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# 11<sup>th</sup> European Foodservice Summit

Think Tank and Congress for the Restaurant Industry

## Game Changing & Game Changers

| Looking East, Digital Design,  
Social Media Intelligence

| Automated, Asiased, Animated

**(Wednesday, 22 September)**

**Thursday, 23 September**

**Friday, 24 September 2010**

**Zurich/Switzerland**

Conference Language:  
English (translation into German)

Lake Side, Casino Zürichhorn  
Zurich/Switzerland

Visionary Insights for the  
European Restaurant Industry

Trends – Management – Marketing –  
Operations – Strategies

**GDI**  
GOTTLIEB DUTTWEILER  
INSTITUTE

**E**FoodService  
**Europe**  
& Middle East

 University of  
**Central  
Florida**



## 11<sup>th</sup> European Foodservice Summit

(22), 23 and 24 September 2010

### Objective

The Summit is the number one European platform for the restaurant industry. Issues we discuss are trendsetting and on tomorrow's agenda. Together we have created a think tank to analyse the most important changes in the industry as well as an annual forum where we may all share our thoughts on a regular basis. The people who join us are the industry leaders who shape the European restaurant landscape for the future.

### Participants

Main players (entrepreneurs/senior management) of the multi-unit restaurant and catering industry as well as suppliers and consultants. Seats are limited for suppliers and consultants.

There is a maximum of 250 participants to keep the atmosphere intimate. Be a part of the best community and help create a strong Pan-European network!

The past European Foodservice Summits (2000-2010) have been very successful. Every year this major platform for main players in the European away-from-home market has attracted more than 200 senior foodservice executives from 20+ nations.

### The three partners/hosts

**FoodService Europe & Middle East**, the leading b-to-b magazine for the multinational restaurant industry is published by the Deutscher Fachverlag GmbH in Frankfurt/Germany. The company owns more than 90 titles, which cover 12 economic sectors - food and foodservice are one of the strengths of the publishing house. Largest publication 'Lebensmittel Zeitung'.  
www.food-service-europe.com

**The University of Central Florida** is home to the Center for Multi-Unit Restaurant Management in the new Rosen College of Hospitality Management. Located in Orlando, Florida, the center offers baccalaureate degrees, customized executive education courses and conducts focused research for the corporate restaurant industry.  
www.hospitality.ucf.edu

**GDI Gottlieb Duttweiler Institute**, European Institute for Economic and Social Studies, is focussing on retailing and the service industry. Main activities: congresses, seminars, consumer and management research. For more than 40 years the independent and future-oriented institute known as the GDI has been developing and providing knowledge and innovative solutions.  
www.gdi.ch

These partners have sound competencies, long-term networks and professionalism in common. It is their goal to get the key players in the restaurant industry together on a regular basis to discuss the future of the European market. As a network of highly respected decision makers and opinion leaders they carefully observe the coming years and changing landscape of their business and the environment.



## Restaurant Study Tours and Get-together

Wednesday, 22 September 2010

### Schedule

11:00 to 17:00

**Zurich for restaurant professionals from abroad**

Visits, talks and tastings

Groups of 20 persons max., separate booking

In virtually no other city of Europe are you likely to find so many multi-faceted, professional concepts packed so tightly together as in Zurich, a city with a good 2,000 foodservice outlets for a population of slightly less than 365,000 people. And, given the relatively close proximity of Italy and France, two countries renowned for good food, most inhabitants are not only extremely discerning when it comes to F&B, service and ambience but also willing to pay over the odds for them. Here in Zurich, people are prepared to put their money where their mouth is.

### R1 for first-time participants

Well-established concepts, successful brands and new openings/trendy scene. Walk through town.  
Guide: **Peter Kern**

### R2 for first-time participants & repeaters

Focus on retail & restaurants, at high streets and shopping centres. By bus.  
Guide: **Peter Herzog**, www.hc-ag.ch

**R1, R2 & R3:** spectrum – fast casual, fullservice, fine dining, coffee bars, retail. Non-Swiss participants have precedence.

