

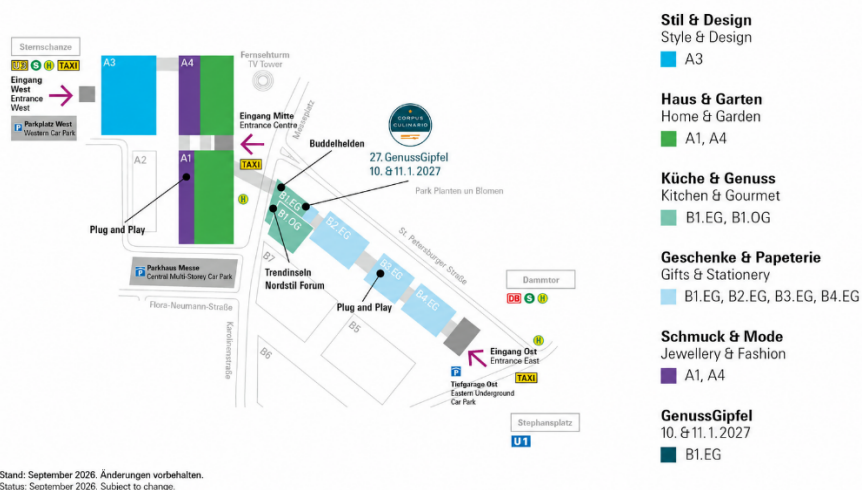
news +++ Nordstil
9 to 11 January 2027

nordstil

Kick-start the year in Hamburg: Nordstil opens the 2027 ordering season

Frankfurt am Main, 22 September 2026. As the first ordering event of the new year, Nordstil brings new products and brands, trends for the point of sale and practical industry know-how to Hamburg from 9 to 11 January 2027. With five market-oriented product segments, an extensive supporting programme and the international GenussGipfel on Sunday and Monday, the consumer goods trade fair promises a strong start to the 2027 ordering year.

“Nordstil sets the right framework for assortment planning right at the start of the year: new products and brands, current developments for the point of sale and valuable face-to-face business contacts. This gives retailers an early opportunity to make the right decisions for strong assortments in 2027,” says Susanne Schlingens, Director Nordstil.



Eight hall levels, diverse product segments and short walking distances: Nordstil Winter brings the retail trade together in Hamburg at the start of the year. Photo: Messe Frankfurt.

In the western section of the exhibition grounds, Halls A1 and A4 bring together the **Home & Garden** and **Jewellery & Fashion** product segments. Swedish family business **Miljögården (A4, B61)**, for example, will showcase furniture and home accessories made from materials including natural fibres and recycled glass. **Umjubelt (A1, G50)** puts individuality centre stage: its genuine leather belts can be mixed and matched in different colours and lengths with a wide range of buckles. New in Hall A1 is a **Plug & Play** area, featuring up-and-coming companies and innovative brands in one place, thus adding further fresh ideas for retailers' assortments.

Hall **A3** is dedicated to the **Style & Design** product segment. Among the exhibitors is Swedish company **Färg & Form** (A3, A31) with its lifestyle brand Ernst. Its collection combines minimalist Scandinavian design with products for the home, kitchen and table.

In the eastern section, the **Kitchen & Gourmet** product segment occupies both the ground and upper floors of Hall **B1**. **Gourmet Berner** (B1.OG, C10), for example, will present a broad range spanning spices, dips, oils and vinegars, pasta, spirits and gift sets.

There is plenty to discover beyond the exhibition stands, too. The **Trend Islands** in Hall B1.EG showcase selected exhibitor products under the themes “Everyday Heroes” and “Moments That Matter”, translating current trends into concrete ideas for assortment planning and presentation at the point of sale. At the neighbouring **Nordstil Forum** (B1.EG, Stand B10), industry experts share their knowledge and offer practical insights into the issues currently shaping retail – with useful food for thought for visitors’ own businesses. Right next door, the **Buddelhelden** invite visitors to discover and sample distinctive beverages and giftable products.

The **Gifts & Stationery** product segment continues across Halls B2, B3 and B4. Established names such as **Faber-Castell** (B4, C12) with its high-class writing and drawing products meet smaller manufacturers such as **Wunderle** (B2, B28), known for handcrafted and personalised gift ideas. Hall B3 will also host another first for the Winter edition: a second **Plug & Play** area featuring smaller companies, distinctive brands and new products from the world of ifts and stationary. The compact exhibition format creates additional opportunities for trade visitors looking for something out of the ordinary.

GenussGipfel: two days of fine food and new business

Following its successful debut at Nordstil Winter 2026, the GenussGipfel, organised jointly with Corpus Culinario, [returns to Hamburg on 10 and 11 January 2027](#). Located in Hall B1.EG, it complements the Kitchen & Gourmet product segment and brings Nordstil's gourmet offering together in one concentrated area. Fine foods, delicacies, confectionery, wines and spirits can not only be ordered here, but also tasted, compared and experienced first-hand. It is precisely this hands-on product experience that makes the GenussGipfel and the adjacent Kitchen & Gourmet product area particularly valuable for buyers. At the same time, the two-day culinary event underscores Nordstil's strong position in the gourmet segment.

Now in its 27th edition, Germany's leading event for fine food, delicacies and culinary specialities brings international suppliers together with buyers and decision-makers from retail and hospitality. Two GenussGipfel highlights will also gain greater visibility in 2027: on Sunday, the Delicacy of the Year will be awarded right in the heart of the gourmet area in Hall B1.EG; on Monday, the Product of the Year presentation on the Nordstil Forum stage will mark the finale of the stage programme.

Nordstil Winter will take place from 9 to 11 January 2027, the **GenussGipfel** on 10 and 11 January 2027.

Nordstil Summer will take place from 24 to 26 July 2027.

Information for journalists: Further details and photographic material of Nordstil can be found at: nordstil.messefrankfurt.com/press

Hashtags: #nordstil27 #nordstilmesse

Follow Nordstil on Instagram: www.instagram.com/nordstilmesse



Your contact:

Konstantin Rohé

Tel.: +49 69 75 75- 3798

konstantin.rohe@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Background information on Messe Frankfurt:

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information

Background information on Conzoom Circle

<https://conzoom-circle.messefrankfurt.com>