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# Food Service Europe & Middle East

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Special Features: **Quickservice Market in Sweden – Trend Guide Asia & USA**



# Food Service Europe & Middle East

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*Influenced by the busy street stalls of Asia and bringing together the best of the South-East Asian cuisine, the noodle house concept is built upon fresh and health conscious options. Jumeirah Restaurants, the hotel group's branded restaurants division, is determined to become a global player with its strongest brand.*



## ■ ■ ■ page 34

*KP Kofler, CEO of German catering company Kofler & Kompanie, talks about his series of pop-up restaurants under the Pret A Diner brand as well as the challenges of his core business: corporate hospitality, especially at international sporting events.*



## front cover ■ ■ ■

*Artisanal ice cream is blossoming – not only at Amorino's where instead of scoops you get artfully flower-shaped cornets. Read more about Amorino (with 70 outlets to date, of which 40 in France) and other artisanal ice-cream concepts in our Hot Trend Section starting on page 20.*

Photo: Amorino

## page 8 ■ ■ ■

*Restaurants focusing on Latin American cuisine have long since ceased to rely only on the Tex-Mex formula so popular in the 1990s. Young concepts nowadays offer Brazilian, Peruvian, Cuban and Ecuadorian specialties and please their guests with an exotic variety of food served in a colourful ambience.*



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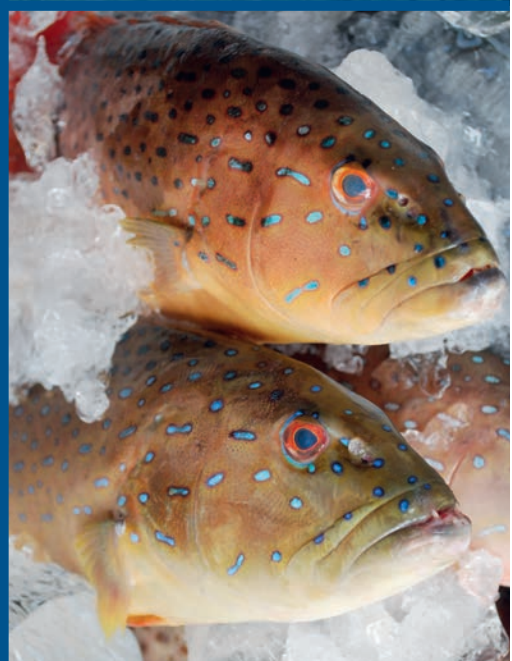
Pho 24, Ho Chi Minh City, Vietnam



Ben Thanh Market, Ho Chi Minh City, Vietnam

# The Best of Both Worlds ♦♦♦

Who is one step ahead in the global kaleidoscope of trends – East or West? Where are the most powerful impulses coming from, who is supplying the most inspiration and in what dimension? Expert Pierre Nierhaus covers the entire spectrum from orient to occident: an instruction manual for this world's trendy metropolises.



LPQ, NYC



Bakery Snack, NYC

Photos: Pierre Nierhaus/Gretel Weiss

Asia, (North) America. We want to find out what distinguishes one region from the next in gastro-nomic terms and the dimensions along which each region provides the most inspiration and potential for an update in terms of concept and range. First of all, the East stands for food trends and concep-tual impetus, the West for market-ing, sales and growth in the sys-tem.

**Let's start by looking east:** at Asia, by far the largest growth market and at the same time the region with the greatest influence in global terms. Asia's culture and cuisine have influenced not only our gastronomy, but also lifestyles in general. The extreme dynamism and mobility of the mega-cities provide the ideal environment for a vast range of concepts and are a fertile breeding ground for an innovative logistic that caters to the needs of millions of people. Along with perfection, there is improvisation; along with giant-size dimensions, there are models of microscopic proportions. This is where projects are realised that Europe, with its strict structural regimen, can only dream of.

The original home of the street kitchen also has, as it were in passing, a vast number of authentic food experiences to offer: the innumerable food-stalls that line the streets, usually single-product suppliers, are a vast treasure trove for travellers on a journey of culinary discovery, just as much as the countless traditional food markets. They can be found everywhere, in the cities as well as in the country.

In culinary terms, the Far East is the domain par excellence of complex aromas, with (fresh) herbs, spices and marinades playing a key role. Animal protein tends to remain in the background, and if it does appear, fish and seafood play a central role: a predominantly 'green', predominantly fresh cuisine with an emphasis on carbohydrates and enriched by a wide variety of fruit and vegetables.