### R3 for first-time participants & repeaters

Focus on new restaurants, exotic concepts and best in class operations (city & suburbs). By bus.  
Guide: **Jürg Landert**, www.jlz.ch

### Costs R1 & R2 & R3 each:

CHF 460 including all material, transfers, food & drinks. Limited group sizes. Programs subject to change.

from 20:00

### Get-together

For all conference participants who already are in town.



www.efss.ch

# Schedule



## 1st day

Thursday, 23 September 2010

10:00	Transfers from the hotels and main station to the conference place Lake Side. Coffee & co.
11:00	<p><b>Gretel Weiss &amp; David Bosshart</b>  <b>Welcome &amp; intro on behalf of the organizers</b></p> <p><b>David Bosshart</b>  GDI Gottlieb Duttweiler Institute  <b>Dealers, adventurers, preachers &amp; warriors</b></p> <ul style="list-style-type: none"> <li>  Who are the game changers?</li> <li>  Living in a multipolar world</li> <li>  Shifting alliances</li> </ul> <p><b>Gretel Weiss</b>  FoodService Europe &amp; Middle East  <b>Europe's top 100 restaurant operators</b></p> <ul style="list-style-type: none"> <li>  New ranking and analysis</li> <li>  Movements, trends &amp; new leadership in the foodservice business</li> </ul> <p><b>Christopher C. Muller</b>  UCF  <b>Restaurant industry outlook 2020</b></p> <ul style="list-style-type: none"> <li>  The conflict of romance vs. science</li> <li>  Consumers, demographics &amp; change</li> </ul> <p><b>Q&amp;A</b></p>
13:10	Lunch
14:30	<p><b>Ibrahim Ibrahim</b>  Portland Design  <b>Tomorrow's consumer today ...</b></p> <p><b>Competing for the future</b></p> <ul style="list-style-type: none"> <li>  How technology will transform the customer experience in the shops and restaurants of tomorrow</li> <li>  Public space &amp; emotional design</li> </ul> <p><b>Q&amp;A</b></p> <p><b>Jens Moritz</b>  EQT Partners  <b>The restaurant industry from a financial investor's perspective</b></p> <ul style="list-style-type: none"> <li>  What makes the industry attractive for financial investors?</li> <li>  How to prepare to make the deal</li> <li>  Do's and don'ts in negotiations with investors</li> </ul>
16:00	Break
16:30	<p><b>Ly Qui Trung</b>  <b>Jean-Luc Fourier</b>  <b>The East – the new 'New World'</b></p> <ul style="list-style-type: none"> <li>  Pho24, Vietnam – Noodles on fire</li> <li>  Hilton Asia/Pacific, Singapore – Hotel/resort restaurants reinvented</li> </ul> <p><b>Christoph Bründl</b>  CB Bründl Sports  <b>Mood management in service industries</b></p> <ul style="list-style-type: none"> <li>  How can inspired staff be trained to turn customers into fans?</li> <li>  How can magic moments be created for staff and customers?</li> <li>  How can we live values authentically?</li> </ul>
19:00	<p><b>Dinner party</b> – make new friends &amp; reunite past friendships</p> <p><b>Boat cruise on the Lake of Zurich</b>  (foodservice by Marché International)</p>
22:00	Return to Lake Side
22:15	<p>Return to city  (walking distance to hotels and main station)</p>

