K YhhVYk YfV'cXYf'X]Y'9\fi b[Yb'XYf'Hcd') \$
<chY']Yfg'² ghYffY]WAg'i bX'Hcd') \$?'ÖWY'GØXh]fc'g'a UW hYb
g]W hVUfž'k]Y'j]Y''9b[U[Ya Ybh'i bX'HU'Ybh]a '[Ughfcbca]gWYb
5''hU['ghYW_h"

A YggY'Y]hYf'A]WXYU'F Y]WY'VYhcbhYž'XUgg'hfch'n'j cfg]W h][Yf
'?cbgi a gh]a a i b['Y]bY'\c\Y'æj Ygh]h]cbgVYfY]hgWUZh'VYghY\Y"
J]Y'Y'6Yhf]YVY'k ØfXYb''Ub[Žf]gh]['XYb_Yb'i bX'Ui Z'E i U']hÄh'i bX
bUW\U'h][Y'J YfVYggYfi b[Yb'gYhnYb""8]Y' ; Ugh 'nY][Y'ž\ f'ZØf
ž\ fž'k]Y''VYbX][ž'YfbZÄ\]['i bX'a ch]j]Yfh'X]Y'6fUbWXY'gY]"

5i W'5'YI UbXYf'?f]Vi gž'; YgWÄZhgzØ\Yf'XYg'A YggYnYbhf'i a g
GU'nVi f[ž'cV'X]Y'6YXYi hi b['dYfgÖb']WXYf'6Y[Y[bi b[Yb'\Yfj cf.
9bhgWY]Xi b[ghfÄ[Yf'i bX'i bhYfbY\ a Yf'k ØfXYb'X]Y'A YggY'[Yn]Y'h
ZØf'; YgdfÄWYž'?ccdYfUh]cbYb'i bX'K Y]WXYbghY''i b[Yb'ZØf'\fY
Dfc_Y_hY'bi hnYb"

6fUbWXYbhfYZZYb'Ua '5VYbX

5i W'UVgY]hg'XYf'<U''Yb'gd]Y'hY'XYf'5i ghUi gW'Y]bY'nYbhfU'Y
Fc''Y""8 Ug'G]XY!9j Ybh' BYI h'; Ughfc 'Vch'Ua '5VYbX'Y]bYb
YbhgdUbbhYb'FU\ a Yb'a]h': cfa UhYb'k]Y'HYUa 'J]YbbUž'Y]bYf
GYWfYh'6Uf'i bX'a Y\fyfYb'_i 'bUf]gWYb'GhUh]cbYb' 'Y]b
HfYZdi b_hž'XYf'X]Y'J YfbYmi b['XYf'6fUbWXY'Ui W' bUW
A YggYgW'i gg'k Y]hYfZØ\fhY"

B UW'j]Yf']bhYbg]j Yb'HU[Yb'j c''Yf'8]U'c[ž'žXYb'i bX
Ni _i bZh]a di 'gY'ghY\hZYgh'8]Y'; Ughfcbca]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'HfYZdi b_h'8]Y
bÄW ghY'5i g[UVY'Z]bXYh'j cb'+""V]g'%"'Bcj Ya VYf'&\$&* 'ja

A YggYnYbhfi a 'GU`nVi f['ghUhh"

6Ygi W\Yb`G]Y`i bg`Ui Z. `Z`Y]gW\i bXWc"Uh