Asia's traditionally trendy metropolises are Bangkok, Hong

Kong, Shanghai and Singapore. Saigon is awakening, but in terms of professionalising the foodservice sector is still in its infancy. Tokyo has a wealth of innovative energy available. Authentic Japanese food culture, however, is driven by an aesthetic unique to that country and is not readily accessible to western tastes and thus communicable only to a limited extent. With its mega-agglomerations of Mumbai, Delhi, Bangalore and Kolkata, India is in a league of its own, which rules it out of our considerations.

#### Bangkok

Gastronomy: extremely varied, ranging from traditional (Blue Elephant), stylish (Vertigo, Skybar Sirocco, V9), cool (FACE) to shrill (Bed Supper Club). A melting pot of all the Southeast Asian styles, with a lot of clubs.

Hotel catering: a good deal to offer at low prices. Ideal for checking concepts, especially buffets.

Shopping-mall catering: definitely worth seeing are the Siam Paragon Mall and the reopened Central World Plaza, Southeast Asia's largest mall. The latest quickservice und fast casual concepts.

**Conclusion:** Bangkok is both fascinating and varied. But Bangkok is also complicated. The superficial impression cannot even hint at how innovative and subversive the mega-metropolis is. It is important to take a very careful look and gather as much advice as possible.

#### Hong Kong

Gastronomy: All the mainstream Chinese concepts can be found everywhere in a city that also showcases concepts from all over the world: Zuma, Roka from Europe, Robouchon from NY, Pho 24 from Vietnam and Din Tai Fung from Singapore.

Hotel catering: great food outlets in the world's highest hotel, the Ritz Carlton Hong Kong (includes Skybar Ozone, Café 103, Tosca, Lung Heen).

Mall catering: symbioses of malls and fast-casual concepts, food courts and luxury hotels. Tip:



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## Appetizers



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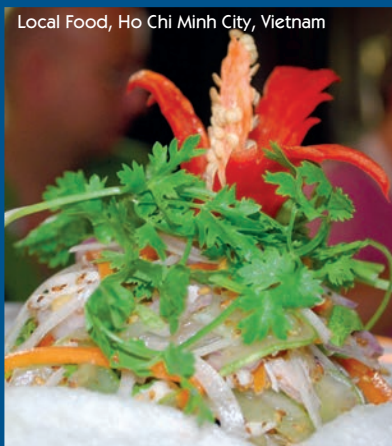
Reel Kitchen, Foodcourt, Shanghai, China



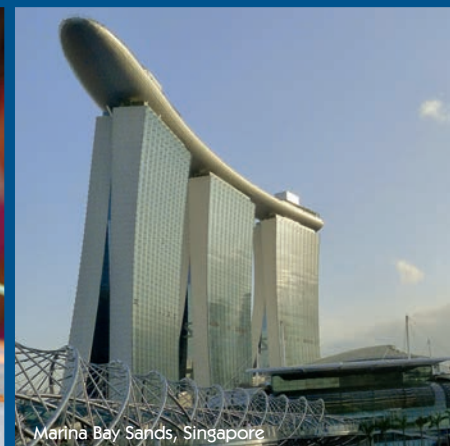
Street Food, Bangkok, Thailand



Din Tai Fung, Dumpling House, Singapore



Local Food, Ho Chi Minh City, Vietnam



Marina Bay Sands, Singapore



Miso Cool, Noodle Bar, Hong Kong



BreadTalk, Singapore



Plaza Singapura Mall, Singapore

'Dressed – Salads with style' in the IFC Mall. Further top malls: Harbour City and the new Elements Mall.

**Conclusion:** the luxury metropolis has a wealth of high-end concepts, but is also well-equipped in the fast-casual segment. And this includes all the different types of Chinese cuisine. A good place to enter Asia, it also offers a limited overview of the Chinese market. Extremely high learning potential in terms of mall catering and (luxury-) hotel catering.

### Singapore

Gastronomy: premium brands from all over the world. The most important test market for system caterers with their snack and bread formulas. Home to the expansive BreadTalk Group and its concepts for Din Tai Fung (Premium), BreadTalk, Toast Box and Ramen Play, etc. Then there is the Hawker Centre, the precursor of quickservice and fast casual. Tip: Maxwell Food Center and the Lau Pa Sat Festival Market.



Hotel catering: classics like the Sands and the new hotels and leisure complexes such as the Marina Bay Sands and Sentosa Islands Resorts.

Mall highlights: 313@somerset, VivoCity and the Mall in the Marina Bay Sands Hotel.

**Conclusion:** Singapore is the perfect entry into Asia, the confluence point for every kind of cuisine and style that Asia has to offer. English is one of the official languages, which makes it very

easy to find your way around. There is learning potential, especially in the case of the malls, the Hawker Centres and generally in the (fine) dining domain.