## 2nd day

Friday, 24 September 2010

08:00	Transfers from the hotels and main station to the conference place Lake Side. Coffee & co.
08:30	<p><b>Samy Molcho</b>  <b>Body language: the key to success</b></p> <ul style="list-style-type: none"> <li>  The tongue can lie, the body never</li> <li>  The body is the glove of the soul</li> </ul> <p><b>Dan Holm</b>  GreenEggsMarketing.com  <b>The power of 'Me'</b></p> <ul style="list-style-type: none"> <li>  Social media and the new generation</li> <li>  The wake-up call of the future</li> </ul> <p><b>Rex A. Jones</b>  Chipotle Mexican Grill  <b>'Food with integrity'</b></p> <ul style="list-style-type: none"> <li>  Changing Mexican food, fast casual, the world</li> <li>  No ordinary restaurant, no ordinary burrito</li> </ul> <p><b>Q&amp;A</b></p>
11:00	Break
11:30	<p><b>CEO panel</b>  <b>Julian Metcalfe</b>  Pret A Manger / Itsu (UK)  <b>Rudi Kull</b>  Kull &amp; Weinzierl (Germany)  <b>Berk Eksioğlu</b>  Istanbul Doors (Turkey)  <b>Ly Qui Trung</b>  Pho24 (Vietnam)</p> <p><b>Christopher C. Muller</b>  UCF  <b>The road ahead</b>  <b>Final conclusions</b></p> <p><b>Game changing &amp; game changers</b></p> <ul style="list-style-type: none"> <li>  Play by your own rules and you own the game</li> <li>  Turning visions into new realities</li> </ul>
14:00	Lunch & goodbye drink
15:00	<p>End of conference  Bus service to the airport and Zurich main station</p>

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# Speakers



## David Bosshart

Zurich, Switzerland, [www.gdi.ch](http://www.gdi.ch)



Dr. David Bosshart is CEO of the GDI Gottlieb Duttweiler Institute for economic and social studies, one of Europe's leading think tanks.

He is the author of various publications including 'Kultmarketing' (Cult Marketing), 'Die Zukunft des Konsums' (The Future of Consumption) and 'Billig' (Cheap), and a frequent speaker at events in Europe, the USA and Asia. His work focuses primarily on trade and retailing, management and social change. He studied philosophy and political theory.

## Christoph Bründl

Zell am See/Kaprun, Austria, [www.bruendl.at](http://www.bruendl.at)



Christoph Bründl is CEO of the family company Bründl Sports, which comprises 17 Intersport shops. A major success factor of the Bründl Group is their emotional customer approach expressed by a different architectural style, design and shop atmosphere. The flagship store in Kaprun won the EuroShop Retail Design Award 2010. Bründl Sports promotes a very special type of staff training with the aim of giving customers a new shopping experience of 'magic moments'. Christoph Bründl studied Business Administration at the Johannes Kepler University, Linz, Austria and at the Miami University, USA.

## Berk Eksioğlu

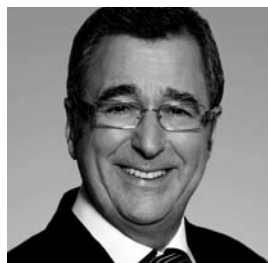
Istanbul, Turkey, [www.istanbuldoors.com](http://www.istanbuldoors.com), [www.kitchenette.com.tr](http://www.kitchenette.com.tr)



Berk Eksioğlu is Co-CEO of Istanbul Doors Restaurant Group, the first corporate F&B organization in Turkey. Doors was established in 1993. The founders (Buyukugur family and Berk Eksioğlu) have developed the business from one restaurant into a network of 18 including several of the best known dining venues in Istanbul such as Zuma, Vogue, Gina, Wanna and Anjelique. The group operates three main divisions: boutique stores/hotels and two chained concepts named Kitchenette and Mama. Berk studied in the USA, he has a Bachelor of Science degree in Mechanical Engineering. His award-winning graduation thesis in Applied Science is still being utilized in Venice, Italy. He has been the youngest ever member of the Turkish National Swimming Team.

## Jean-Luc Fourier

Singapore, Singapore, [www.hilton.com](http://www.hilton.com)



Jean-Luc Fourier is Vice President Restaurant Concepts, Luxury Brands & Full Service for Hilton Hotels in Middle East, Asia Pacific & Africa. In that capacity, Jean-Luc oversees the development of Food & Beverage for the Hilton Family of Brands with the focus on creating dining concepts for new properties. He has mapped an illustrious 34 year career in hospitality. His passion for gastronomy has led him to work all over the world. Hilton Worldwide currently operates 60 hotels in Asia Pacific across 8 regions and 18 countries. Today, Hilton is the most famous international hotel brand in Asia Pacific – 71 properties in its development pipeline in this region. A French national, Jean-Luc graduated from the Hotel School in France with a Cornell University Diploma.

