

Hanni Rützler

The founder and head of the futurefoodstudio is one of Europe's leading food trend researchers. She is known for her ability to comprehensively perceive the changes in our food culture, but also to register and correctly classify inconspicuous changes. In doing so, she not only keeps an eye on the German-speaking and European regions, but also on worldwide developments. As a professional nutritionist and health psychologist, she moves between the disciplines and knows how to bring together different findings and make them fruitful in surprising ways.

For 25 years, she has been inspiring players from the entire food & beverage industry and beyond. In her studies on the future of food and her annual „food report“ she traces the changes in consumer culture and knows how to distinguish sustainable food trends from short-term fashions and media hype.