### Shanghai

Gastronomy: quite a number of the big local chains are represented here, including Da Niang Dumpling, Yonghe King and Sun Ya Da Bao. Also unmissable is KFC – the hero among the western import brands in China, with already more than 3,000 units. Very trendy night scene with ultra-cool bars and clubs.

There is a concentration of many concepts in the Xiantian entertainment quarters that have been rebuilt in the historical style by the city planners and The Cool Docks, which have only recently been opened.

Hotel catering: well worth seeing is the Yi Cafe (casual dining) in the Shangri-La Hotel. The best Peking duck is to be had in the Hyatt on the Bund which serves its own homebred duck.

Mall catering: booming snack and bread concepts such as BreadTalk, Brotzeit, Ruby or the concepts from Maxim's Group.

**Conclusion:** Shanghai is the Chinese showcase metropolis of the future. This is where you can see the direction that China is taking. Particularly exciting are fast-food concepts, which the broad majority of the population are just discovering.

### Tokyo

Gastronomy: Japanese cuisine in all its diversity: from high-end to straight and simple street catering. Gastronomy plays the main role 24 hours a day in the everyday life of the Japanese: quick service (+ retail) on the way to work and back again, after-work socialising, fine dining during business and in the evening.

A wide variety of ideas and concepts in all the city's stations such as 'Tokyo' or 'Shinjuku' (which alone has more than 3 million passengers – a day!). Well worth seeing are the luxurious department stores and their



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# TRENDS



Rooftop Pool Bar, Soho House, NYC



Shake Shack, NYC



Bubba Gump Shrimp Co., Chicago



The Chandelier, Cosmopolitan Hotel, Las Vegas



Five Guys Burgers and Fries, Las Vegas



Popburger, NYC



Chicago



Tutti Frutti Frozen Yogurt, Santa Monica Place, LA



Eataly, NYC



2 Sparrows, Chicago

impressive food departments, especially in the Ginza and Shinjuku districts. The same holds for the new Tokyo Midtown Center with its many casual and fast-casual concepts, as well as Marunouchi Brick Square.

**Conclusion:** Gigantic source of inspiration for everything to do with Japanese cuisine, for transport and tourist catering, even including urban development, as well as the themes of food presentation and service quality at a level that is sensationally high for Europeans.

#### Ho Chi Minh City (Saigon)

Gastronomy: of interest are the themes of soups (Pho), street-food stands and live cooking. In the new Vincom Mall you can find (almost) all of the country's catering systems. There is a good 'orderly' introduction to Vietnam at the Quan An Ngon Restaurant, which brings together a number of cookshops under one roof. The best hotel to provide good gastronomy concepts is the Park Hyatt Saigon.

**Conclusion:** exciting Vietnamese cooking concepts also suitable for broad segments of the population in Europe, similar to Thai cuisine. Overall, however, only a limited variety of professional and consistently conjugated concepts.

#### Moving on to North America.

Just like Europe, the USA is currently far removed from the tremendous dynamism and gold-rush fever of the Asian market. Here we have to deal with mature markets, so the challenges are necessarily rather different. Worth noting: more than ever, with its wide regional and cultural variety, Europe is the source of ideas and the creative force: restaurateurs from the USA are coming to Europe in order to acquire new ideas and inspiration on the spot, and in the meantime the first made-in-Europe concepts are also acquiring a foothold in the United States. The way legends are formed, built up into a brand and marketed, therein lies the true strength of the USA. Also the ability to re-think things radically and simply

do them differently is something that you find in such a marked way only in the country where system catering originated – it is not just by chance that it has been the home of the global players right down to this very day. For everything that has to do with marketing and sales, systematisation and the expansion of systematised concepts, the USA still provides the highest learning potential.

Absolutely the trendsetter-place in the USA is (again) New York City, which after a quieter phase is presenting itself once more with a new vitality, followed by Chicago with its exciting creative-scene and Los Angeles and its new generation of smart large restaurants. Las Vegas is rather one of the import showcases – similar to Dubai or Moscow: here you will find less innovate impetus and indigenous creativity, but probably the best and most successful that the world has to offer in a highly concentrated and perfectly staged manner.