## Dan Holm

Clearwater/Florida, USA, [www.greeneggsmarketing.com](http://www.greeneggsmarketing.com)



Dan Holm is the author of the popular restaurant blog GreenEggsMarketing.com and a sought after speaker on Social Media strategy for industry events, and a regular lecturer at colleges and universities. Additionally, he is a contributor to the restaurant news sites CreativeLoafing.com and MetroMix.com. With years of experience in marketing and the restaurant industry he speaks to groups about leveraging the power of consumers online to become an engaged brand. He believes: word of mouth and social connections online are the most influential tools in driving customers to make purchase decisions.

## Ibrahim Ibrahim

London, UK, [www.portland-design.com](http://www.portland-design.com)



Ibrahim Ibrahim is managing director and owner of Portland, with offices in London, Mumbai and Dubai. The company is a leading international branding and environmental design consultancy specialising in the retail, leisure and travel sectors. Understanding consumers' relationship with brands lies at the heart of Portland's approach. Ibrahim holds a degree in Aeronautical Engineering, he is a post graduate of The Royal College of Art and Imperial College, London and a Fellow of the Royal Society of Arts. He has 20 years of experience with clients internationally and is a regular speaker at conferences around the world.

## Rex A. Jones

Denver/CO, USA, [www.chipotle.com](http://www.chipotle.com)



Rex A. Jones has been Executive Director International of Chipotle Mexican Grill, Inc. since February 2010. Before he oversaw all of the brand's real estate, design, construction and facilities functions. Former employers are Blockbuster and McDonald's for whom he took care of the business in the United States and Asia. Chipotle ('Food With Integrity' – fresh ingredients that are sustainably grown and naturally raised) opened its 1st restaurant in 1993 and currently operates nearly 1,000 units with a menu focus on burritos, salads & co. European start in 2010 in London. Rex holds a Bachelor of Science degree in Business Administration from Kansas State University.

## Rudi Kull

Munich, Germany, [www.kull-kg.de](http://www.kull-kg.de)



Rudi Kull is founder and CEO of Kull & Weinzierl. The company operates hotels and restaurants in Munich. He was born in the former USSR, learnt the foodservice business in North America and now runs benchmark operations in the capital of Bavaria together with his partner, architect Albert Weinzierl. Only recently, they opened a design hotel, the 'Louis' at the city's world-famous 'Viktualienmarkt' food market. Outstanding: their 'brenner' XXL restaurant, which opened in 2003. In this stronghold of traditionalism, 'brenner' is the first modern foodservice formula to have achieved a turnover running into tens of millions per year. All other large-scale outlets in Munich are culinary followers of typical Bavarian food. Rudi is an ardent and excellent operator.



**Julian Metcalfe**

London, UK, [www.pret.com/www.itsu.com](http://www.pret.com/www.itsu.com)



Julian Metcalfe is not just the man who co-founded Pret A Manger. He revolutionised the morning coffee and the lunch. And he revolutionised what people in the UK expect of customer service. In 1986, Julian and Sinclair Beecham took out a £17,500 loan to start up Pret A Manger. 24 years later there are more than 250 Pret Restaurants around the world. Julian is now building up a second empire; Itsu which started life in 1990 as a Japanese conveyor belt restaurant in South Kensington. Itsu presents a leaner sister to Pret A Manger – an eat-in/take-away concept that offers wholesome Japanese food to quickie lunchers and relaxed evening diners alike. Julian's next aim is to make this brand a genuine, beautiful and healthy fast food alternative growing into the same success as Pret.

**Samy Molcho**

Vienna, Austria, [www.samy-molcho.de](http://www.samy-molcho.de)



Samy Molcho is one of the most significant and celebrated mime-artists of the 20th century. He has added and introduced psychological and dramatic elements to the art of mime. The Tel Aviv born body language expert achieved international fame at renowned theatres all over the world and has performed in over 50 different countries on four continents. He was professor at the Max-Reinhardt Institute at the University of Music and Performing Art in Vienna, Austria from 1977 to 2004 (emeritus). Samy Molcho, the international capacity for body language, is author of numerous best-seller books (translated into 18 languages), among them 'All about body language', 'Body language of success', 'Embrace me, but do not touch me'.

