

# Exhibiting Conditions for the südback Trend Award

Messe Stuttgart · 24 - 27 October 2026  
[www.suedback.de/trendaward](http://www.suedback.de/trendaward)



## Three categories

### • Marketing, sales and organisation

(Shop construction & business equipment, packaging, merchandise, EDP and cash register systems, etc.)

### • Raw materials & convenience (flour, flavours, oils & fats, fillings, frozen products, coffee, etc.)

### • Technology (working and operating technology)

## Evaluation criteria

The following criteria, among others, are considered for the evaluation:

- Degree of innovation
- Benefit for the user & user-friendliness
- Use or implementation with economically viable costs
- Function & operational safety
- Environmental compatibility & recycling & hygiene

## Organisers

The **südback Trend Award** is presented by Messe Stuttgart. The trade journals Allgemeine Bäcker-Zeitung (ABZ) and BÄKO-magazin support this competition as partners. The co-organisers are the BÄKO Head Office and the Württemberg Regional Association of Bakers' Guilds.

## Terms & Conditions of Participation

Eligible for participation in the **südback Trend Award 2026** are only innovations (products, concepts, strategies) which have been introduced after südback 2024 or developed to market maturity and are about to be launched on the market. It must be possible to present the innovations at südback 2026 as series products. All domestic and foreign companies in the industry exhibiting at südback are eligible. Functional systems, complete installations, as well as individual parts (accessories) or designs, can be registered and submitted as competition entries. Participation in this competition is free.

## Closing date for registrations is 31 May 2026

The jury reserves the right to change the categories in consultation with the companies. The evaluation will be performed by the jury on the basis of the written and visualised entries.

## Copyright / Use of publication

All copyrights remain the property of the entrants. Messe Stuttgart obtains permission from the sender to report about the competition entries in press releases about the **südback Trend Award 2026** or südback 2026. The same also applies for the result of the competition.

## Submission of innovations

The submitted products must be adequately insured by the participants themselves, primarily against fire, theft, breakage and damage. The organiser will accept no liability whatsoever for damage to or loss of the submitted competition entries and documents.

## Designation and author's declaration

If products are submitted for which the copyright does not exclusively belong to the sender, written consent from the owner of these copyrights must be enclosed. This consent must also be provided for the press publications on this competition and the results.

## Composition of the jury

The jury, which is made up of representatives of südback partners, specialist media and representatives from the bakery and confectionery trades and science, reaches its decision by simple majority. The decision of the jury cannot be challenged. The judges' decision is final.

## Award, prizes, presentation

The winners/award-winning products receive a trophy and a certificate. The prizes will be presented during südback 2026 at the official trade fair opening.

## Commercial use

The **südback Trend Award 2026** can be used commercially only for the award-winning products. All award-winning products can bear the new quality seal as a label. Messe Stuttgart provides free advertising media for this purpose.