#### New York City

Gastronomy: huge diversity ranging from gourmet (Danny Meyer!) to snack. Revival of burgers (brgr burger, Five Guys) and steak (BLT, Quality Meats). Continuing development of fast-casual themes through concepts like PAX, Tossed, new concepts such as Flavours, Just Salad, Shake Shack and Fresh & Co. The stronghold of Delis and C-Stores, and coffee bars anyway. The next big things are the micro-breweries and gourmet-style beer. Worth seeing is the offshoot of Eataly from Turin – retail & foodservice combined, brilliant Italianità. In general there is learning potential in matters of systems, brands and mises-en-scène (including the new Pulino's).

**Conclusion:** New York is, and will remain, a fantastic source of inspiration. Interesting niche concepts and a great deal of innovation around lunchtime business. A wide variety of foodtrucks. Brooklyn and especially Williamsburg are the new nucleuses for the scene and innovation.

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Food Truck, NYC



Little Buddha, Palms Casino Resort, Las Vegas



Rooftop Terrace, Bab Al Shams, Dubai



Wrap &amp; Roll, Ho Chi Minh City, Vietnam



Western Style Bakery, Vincom Mall, Ho Chi Minh City, Vietnam



Photo: Sticks'N' Sushi



brgr, NYC

## Chicago

Gastronomy: traditional stronghold for meat, steak and seafood! Big system caterers and fantastic steak restaurants – American inspired steak culture is experiencing a remarkable revival in Europe and particularly in Germany. A dominant figure in Chicago's foodservice scene was, and still is, the legendary Melman, who has long maintained a presence in the States with his numerous concepts for success that go far beyond his native city. Today it is the avant-garde that is attracting attention: Grant Achatz (Alinea, Next) and Homaro Cantu (Moto).

**Conclusion:** America's casual-dining Mecca. This is the birthplace of many concepts that the big companies are keen to take on board. The spectrum covers everything from quickservice to top molecular gastronomy. Also many bakery concepts such as Corner Bakery, Panera Bread, La Brea Bakery and Potbellys.

## Los Angeles

Gastronomy: a high glamour factor thanks to its proximity to Hollywood. Innovative concepts are Gjelina and Katsuya. Many outdoor elements. New: Fig + Olive with its flagship restaurant on Melrose Square.

Hotel catering: new flagship restaurants have established themselves in the luxury hotels, for example Bazaar by José Andrés or WP 24 in the Ritz Carlton.

Mall catering: Santa Monica Place with its impressive dining-deck (open air) and the re-launched Westfield Century City.

**Conclusion:** L.A. is the city for all those who want to experience urbane, very life-stylish concepts and are interested in large formats. At the same time, there is a chance to study the mise-en-scène, because L.A. wants to roll out the red carpet for every guest.

## Las Vegas

Gastronomy and hotels: best of the best, sensational free-flow and buffet concepts such as Cravings in the Mirage by Designer Adam Tihany. Stylish clubs and beach clubs like the Surrender Beach Club, which cost 64 m dollars to build. Fantastic scenarios and presentations. Also new are the casual concepts like the one in the new Cosmopolitan Hotel (the unwilling 'owner' is Deutsche Bank).

**Conclusion:** The city with the fastest turnaround in concepts and ultimate superlatives. It is always worth taking a look around, because nowhere else in the world is there so much investment and dynamism as in Vegas.

**Outlook:** Mediterranean and in particular Italian, Asian, regional & traditional: the sales concepts are changing, the themes are remaining and are being played right round the globe. Regionality is a clear trend, especially in Europe and the USA. Organic themes are appealing to more and more people, only to be sur-



*Pierre Nierhaus: "There's no point in taking in a city at turbo speed with a camera! First of all you need to understand the people and then the concepts. Take your time. Open up to places and allow yourself as many impressions and feelings as possible. That's the best way to find out things!" Ever since the beginning of the 90's Nierhaus has made a name for himself as a trend expert, supporting foodservice operators to trace and implement innovations. Several times a year restaurateurs on his study trips to the metropolises of this world can learn everything about the local foodservice scene, classics, innovative highlights and latest trends, find about culinary traditions on the spot, but also investigate the often rich and exciting portfolio of import concepts from all over the world that are very well worth seeing. [www.nierhaus.com](http://www.nierhaus.com)*

passed by 'homeland' & regionality both in acceptance and in implementation. The segments with the greatest growth potential worldwide are fast casual and quickservice of every kind, if possible combined with 'To go' and definitely smartly packaged. Wherever you look, today's food is mainly uncomplicated, fast and mobile. Even the classics of the

fullservice world such as pizza and salad come in bite-size portions for lunch-breaks on the move. The principle goes back to Asia. It was first of all marketed in the USA (with South American cuisine already lining up). Yet the origin of uncomplicated fast catering on the move lies in the cookshops and food-stands of Asia. ■

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