**Jens Moritz**

Frankfurt, Germany/Sweden, [www.eqt.de](http://www.eqt.de)



Jens Moritz is a partner of EQT Partners and responsible for EQT Expansion Capital's activities in Germany, Austria and Switzerland. Jens has 12 years of experience in the private equity industry. He holds a degree in Business Administration. EQT is a group of leading private equity funds with operations in Northern and Eastern Europe, Asia and the US. Activities focus on buy-outs, growth financing and infrastructure. The funds have a unique industrial approach. EQT has raised approximately €13bn since 1994 and invested in more than 70 companies, including SSP and Sausalitos (foodservice).



**Christopher C. Muller**

Orlando, USA, [www.hospitality.ucf.edu](http://www.hospitality.ucf.edu)

Christopher C. Muller, Ph.D., is a leading academic expert. He is currently a Professor in the Rosen College of Hospitality Management at the University of Central Florida where he is Director of the Center for Multi-Unit Restaurant Management. His research has focused on chain-restaurant organization, development and growth and the training of multi-unit managers. Christopher has lectured on these topics throughout the world.



**Ly Qui Trung**

Ho Chi Minh City, Vietnam, [www.pho24.com.vn](http://www.pho24.com.vn)

Dr. Ly Qui Trung is co-founder and CEO of Nam An Group, the biggest F&B corporation in Vietnam. He also pioneered franchising in his country. Main brand: Pho24, a Vietnamese noodle restaurant chain (start 2003) with more than 80 outlets in five Asian countries, Sydney and soon also in London. Master franchisee of Gloria Jean's Coffees, Yogen Frusz and Breadtalk. Ly Qui Trung studied and took his PhD in hospitality management in Australia and the USA. 20 years ago, his mother opened one of the very first private restaurants in Ho Chi Minh City. The goal is to introduce Pho24 in China, Japan and the USA in 2010 and to reach 200 restaurants in total by 2013. Ly is a high profile award winner and speaker.



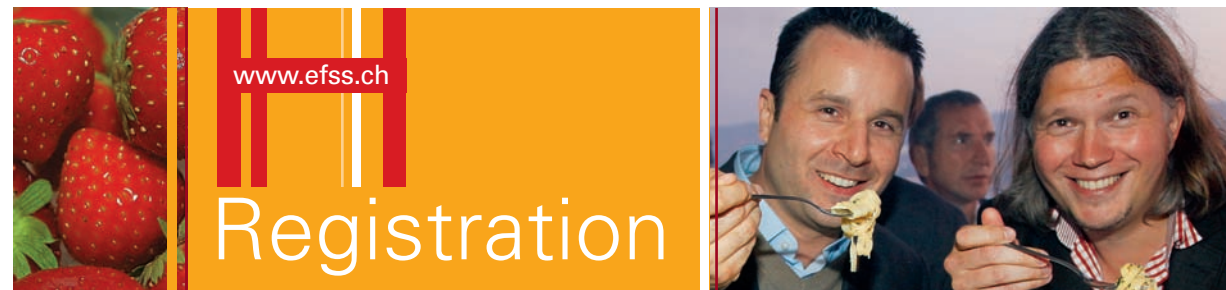
**Gretel Weiss**

Frankfurt, Germany, [www.cafe-future.net/www.food-service-europe.com](http://www.cafe-future.net/www.food-service-europe.com)

Gretel Weiss is the co-founder, Editor-in-Chief and Publisher of the two leading trade magazines – food-service (since 1982) and FoodService Europe & Middle East (since 1998). She is a recognised expert with insider knowledge of the chain-restaurant industry (market analyses, conceptual case studies and trends, worldwide studies of eating cultures and away-from-home-markets). Background: farming, university degrees in Nutritional Science and Economics.

