

Eatrenalin named 'Company of the Future' for 2026

The German Innovation Institute for Sustainability and Digitalisation (diind) has once again awarded its 'Company of the Future' seal of approval to the Michelin-starred restaurant Eatrenalin. This accolade recognises the multi-sensory fine dining restaurant at the Europa-Park Resort for its innovative strength, clear vision for the future, and courage in completely reimagining the concept of fine dining.

Eatrenalin combines an eight-course menu of the highest calibre with an immersive experience for all the senses. Outstanding Michelin-starred cuisine, modern technology, movement, sound and scents come together to create a journey lasting over two hours through different worlds, setting new standards for the international hospitality industry.

"At Eatrenalin, we combine gastronomy, technology and entertainment to create a brand new restaurant concept. For us, innovation means building on existing approaches, but also having the courage to forge new paths," says Felix Heuberger, Eatrenalin's COO. "Receiving this award from diind motivates us to continue steadfastly along this path." As part of a multi-stage assessment process, Eatrenalin impressed diind in all assessed categories – including digital presence, innovative strength and social commitment.

Plans are also in place for the future international roll-out of Eatrenalin to major cities around the world. Potential investors can expect low-maintenance, safe and user-friendly system components; excellent content and story worlds; innovative and personalised food concepts; streamlined and automated processes in catering operations; and a modern marketing and communications mix.