

Pressemitteilung

Hoflieferanten Berlin: New brand identity and website capture the essence of good catering

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Hoflieferanten Berlin has unveiled its new brand identity. With a new website, refreshed design and a new logo, the sustainable Berlin-based caterer is presenting itself in a contemporary way. The relaunch highlights what Hoflieferanten Berlin stands for: high-quality event catering, culinary creativity and a clear commitment to responsible practices. The new design brings together the various facets of the brand in a distinctive, clear and contemporary identity. The refreshed logo serves as the brand's visual anchor, giving its values a concise and recognisable symbol. The new website translates this identity into the digital space: clearly structured, direct in its communication and closer to the people for whom events are being planned.

Clients can find the information they need more quickly – from the various types of events and services to Hoflieferanten Berlin's approach, contact options and insights into the company's culinary philosophy. The new brand identity thus creates a consistent connection between the first digital contact and the personal collaboration that follows.

At the heart of the offering is a modern food concept that combines seasonal, regional and preferably organic products with transparent supply chains. The website, design and logo make this philosophy visible, showing how high-quality ingredients, culinary craftsmanship and individually developed menus come together to create unique culinary experiences.

"A website should be more than a collection of information. It should convey a sense of what it is like to work together: attentive, reliable and with a good understanding of what an occasion requires," says Managing Director Marc Mundstock. "That is exactly what our new website makes visible – from the first idea to the final plate."

Attentive, at the table – and on screen

For more than 25 years, Hoflieferanten Berlin has stood for high-quality event catering in Berlin and organises around 300 events every year. Its range of services extends from conferences and business events to large-scale events with several thousand guests. The company supports its clients throughout the entire process – from conceptual development, logistics and equipment to arranging suitable venues from an extensive network in Berlin and the surrounding area.

From a culinary perspective, Hoflieferanten Berlin follows a "veggie-first" approach: vegetarian and plant-based dishes form the foundation, while meat and fish are used consciously and as complementary elements. The cuisine combines international influences with regional provenance, bringing together creative menu development and high quality standards.

Sustainability is not a trend for Hoflieferanten Berlin, but an integral part of the company's philosophy. The caterer focuses on seasonal, regional and preferably organic products, transparent supply chains and the responsible use of resources. This commitment is supported by certifications such as ISO 20121 for sustainable event management.

The new website translates this philosophy into a digital user experience that is clear, reliable and free from unnecessary detours. As a result, the initial search for a catering partner can quickly become a concrete next step.

The new website is now available at hoflieferanten.berlin.

About Hoflieferanten Berlin

Hoflieferanten Berlin is a sustainable caterer based at Pariser Platz in the heart of Berlin and a brand of AXICA Kongress- und Tagungszentrum Pariser Platz 3 GmbH. For more than 25 years, the company has stood for high-quality event catering and organises around 300 events every year – from conferences and business events to large-scale events with several thousand guests. At the heart of its offering is a modern food concept featuring seasonal, regional and preferably organic products. The “veggie-first” approach, international culinary influences, culinary craftsmanship and individually developed menus define the cuisine.

An interdisciplinary team of experienced chefs, service professionals and event experts develops tailor-made concepts for every event. In addition to its culinary services, Hoflieferanten Berlin offers comprehensive support ranging from concept development, logistics and equipment to arranging suitable venues.

Contact

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A Brand of AXICA Kongress- und
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