**Concept/Advisory Board**

- Teija Andersen, Fazer Amica, FIN-Helsinki
- David Bosshart, GDI Gottlieb Duttweiler Institute, CH-Rüschlikon
- Ignasi Ferrer, The Eat Out Group, S.L., E-Barcelona
- Henry McGovern, AmRest, PL-Warsaw
- Tony Hughes, GB-Birmingham
- Christopher C. Muller, UCF, USA-Orlando
- Herwig Niggemann, W. Niggemann, D-Bochum
- Sotiris Seimanidis, Vivartia S.A., GR-Greece
- Gretel Weiss, Deutscher Fachverlag, D-Frankfurt a. M.



**Organizer**

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gretel.weiss@dfv.de

David Bosshart  
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david.bosshart@gdi.ch

**Location/Conference place**

Lake Side, Casino Zürichhorn  
Bellerivestrasse 170  
CH-8008 Zurich  
Phone +41 44 385 86 00  
www.lake-side.ch

**Conference language**

English  
(simultaneous translation  
into German)

**Transport**

There will be a free shuttle service between the Lake Side, Zurich main station and the hotels. The conference place Lake Side can be reached from the airport (train no S6/S16, stop Tiefenbrunnen, 20 minutes) or from Zurich main station (tram no 4, stop Fröhlichstrasse, 13 minutes).

**Fee per person**

CHF 2,500  
Restaurant companies  
CHF 3,650  
Suppliers/Consultants

The price includes documentation, extensive download area, all meals, refreshments, transfers, get-together and dinner party (VAT incl.). The fee has to be paid in advance.

**Restaurant study tours**

CHF 460 including guide, transfers and refreshments. Numbers are limited. Consideration according to registration date.

**Changes in the program**

The program is subject to change. Should the event fail to take place, fees will be refunded. Further claims are ruled out.

**Cancellation**

Cancellations must reach us by **11 August 2010**. After this deadline and until 5 whole working days prior to the beginning of the conference, participants will be charged 75% of the fee. The full amount is charged for cancellations thereafter. Naturally, a substitute participant will be welcome.

**Hotel accommodations**

**Attention:** Please note that the hotel booking no longer will be made by the GDI. If you wish to book a hotel for the 11<sup>th</sup> European Foodservice Summit please use the link below. There you will find a list of the hotels to book directly from the Internet. If you like to book a room by phone, please mention, that you book for the European Foodservice Summit. Only then we know for transport capacities.

[www.efss.ch/hotels](http://www.efss.ch/hotels)

**Hotel range**

- Grandhotel Dolder** CHF 970 excl. breakfast, [www.thedoldergrand.com](http://www.thedoldergrand.com)
- Park Hyatt Zürich** CHF 620 - 720 incl. breakfast, [www.zurich.park.hyatt.com](http://www.zurich.park.hyatt.com)
- Eden au Lac** CHF 530 - 590 excl. breakfast, [www.edenaulac.ch](http://www.edenaulac.ch)
- Steigenberger** CHF 420 - 450 incl. breakfast, [www.zuerich.steigenberger.ch](http://www.zuerich.steigenberger.ch)
- Opéra** CHF 310 - 350 excl. breakfast, [www.operahotel.ch](http://www.operahotel.ch)
- Lady's First** CHF 260 - 375 incl. breakfast, [www.ladysfirst.ch](http://www.ladysfirst.ch)
- Seefeld** CHF 230 - 270 incl. breakfast, [www.hotelseefeld.ch](http://www.hotelseefeld.ch)
- Seegarten** CHF 240 - 320 incl. breakfast, [www.hotel-seegarten.ch](http://www.hotel-seegarten.ch)
- Europe** CHF 250 - 320 excl. breakfast, [www.hoteleurope-zuerich.ch](http://www.hoteleurope-zuerich.ch)
- Seehof** CHF 240 - 320 incl. breakfast, [www.seehof.ch](http://www.seehof.ch)
- Du Théâtre** CHF 195 - 280 excl. breakfast, [www.hotel-du-theatre.ch](http://www.hotel-du-theatre.ch)

**11<sup>th</sup> European Foodservice Summit**

(22), 23 and 24 September 2010

Please complete, copy and send by fax to +41 44 724 62 62. Online registration and credit card payment: [www.efss.ch](http://www.efss.ch)

Title, Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Company \_\_\_\_\_  Restaurant company  Supplier/Consultant

Function/Position \_\_\_\_\_

P.O. Box, Street \_\_\_\_\_

Country, Postcode, City \_\_\_\_\_

Phone, Mobile \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

**Who's who booklet – please send a portrait photo (high res/300 dpi) to:**  
[brigitte.fischer@gdi.ch](mailto:brigitte.fischer@gdi.ch)

**Restaurant study tours, 22.9.2010, 11:00 - 17:00**

- I will attend:
- R1 - Zurich with Peter Kern, CHF 460
  - R2 - Zurich with Peter Herzog, CHF 460
  - R3 - Zurich with Jürg Landert, CHF 460

**Get-together, 22.9.2010, from 20:00**

- I will attend.

**Dinner party, 23.9.2010, 19:00 - 22:00**

- I will attend.
- I will be accompanied at the party by:

Name (companion) \_\_\_\_\_

**Transport**

- I wish to use the free shuttle service between the Zurich main station and the conference place Lake Side.
- I wish to use the free shuttle service from the conference place Lake Side to the airport after the conference 24.9.2010.
- I will travel by car (parking required at the Lake Side).

Credit card number \_\_\_\_\_

Validity date \_\_\_\_\_

Date/Signature \_\_\_\_\_

www.efss.ch



### Educational partners



Duni enhances atmosphere and brings convenience to any eating and drinking occasion by providing inspiring and innovative products and concepts for table-setting, meal-service and take-away. The Duni brand is sold in more than 40 markets and enjoys a number one position in Central and Northern Europe. [www.duni.com](http://www.duni.com)



Revenue Management Solutions (RMS) is an international consulting firm specializing in quantitative modelling and statistical analysis of data to increase gross profit and brand value. Currently, RMS (since 1994) assists 39 brands with over 50,000 locations in 34 countries around the world. [www.revenuemanage.com](http://www.revenuemanage.com)



Lavazza is one of the most important roasters in the world operating in over 90 countries. An Italian company 'by birth', founded in Turin in 1895, Lavazza is synonymous of great coffee. The distinctive values of the Lavazza brand are quality and innovation while respecting tradition. [www.lavazza.it](http://www.lavazza.it)



Impulses . Success . Emotions – For professionals from professionals. [www.salomon-foodworld.com](http://www.salomon-foodworld.com)



Foodservice and hospitality markets in nearly 170 countries rely on our 26,000 associates to keep their operations clean and sanitary. Innovative and unparalleled custom cleaning programs, and effective problemsolving relationships are our prime objectives. We will take on your toughest problems and solve them. 'Delivering peace of mind' – that's the Ecolab difference. [www.ecolab.com](http://www.ecolab.com)



Barilla FoodService has been created to offer specific solutions for the restaurant sector, and has become a great international reality. This success is the result of our dedication to positioning ourselves on the market as "The Pasta Solutions Specialist", which finds its full expression today in our Pasta Meal Point's, a synergy of five winning elements: product, process, equipment, branding and service. [www.barillafoodservice.com](http://www.barillafoodservice.com)



METRO Cash & Carry is internationally leading in self-service wholesale, operating more than 670 stores in 30 countries. As partner for professionals, we offer our customers a large choice of top quality products all under one roof. [www.metro-cc.com](http://www.metro-cc.com)



Nestlé Professional is committed to being an inspiring growth partner and passionate about delivering creative and customized branded food and beverage solutions that enable operators to innovate and delight their consumers. With consumer and customer insight driven solutions, Nestlé Professional is the world leader in food and beverage solutions for the food-service sector. [www.nestleprofessional.com](http://www.nestleprofessional.com)



Europe's market leader for commercial ware washing for hotels and restaurants. The acknowledged specialist for sustainable and cost saving products all around the world. Winterhalter provides complete system solutions for glass washing, dish washing and utensil washing for all applications. This includes premium washing machines, chemicals, water treatment and accessories. [www.winterhalter.biz](http://www.winterhalter.biz)